

عنوان مقاله:

A study on the personalization methods of the web

محل انتشار:

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خلاصه مقاله:

Search engine personalization is one of the various deep personalization methods. It can be said that personalization systems that help users find the information they need requires the use of contextual and semantic information analysis techniques that exist in the field of data recovery such as web personalization and the process of optimizing the methods to get to web pages in a way that are consistent with the needs of each user. What helps the current problem of search engines and accelerate their performance, is providing a proper framework for finding the correct pattern considering great items in history of users. This approach improves the advising process of the search engines as well. The aim of this paper is to introduce some process improvement methods of correct patterns and analyze them. Here we will discuss the basic concepts of web personalization and consider the three approaches of .web personalization and we evaluated the methods belonging to each of them

کلمات کلیدی:

personalization, search engine, user preferences, data mining methods

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