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A PATH FOR HORIZING YOUR INNOVATIVE WORK

PERSONALIZED INFORMATION HUB ON MOBILES

PROF. SWAPNIL V. KHEDKAR, PRIYA A. BHAGOLE, SNEHA A. TANTARPALE, SHWETA R. INGALE, NEHA G. KHANDARE

Information Technology, Computer Science, SGBAU University, Amravati, Maharashtra, India

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Abstract: Most present day search engines have a deterministic behaviour in the sense that they return the same search results for all users who submit the same query at a certain time. They do not take the users interests and preferences into account in the retrieval process. Integrating user context in the retrieval process can help deliver more targeted search results, thereby providing a personalized search experience to the user. Personalizing web search involves the process of identifying user interests during interaction with the user, and then using that information to deliver results that are more relevant to the user. In this thesis, we present our approach to personalizing web search on a mobile device (iPhone). Our approach involves building an ontological model of user interests on the user's mobile device based on his interaction with web search results. Personalization of search results is achieved by re-ranking search results returned by a standard search engine (Yahoo) based on proximity to the users interest model. The ability to recognize user interests in a completely non-invasive way and the accuracy of personalized results are some of the major advantages of our approach.

Keywords: Pattern Matching Algorithm, Association Algorithm and Re-Ranking Process.

Corresponding Author: PROF. SWAPNIL V. KHEDKAR



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INTRODUCTION

Today, internet search engines have become an indispensable part of our lives. They have enabled mass participation and collaboration by hundreds of millions of people around the world. People today are able to find all sorts of information instantly from almost anywhere. Search engines have also come to be included within large web sites such as e-commerce sites, corporate sites, and social networking sites. The exceedingly difficult nature of the problem of understanding user intent and matching it with the worlds accumulated knowledge stored on the World Wide Web has attracted large scale research and development efforts from the academia as well as the industry.

In the recent years, we have also seen an explosive growth in mobile devices. The modern cell phones are significantly better than the one's from a few years ago. They are more powerful, provide a much richer user experience and provide users with ubiquitous access to information more than ever before. Mobile Internet has quickly become part of the consumer media experience for millions of people. Unlike early adopters that originally used smart phones primarily for business, most new Smartphone owners are using them for mostly personal use. In this work, we present our approach to personalizing web search in a mobile environment. As a case study, we chose Apple's iPhone as the mobile platform to implement our work. Our main goal is to identify user's interests based on the web pages he visits, and deliver personalized web search results by utilizing the identified user interests. We learn and maintain implicitly an ontological profile of user's interests through passive observation of the user's click stream. The user's interest profile is stored locally on his mobile device and updated with every web page visit. Personalization is achieved by re-ranking standard web search results using the user's interest profile.

II. LITERATURE REVIEW

In our personalized information hub on mobiles have literature review in existing system profile-based Personalized Web Search do not support runtime profiling. A user profile is typically generalized for only once offline, and used to personalize all queries from a same user indiscriminately the existing methods do not take into account the customization of privacy requirements. We propose a privacy-preserving personalized web search framework for personalized information hub on mobiles, which can generalize profiles for each query according to user-specified privacy requirements we formulate the problem of privacy-preserving personalized search as Profile Generalization of user, with its unique ID and Password proved.

We develop two simple but effective generalization algorithms, this are Pattern matching and association, to support runtime profiling. While the former tries to maximize the discriminating power, the latter attempts to minimize the information loss (IL). In personalized information hub on mobile have following advantage. It enhances the stability of the search quality. It avoids the unnecessary exposure of the user profiles

III. ANALYSIS OF PROBLEM

The limitation with existing mechanism is, it takes more time and retrieve result base on web popularity rather than user interest. In existing system user typically view only the first few pages of search result means problem is relevant result beyond first few pages have a much lower chance of being visited. The Personalized information hub on mobiles overcomes such limitations with high performance, reduced time of searching .It identify user's interest based on the web pages visited. It re-ranks search results from a standard web search engine. In personalized information have following types of useful advantages.

