

The World Wide Web is a great source of products and services available to people. Scientists have made a huge effort to create effective strategies to personalize those products/services for anyone willing to use them. The personalization may be provided by Recommender Systems which are able to match peoples preferences to specific products or services. Scientists from different research areas such as Psychology, Neurology and Affective Computing agree that human reasoning and decision-making are hardly ever affected by psychological aspects. Thus, to maintain the same level of personalized service provided by humans, computers should also reason, taking into account users psychological aspects. Nevertheless, the psychological aspects have, unfortunately, not been highly applied in Recommender Systems during their decision-making process. In this work we discuss the evidences that the use of Personality Traits in Recommender Systems might be coherent and effective for the improvement of the recommendations for users and, therefore, act proactively towards users needs, offering more adaptable products and services according to their future needs.

Nuns on a Chain Gang! 3: plus hundreds of other wacko stuff you NEVER-EVER see!!! (Volume 3), The hills of lakeland, Book Publishing: The Basic Introduction, The Bard & Co.: Shakespeares Role in Modern Business, Trc Report: Vol 2, Day by Day with God: Bible Readings for Women: May - August 2002, Point Man in Your Pocket: A Forty-Day March with Jesus, Positively Bob Dylan: A Thirty-Year Discography, Concert and Recording Session Guide, 1960-1991 (Rock & Roll Reference Series), Solid Modeling With Autocad: For Ame 2.0 & 2.1 (The Autocad Reference Library), Modern Guitar Method Grade 7, Expanded Edition,

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