An adaptive literary hypertext reconfigures itself for the reader, leading every time to a potentially unique read. Adaptivity can be achieved by means of an algorithm that simulates a Hamiltonian cycle on a weighted graph. The metric for this optimization is defined as the minimization of hypertextual friction (probability of losing readers’ attention) and hypertextual attraction (measure of narrative continuity). We consider the challenges involved with modeling such system, and we offer specific examples of this type of adaptivity. (Received August 02, 2005)