- Improved user performance.
- Faster download speed.
- Engagement and context.
- Improved search / search engine optimization performance.
- Brand Identity.
- Portability and connectivity.
- New advertising opportunities.
- Inevitability.

IV. IMPLIMENTED WORK

User Modelling

A user model stores an approximation of user's interests. User models are used to personalization systems to tailor generic content to the particular needs of a user. User models are often updated automatically by tracking user's click stream, websites visited, etc. An example of a simple personalized information discovery tool is the Google Alerts system. Users specify explicitly what they are interested in, for instance a phrase or keywords. The system

notifies users when new information is published on the web that contains their phrase and/or keywords. In more complex systems, the user model is dynamic and adapts over time to reflect changes in user interests. In personalized search systems the user modelling component can affect the search in three distinct phases,

- Part of retrieval process: user profiles are built into the search process, and are used to score web documents. The search engine is designed with personalization in mind. This method and does rely on an external search that provides search results.
- Re-ranking: this method receives content (search results) from a standard non-personalized search engine, and personalizes the content in a second step by taking into account the particular user's interests.
- Query modification: In this approach, user profiles are used to modify the submitted representation of the information needs. Given the time constraints forced on the search systems, and the fact that personalization is a slow process and user profiles only get better with time and use, most search engines do not employ any personalization at all. Personalization systems that re-rank the documents returned from a standard retrieval process often employ user profile on the client-side. Moreover, instead of getting all

Results from the source, they typically get top ranked documents and re-rank them. Because of the time needed for the additional re-ranking step this approach can be considerably slow. Nevertheless, complex user needs can be employed, and high level of personalization can be achieved.

In the query modification approaches, user profiles affect the ranking only by altering the query representations. Query modification is therefore less likely to affect the result lists, because it does not have access to all the ranking process

Modules:-

There are seven modules in our project administrator, company module, end user web module, mobileapplication, logmaintance module, mining module and last module is content and services delivery module.

Administrator:-

In this section we need a two administrator, this two administrators are one is companies administrator and one is database administrator. In company administrator, it will handle the

all the mobile of company like Nokia, Samsung and identify the users performance and maintains the advertisement and provide the different types of facility according to users demands.

In Database administrator handle the all the administrators of company, like provide a user ID, password and store the all the current update of company.

In that module have four points approve pending company registrations, company log, company wise product log and DSS data service search reporting. Again DSS data service search reporting divided into three sub points most visited categories report, most visited documents and user interest.

Company Admin:-

In company administrator, it will handle the all the mobile of company like Nokia, Samsung and identify the users performance and maintains the advertisement and provide the different types of facility according to users demands.

- O Generate Data for search engine
- O Product Category Management
- O Category wise products management
- O Customer Enquiries Management
- O DSS Reporting
- O Most visited Categories Report
- O Most visited documents
- O Users interests
- O Mining Reports

End user web module:-

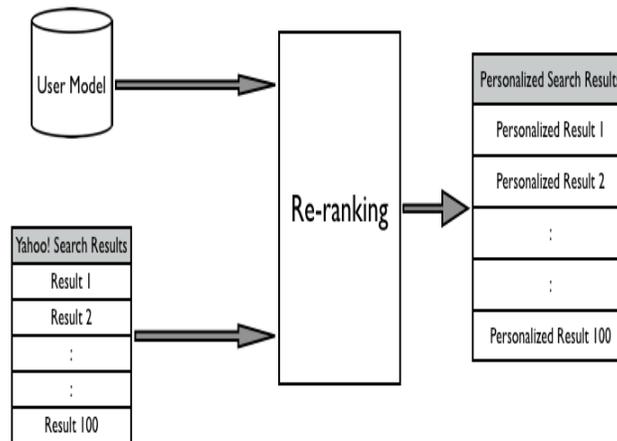
- O Registration

In registration module, we have to registered the name of the company name, user ID, and specify the unique password to all the company which all registered in the Database.

