



RESEARCH ARTICLE

Modified Approach of User Profiling from Search Engine Logs

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Abstract— User profiling is a fundamental component of any personalization applications. Most existing user profiling strategies are based on objects that users are interested in (i.e., positive references), but not the objects that users dislike (i.e., negative references). In this paper, we focus on search engine personalization and develop several concept-based user profiling methods that are based on both positive and negative preferences. We evaluate the proposed methods against our previously proposed personalized query clustering method. Experimental results show that profiles which capture and utilize both of the user's positive and negative preferences perform the best. An important result from the experiments is that profiles with negative preferences can increase the separation between similar and dissimilar queries. The separation provides a clear threshold for an agglomerative clustering algorithm to terminate and improve the overall quality of the resulting query clusters.

Key Terms: - Search Engine; ranking; concept based search engines; Logs

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