Abstract

To find any information within a fraction of second by using search engines. But it returns irrelevant information also. At that time, Personalization technique can be used. Personalization means based upon the individual’s interests, the internet provides relevant information beyond specific query. In the proposed system, there are three various kinds of search can be personalized. Semantic search used to find the keywords and also find related meaning. Query based search used to get back the related documents according to their individual needs. Location based search used to fetch the place, location related information by replacing the map concepts. It is generally used for uneducated people. This
framework gives optimal search results for technically lagging people based on their self interests. Greedy algorithms mainly for the purpose of runtime principle such as GreedyDP and GreedyIL. The outcome of this proposed work get better search quality, reducing the cost, efficient retrieval and increases the search accuracy.

References

Development of Semantic, Query and Location based Personalized Web Search


Index Terms

Computer Science
Information Sciences
Keywords
User Profile  Online Decision  Personalization  Accuracy  Privacy.