O Search products In this module, it will store this item which are the

O Reporting

Mobile Application End User:-



Login through authentication

Search Engine

Previously Searched Category wise report

Preference according articles reporting

New ads and offers

Log Maintains Module:-

When users are using the application and performing different searches, their usage and behaviour is recorded in log files for future reference.

Mining Module:-

Data is analytically picked from the log files and re-ranked the search results so that the generated result will be personalized and enriched.

Content Service and Delivery Module:-

This promotes customer satisfaction in using the online personalized search engine

Algorithm 1: Pattern matching algorithm

In computer science, pattern matching is the act of checking a given sequence of tokens for the presence of the constituents of some pattern. In contrast to pattern recognition, the match usually has to be exact. The patterns generally have the form of either sequences or tree structures. Uses of pattern matching include outputting the locations (if any) of a pattern within a token sequence, to output some component of the matched pattern, and to substitute the matching pattern with some other token sequence (i.e., search and replace).

The simplest pattern in pattern matching is an explicit value or a variable. For an example, consider a simple function definition in Haskell syntax (function parameters are not in parentheses but are separated by spaces, = is not assignment but definition):

$f\ 0 = 1$ Here, 0 is a single value pattern. Now, whenever f is given 0 as argument the pattern matches and the function returns 1. With any other argument, the matching and thus the function fail. As the syntax supports alternative patterns in function definitions, we can continue the definition extending it to take more generic arguments:

$f\ n = n * f\ (n-1)$

Here, the first n is a single variable pattern, which will match absolutely any argument and bind it to name n to be used in the rest of the definition. In Haskell (unlike at least Hope), patterns are tried in order so the first definition still applies in the very specific case of the input being 0, while for any other argument the function returns $n * f\ (n-1)$ with n being the argument.

The wildcard pattern (often written as $_$) is also simple: like a variable name, it matches any value, but does not bind the value to any name.

Algorithm 2. Association algorithm

An association rule has two parts, an antecedent (if) and a consequent (then). An antecedent is an item found in the data. A consequent is an item that is found in combination with the antecedent. Association rules are created by analysing data for frequent if/then patterns and using the criteria support and confidence to identify the most important relationships. Support is an indication of how frequently the items appear in the database. Confidence indicates the number of times the if/then statements have been found to be true. In data mining, association rules are useful for analysing and predicting customer behaviour. They play an important part in shopping basket data analysis, product clustering, catalogue design and store layout.

Programmers use association rules to build programs capable of machine learning. Machine learning is a type of artificial intelligence (AI) that seeks to build programs with the ability to become more efficient without being explicitly programmed.

v. PERFORMANCE ANALYSIS

In the personalized information hub on mobile have the category wise search performance of product as well as company. It give the graphical notation to home page of administrator.

In our project above fig. Shows the company performance by the user searching performance. here we also use the emulator means android base application .With the help of emulator we also run our application to user side means client side. Android is the software platform and operating system for mobile devices. It is the Linux based operating system for the mobile devices such as smart phones. Android is the open source project .It is the process system in which the application run in its own process. In this project we also use the database as a SQL server. SQL often referred to as structured query language, is database computer language designed for managing data in relational database management system and originally based upon relational algebra and calculus. Its scope include data insert, query, update and delete, schema and modification and data access control.

FUTURE WORK

In this review paper, we propose personalized information hub on mobile. This project work is prototype in direction of obtaining the solution to the problem of irrelevant and massive result associated with most of the existing information retrieval system and search engines. In future many more features can be added to future enhance the quality and relevance associated with the result obtained from search engine. In future, this application can be extended to work with other search engines also like Yahoo, MSN, Yahoo Answers, EBay, YouTube, social media sites and blogs.

In future instantaneous result start appearing as each character of a search term is entered. You don't need to click the search button and then wait until the result appears. This innovative interface will save time by eliminating click and key strokes. Search result will appear quickly as you type. This way it would be easy to modify search characters and get results on-the-fly

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