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SURVEY ARTICLE

A Survey on Android's Location Content Search Engine

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ABSTRACT: ***The internet is widely used in day-to-day life. An Android's Location Content (ALC) Search Engine that captures location of users and provides information related to that location. Data mining is done by click through data based on user preferences. In mobile search location information plays an important role. ALCSE has two concepts, location concept and content concepts. GPS is used to identify the user's location. Click through data are stored on the client side ontology files and it is used for storing location and content based information on the server side. To balance the weights between the content and location facets four entropies are introduced. For reranking the data as per user preferences the weight vectors are used. Privacy is protected by storing & collecting clickthrough data on client side. ALCSE server performs the actual computation and heavy tasks and actual results are sent to the client, ALC search engine saves energy of users' mobile.***

Keyword: clickthrough data, reranking, ontology, computation, extraction

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