

Valedictory lecture  
Prof. Paul De Bra  
October 13, 2017



/ Department of Mathematics and Computer Science



Technische Universiteit  
**Eindhoven**  
University of Technology

**TU/e** Technische Universiteit  
**Eindhoven**  
University of Technology

# It's Personal

Where innovation starts

# Invitation

Prof. Paul De Bra was appointed, first as associate professor (December 1989) and later as full professor (August 1996) of Databases and Hypermedia in the Department of Mathematics and Computer Science at Eindhoven University of Technology (TU/e). He will deliver his valedictory lecture on Friday, October 13, 2017.

Paul De Bra received a Master degree, or “licentiaat” in Mathematics, as well as a teaching qualification, from the University of Antwerp, in 1981. He continued his study towards a doctorate under the guidance of prof.dr. Jan Paredaens and graduated in 1987. After postdoctoral work at AT&T Bell Laboratories in Murray Hill, New Jersey, he joined TU/e in December 1989 where his research has shifted to the area of hypertext and hypermedia. He has become known especially for research on adaptive Web-based systems with applications in Technology-Enhanced Learning.

Paul De Bra was a part-time professor at the University of Antwerp from 1987 to 2007, scientific director of the Dutch research school SIKS on Information and Knowledge Systems from 2009 to 2017, President of User Modeling Inc., from 2011 to 2017, and Graduate Program Director of Computer Science at TU/e from 2014 to 2017. He also represented TU/e in the World Wide Web Consortium and as chair of the program advisory board of HOVO Brabant.

## About the lecture

The guiding principle throughout the lecture of Paul De Bra is that “one size does not fit all”. His research started with the study of exceptions to constraints in databases. It then moved to hypertext, which allows personalized expression by creators, and to automatic personalization for end-users to avoid them getting “lost in hyperspace”. With the advent of the Web, expert-driven adaptation turned to data-driven adaptation, which then brought on the need to study databases again. This lecture follows this journey, from databases ... back to databases.

The Executive Board of Eindhoven University of Technology cordially invites you to attend the valedictory lecture of Prof. Paul De Bra on **Friday, October 13, 2017, at 4.00 PM**. The public lecture will be delivered in the Blauwe Zaal of the Auditorium. You do not need to register.

The lecture concerns  
**‘It’s Personal’**

After the lecture, drinks will be served in the Senaatszaal.

All full professors are invited to join the cortège. If you want to join the cortège, please register in advance with the P&P office which organizes all academic ceremonies, telephone +31 (0)40 247 33 02, e-mail: [penp@tue.nl](mailto:penp@tue.nl).

A handwritten signature in blue ink, appearing to read "F.P.T. Baaijens".

Prof.dr.ir. F.P.T. Baaijens  
Rector Magnificus

After October 13, 2017, the text of the valedictory lecture will be available online at [www.tue.nl/lectures](http://www.tue.nl/lectures).