Abstract

In Today’s technology driven world user profiles are the virtual representation of each user and they include a variety of user information such as personal, interest and preference data. These profiles are the outcome of the user profiling process and they are essential to service personalization. Different methods, techniques and algorithms have been proposed in the literature for the user profiling process. This paper aims to give an overview on the user profiling and its related concepts, and discuss the pros and cons of current methods for the future service personalization. Furthermore, it also give details about the simulations which have been carried out with well known classification and clustering algorithms with real world user profile dataset. This work is based on the doctoral thesis of the author.

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**Index Terms**

Computer Science

Information Sciences

**Keywords**

user profiling user profile personalization classification clustering