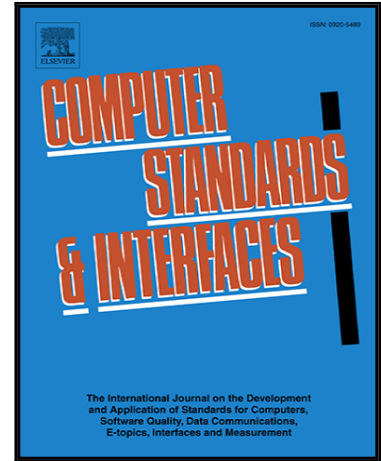


## Accepted Manuscript

The dimension of age and gender as user model demographic factors for automatic personalization in e-commerce sites

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**Highlights**

- Performance of 592 individuals on three common interaction tasks is analyzed.
- Gender and age are significant determining factors related to user performance.
- Handedness does not seem to have influence.
- Execution time of individuals in a specific task, keeps its coherence in the other tasks as well.
- Automatic profiling systems for gender and age may be built separately for any of the studied tasks.

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