

Efficient Robust Interactive Personalized Mobile Search Engine

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ABSTRACT

Technology and its Service Based cluster mechanism plays the most important role in the building the Technology in better and smarter way to implement the best of technological advancement. In the Context of recent era where Mobile plays like a pc or we can call these days mobile more efficient and robust to provide the service better than a PC. In this Paper, we try to implement the concept of the interactive and responsive search interface to get the ontology based on the personalization. In the location based search engine where click through rate taken as the user profiling based on which the metadata search mechanism would like to take the smart call. In the context of the user profiling we have implemented the concept of the most visited terminology, the web pages and the based on the profile data like age, gender etc. Hence, In order to achieve the best efficient way of including the Meta data based tag search where key plays the approach for getting the value on the chain of the Meta tag and Meta descriptor based ontological methodology.

KEYWORDS: Click through data, concept, location search, mobile search engine, ontology, personalization, and user profiling.

I.INTRODUCTION

In the era of the modern mobile generation, where interactive based or we can call as personalized based interactive which makes for better use and betterment of the technology which is challenging factor in the industry of Information Technology. In these techniques aimed at allowing the end user to access interesting content more efficiently. As mobile subscribers ventured beyond the walled garden of mobile portals, efforts switched to developing alternative techniques for efficient presentation of Web content on mobile devices. IN

2000, Nielsen Group published a WAP usability report, which highlighted major issues with both WAP services and mobile devices. The report describes the results of a field study of WAP users in London.

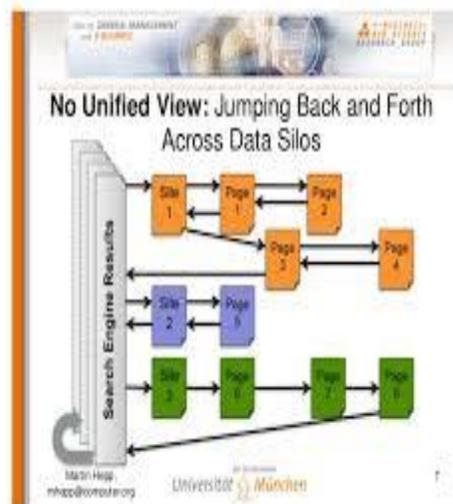


Fig.1.1 Model Structure Illustration

In this study, 20 participants were asked to use their handsets to locate various types of information via a WAP portal for a 1-week period in 2000 and to record their opinions in a diary. Half of the users were given Ericsson R320s and the other half was given a Nokia 7110e. Overall users found the WAP service to be highly frustrating and simple tasks took a long time to complete.

II.RELATED WORK

In the User Interface which the first screen related to any of the device which we call as the face of the device and the blackened working functionality a few lines of text, more recent evidence suggests that the size of the display can impact on user's

performance. For example, Jones et al examined the impact of users accessing a website designed for conventional large screen displays, via a small handheld device. Their results showed that users of the small screen had to carry out extensive scrolling while attempting to complete the tasks. Furthermore they found that small screen users were 50% less effective in completing their tasks when compared to the users of the large screen.

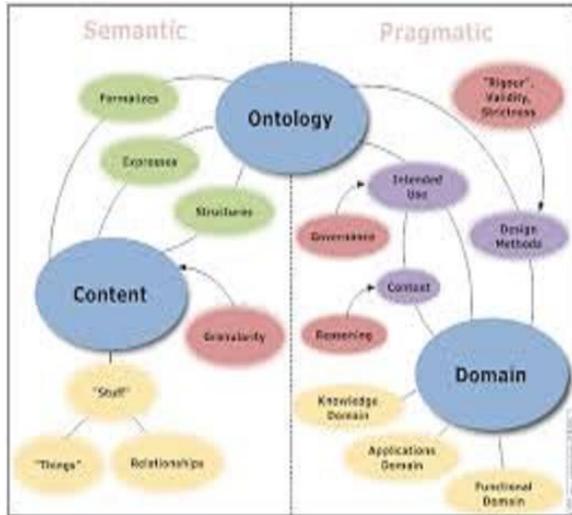


Fig.2.1 Illustration of the Ontology Based Model

The content which we derive based on the ontology based approach in which searchers chose query terms that do not correspond to the terms used to index the target document. To overcome this problem we have developed a content enrichment framework aimed at enhancing mobile pages with additional index terms so that retrieval performance can increase. The content enrichment framework utilizes existing Web resources as a source of enrichment terms thus provides a simple yet effective mechanism for improving mobile pages.

