Abstract

Nowadays, the websites are available in bulk and a single search can give various different results. There still exist problems of getting results based on user importance in order to save time and complexity while searching. The personalized search built on user unique identification can solve the current problem to a large extent. In this paper, we have taken a unique personalization approach. We identify the user and make searches according to user interest based on previous searches made by him. We present a personalized web search framework UIBP (USER IDENTIFICATION BASED PERSONALIZATION). The comparison of our model with others shows that our search agent will prove more user friendly as it will make the searching fast, easy, and provide accurate results. Therefore, it is an enhancement in the field of web mining.

References


Index Terms

Computer Science

Information Sciences

Keywords

UIBP, User Search History, Web Search Log, Ranking, Personalization, User Profile.