Abstract

There are number of users searching for particular information with same topic. Personalized web search helps to improve the excellence of various searches on the Internet. But during searching the search engine may disclose or use user’s personal information to improve search performance. We propose a fine tuning in Personalize Web Search system by generalizing user profiles. We suggest a technique to generate online profile with user’s permission for query. Every time when user requests for certain information, our system allows user to select profile information as per his or her requirement and risk of exposition of sensitive attributes such as name, gender, contact number and many other different attributes. In addition our systems will also help to search accurate information based on user interests. Thus this system maintains stability between use of personalize information and the risk of exposing of personal profile by refining profile. This system is developed by GreedyIL algorithm which improves search quality and makes search computation fast.

References

- Google personalized search: http://www.google.com/psearch
Refinement in Personalize Web Search System with Privacy Protection

- Yahoo! My Web 2.0: http://myweb2.search.yahoo.com/

Index Terms

Computer Science
Web Services
Keywords

- Personalize web search
- Profile generalization
- Greedy algorithm
- Discrimination
- Power
- Information loss.