99. ENHANCE PRIVACY SEARCH IN WEB SEARCH ENGINE USING GREEDY ALGORITHM

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Personalized search is a promising way to improve the accuracy of web search. Formulate the problem of privacy-preserving personalized search. Propose a privacy-preserving personalized web search framework UPS, which can generalize profiles for each query according to user specified privacy requirements. Collect the user profile details such as browsing history, query history and bookmarks details. We can extend this framework to overall search engine to retrieve the relevant details from images and web pages. Personalization of Web search is to carry out retrieval for each user incorporating his/her interests. The users profiles are then used to improve retrieval effectiveness in Web seek. A general profile and a user profile are learned from the user's search history and a category hierarchy, respectively. The user profiles for particular users are stored on the clients, thus preserving privacy to the users. The design adopts the server-client model in which user queries are forwarded to a server for processing thetraining and re-ranking quickly. We implement a working prototype of the clients on the Google platform.

Keywords— Re-ranking, Personalized web Search, Search engine, Profile.

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