Abstract

One of the most promising and potent remedies against information overload comes in the form of personalization. It aims to customize the interactions on a website depending on the user’s explicit and/or implicit interests and desires. User profiling is a fundamental component of any personalization applications. In this paper, the focus is on search engine personalization and to develop concept-based user profiling methods. The research results show that the profile which capture and utilize both of the users’ positive and negative preferences perform the best by means of p-Click and SpyNB-c method. To improve the quality of information access and infer users’ intentions for personalization using concept based user profile, collaborative filtering will be used. Finally, the concept-based user profiles can be integrated into the ranking algorithms of search engine.
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