Abstract

Nowadays the websites are available in bulk and a single search can give various different results. There still exist a problem 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 user and make search 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

Personalized Web Search using User Identity

Keywords

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