Abstract

The World Wide Web (WWW) is growing exponentially per year thereby search engine provides the low quality of search results. Thus, the users get difficulty in getting the relevant information from the obtained search results. The quality of web search results depends on the information needs of the user and the searching techniques employed in the web search systems. So, the personalization is a general need in web search now-a-days. This paper includes the review of various approaches towards personalization. The approaches include hybrid profiling, personalized click model, ontology based user profiles and fuzzy theory for personalization.

References

A Survey on Techniques for Personalization of Web Search


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Index Terms

Computer Science Web Services

Keywords

Personalization web search user profile ontology.