III. PROPOSED METHODOLOGY

Typically the services accessible from mobile portals include news, weather, sport, entertainment, e-mail, games, etc. MacKay all proposed a new automatic transformation technique called the Gateway which exploits a user’s familiarity with a web page. Gateway provides a thumbnail style representation of a large web page which the user can

navigate by selecting individual, either by rollovers or clicking. The Gateway technique performed well in user evaluations demonstrating that users appear to prefer small versions of familiar web sites.

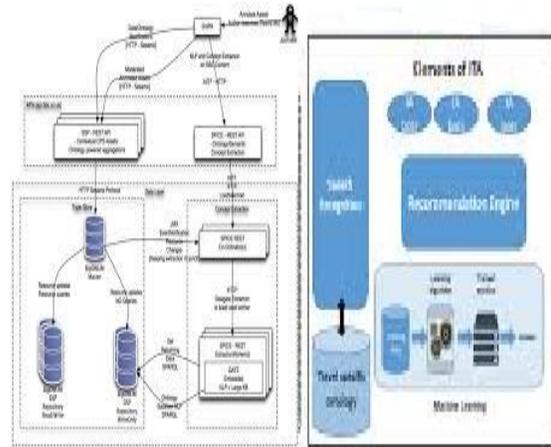


Fig.3.1 Architecture Model View of the Process flow

DOM tree to present a hierarchical overview of a Web page, thus enabling users to get a quick glance of the entire content of a page and to easily drill down to the most interesting parts of a personalization component that allows users to specify their content display preferences and topic preferences and finally a fisheye view component which enables the display of large volumes of information using focus and context areas. Although these high-end devices have sparked significant interest in the mobile space of late, such devices are a far cry from the mid-range devices used by the majority of users today, with many existing mobile phones presenting a range of challenges to mobile subscribers. The first issue presented by many mobile phones relates to screen-size. While most desktop applications are designed for 800x600 or 1024x768 resolutions, mobile phones employ significantly smaller displays, which present a number of challenges from a user interface and presentation standpoint. Finally, there are data-driven approaches to HCI which involve examining user interaction post-facto by analyzing usage logs. Transaction log analysis has long been a staple in the Web search community and has been used to identify usage patterns and usability failings, the findings from

which can be used to improve Web search systems. For example, analysis of Web search engine query logs has provided significant insights into the types of information Web users search for, how they form their search queries and how they interact with search results. More recently, similar studies have emerged of mobile search behavior, for example. These studies are important because they provide significant insights into what mobile subscribers look for and how they search for information online.

IV.EVALUATION AND ANALYSIS

It is worth noting, however, that the result approach represents early work within the mobile search space in which we explored a simple adaptation of standard search result presentation. In later work we explore an alternative approach to the mobile search interface which provides more promising results and represents a radical departure from standard interfaces.

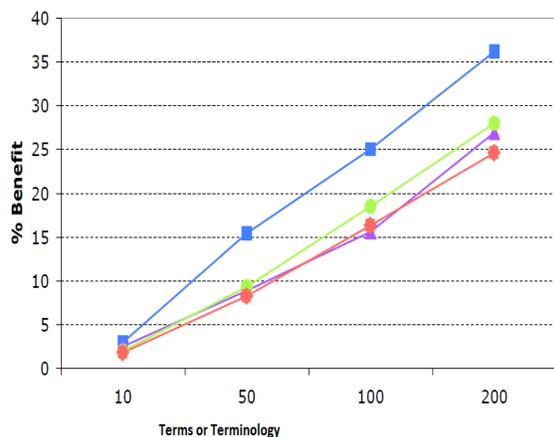


Fig.3.1.1 Comparison of the Terms with the Benefit Ratio

Specifically, we developed a rich map-based interface called *Search Browser* designed for next generation phones such as the iPhone, which encourages discovery of new information by presenting users with historical query and result-selection data. A live user evaluation of the interface showed that the Search Browser application could provide mobile users with a very useful search and information discovery tool while on-the-go.

V.CONCLUSION AND FUTURE WORK

Technologically if we compare the search engine and change introduce a number of crucial challenges when it comes to delivering useful and usable search engine services. For example, one of the main issues concerns the manner in which search results are displayed. In this paper; we have argued that traditional presentation styles are not optimal through an extensive study of seven existing mobile search engines. We have proposed using related queries as a more economical alternative to the use of snippet text for displaying search results and as a more information alternative to displaying result titles alone.

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