

Changing notions of trust and compliance: their implications for personalisation of eHealth systems for maternity care

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Why is maternity care an interesting domain?

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- ▶ **who are not ill.**

What might go into a user model?

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BUT

Here be dragons



Michele Mariani
SMAUG

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So an eHealth system **cannot expect simple trust and compliance.**
It must acknowledge the controversies.

User model attempt 2?

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pain natural \longleftrightarrow pain bad

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- ▶ **useful**

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- ▶ relevant
- ▶ useful
- ▶ non-patronising

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while avoiding **paper-recommender syndrome**.