Abstract

For a given end user query, a personalized search engine returns an enormous set of related results. The results pertinent to a user are not regularly put on the top. The most fretting issue for the user would be to quickly find the related information in the first few. An efficient personalized search engine should be able to rank the search results and display more relevant ones as first few on the top. It is much more convenient for any user to find their required related result with lesser effort to search for it in the wide and huge list of information produced from the search results. The ranking of personalized web search results is a process of finding small number of highly relevant documents from large number of search results. The relevance is dependent on the user query and context of the subject. Ranking reflects the most relevant results to the user. These are very few and to be placed on top. In this paper, we proposed a method for ranking of search results using fuzzy networks that have been developed using enriched extended user profile. Our approach learns the user profile and constructs fuzzy net by calculating togetherness between concepts, documents or both. This can be done in two phases. In the first phase, we construct the fuzzy nets with enriched extended user profile. In second phase, we evaluate the rank of each document by using clustering algorithm.


References

- S. Park, D. M. Pennock, "Applying Collaborative filtering techniques to movie search for better ranking and browsing", in Proc KDD'07, 2007, pp. 550-559.
Index Terms

Computer Science
Fuzzy Systems

Keywords

Personalized Search Engine  Ranking  Fuzzy Networks  Document  Ontology
Concepts
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