

4. Experimental Result

Here, user has given the query as “orange”. So initially he has received all the links related with name orange. This Includes, orange as a colour, orange as a fruit, orange as an amplifier, orange as a company and much more data. Now when user clicks on link orange as a fruit, as shown in fig.(a) his profile is created, containing all the information related with orange as a fruit. Which is shown in fig.(b).

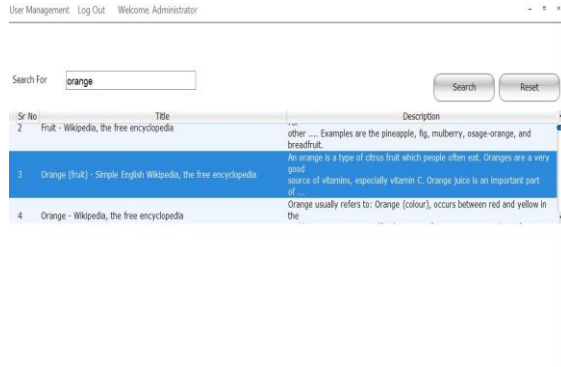


Figure (a)

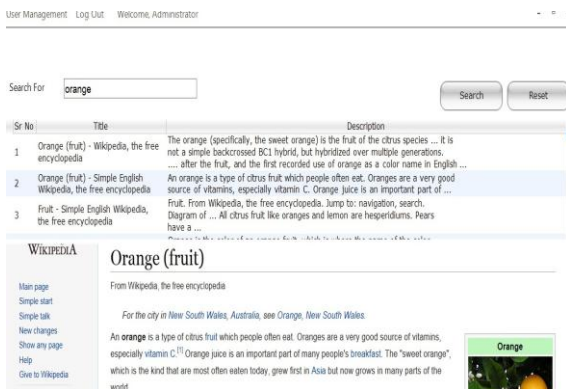


Figure (b)

When the user clicked in orange as a colour, his profile is generated containing all the web snippets associated with orange as a colour as shown in fig.(c)

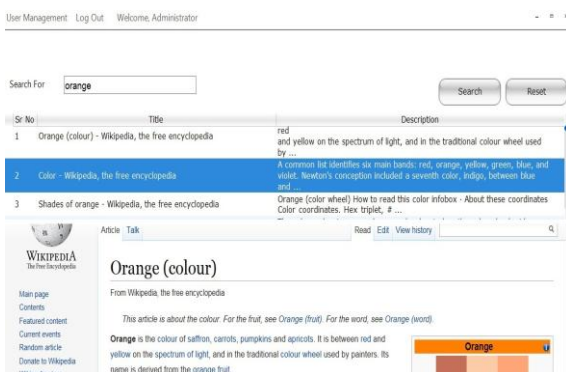


Figure (c)

When the user clicked on orange amplifier, his profile is generated containing all the information regarding orange amplifier. As shown in fig.(d).

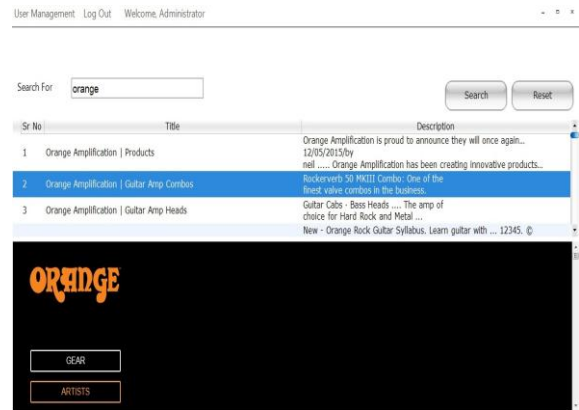


Figure (d)

In this way a profile is generated by considering user’s interest.

5. Conclusion

Personalized profile creation method is more useful to find out the optimal result for the user’s queries. It gives most relevant result of what the user is really want to search. It clearly differentiates personalization of search engine and employing the user profiling strategies on it to find an easy way to come up with the closer solution of the user’s precise need.

Future Scope: we can add user’s clickthrough preferences in positive and negative ways to achieve the clear differentiation between interested and not interested queries. i.e. to achieve more precise solution.

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