Dynamic Web Personalizing Using Intimacy Theory

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One of the key factor of success in on-line web site is personalizing. Because quality of service gap in on-line and off-line service, it is comfortable to do something in web, but many people prefer doing something in off-line. In this context, quality of service means that how differentiated individual services can customer offered. In off-line, we can meet a human and get person-to-person service. But in off-line, we can only connect with homepage or chat, thus customers can feel less intimacy to on-line service. Thus, to make web service more attractive, it is important to service by personalizing web services dynamically.

In this research, we have 230 data samples which include age, gender, occupation, and else. We can devide 230 data samples to 4-mean clustering using Kohonen Networks. There are 4 cluster A, B, C, D. We can get Average Intimacy Level. In research, A = 2.41, B = 3.02, C = 3.85, D = 2.87. The more intimate, the more personalized we can. For example, we can give birthday present to intimate friend, but if we give a birthday present to a stranger, a strager will feel more discomfort to me. Thus we can know that C cluster is the most intimate cluster to web page, and we can offer more personalized services. And cluster A, we need to give more generalized services to prevent discomfort about personalized services. And we can make Decision Tree with 4 leaf nodes that can decide which cluster new input belongs in. This Decision Tree is used to offer intimacy level of new user of on-line service and we can select personalized, or generalized services.

This data mininig using combination of cluster and decision tree makes web active dynamically. Thus we can give more favorable services to user of on-line services and it make feel user more comfortable to use this web site.