Abstract

Most commercial search engines give the same results for the same query, not considering the user’s interest. User profiling is a fundamental component of any personalization application. Most existing user profiling strategies are based on object that users are interested in (positive preferences), but not the objects that users dislike (negative preferences). This paper focuses on search engine personalization and develop several concept-based user profiling methods that are based on both positive and negative preferences.
references


Index Terms

Computer Science

Data Mining
Keywords
User Profiling  Personalization  Support  Positive Preference  Negative Preference