Topical search engine personalization : A prototype model /
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Abstract:

People today are having difficulties retrieving information from the internet, even with the assistance of search engines. This difficulty is due to the fact that the information available over the internet is dynamic and grows exponentially. Topical search engines, on the other hand, enable us to retrieve relevant information without any complication, since it is specific to one field or topic. The search results in this type of search engine are up-to-date, pertinent and qualitative.

Personalization is a new term that has entered the Internet field. Personalization is a tailored feature that enable the site, search engine or portal, to adjust its content to the user's preferences and needs. Moreover, the personalization distinguishes the user as an individual by adding customized features in accordance with the user's personal note. The integration between personalization and search engines is ideal, since the user retrieves relevant results according to his/hers personal needs and preferences.

This research has examined whether it is possible to improve the quality of the search results in a topical search engine by adding personalization. In order to validate this theory, a Hebrew topical search engine model for movies was built. The model integrated personalization for registered users, allowing them to rate movies, view their search history, update their personal information and change the skins in the site. In addition, for profile users, i.e. users that display search patterns, the system created two personal tables for the profiled user in the database – one for movies and one for names. The searches of profiled users were primarily done on their personal tables. If no results were found, the search was done on the main tables in the database. Every time the user logs in the site, the system scans his/hers searches in order to find search patterns. If such patterns exist then the user can be profiled.

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