Abstract

The exhaustive information available in the World Wide Web indeed, unfolds the challenge of exploring the apposite, precise and relevant data in every search result. Apparently, in such instances of web-searching, Query Recommendations is the ultimate application in information retrieval. The Query Recommendation technique provides alternative queries to the user to frame a meaningful and relevant query in the future and rapidly satisfies their information needs. Similar query keywords are juxtaposed with the concept based hybrid user profile from the user log, query log and click-thru snippets to re-conduct the recommendation generation phase. The concept based hybrid user profile is used for recommending and re-ranking the queries. The given technique is very efficient and scalable; it is particularly effective in generating suggestions for rare queries and newly occurring queries. Experimental results based on log files and click-through data prove that the proposed algorithm performs well with better outcomes. The proposed strategies are experimentally evaluated using real time search process.

References
Search Query Recommendations using Hybrid User Profile with Query Logs

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Keywords

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