CUSTOMIZEABLE PERSONALIZED SEARCH AND POSSIBLE ZERO QUERY SUGGESTIONS FOR BANGLA SEARCH ENGINE.

Course Id – CSE 400

Date : 26 Jun 2013

Name of Students

Syed Shahriar Manjur	2009331001
Imtiaz Shakil Siddique	2009331006
Nafis Ahmed	2009331042

Name of Supervisor

Abu Naser

Shahjalal University of Science and Technology

www.sust.edu

Introduction:

Personalized search is a type of search that adapts its query results based on individual's interest, previous search history, locality, age and other user specified information.
In order to reduce the user's efforts to generate search queries with the least amount of interaction, users' intentions are analyzed from their previous queries and other information.
With zero-query search, there is almost no need for users to express their queries explicitly.

The main target of our thesis is to apply this personalized search with possible zero-query search in Bangla search engine.

Description of problem:

There may appear several problems when implementing personalized search and zero-effort results.

- User interests are frequently changing.
- It may be difficult to provide accurate results based on the limited information the user has provided.
- Users are not likely to give feedback about query results.
- User may change their profession, location, behavior etc. from time to time.
- User may need different results for same query in different times.

Possible solution:

To determine user specified query results we will consider some aspects which we will define as cost factors. We will assign weight to those cost factors according to our available statistics and machine learning algorithms. The cost factors are:

- Query history.
- User provided information i.e. age, locality, profession, gender etc.
- Available information that can be collected using social networks.
- Recently visited webpages and typed queries.
- Globally and locally popular webpages.
- Geographic position, demographic information, culture.
- Time of the day, current month and occasions.

Completion target for current semester:

- Determining all the other necessary cost factors.
- Learning about the methods for assigning weight according to cost factors more accurately.
- Learning about the related machine learning algorithm.
- Determining and learning techniques regarding zero-query search.
- Learning about human philosophy which can be used to provide better search results, especially for zero-query search.

SIGNATURE OF THE SUPERVISOR