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A Framework for User Guidance in Web Search Engine Interfaces Based on Past Users' Behavior

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Web search engines efficiently surf the Internet and return the most relevant pages to the users' queries. However, the order of the recommended pages is not always in accordance with the users' priorities. The users need to check the list of the recommended pages to find one of their interests. On the other hand, the queries sent by the users do not always correspond to their intentions. The lack of user knowledge or unfamiliarity with the specific keywords and phrases in the domain knowledge leaves the user about wondering what phrases would be the most related ones to his/her desire. Our aim is to develop a model to guide the user preparing more appropriate queries. The model also reorders the recommended pages of the conventional web search engines based on the users' interest. The contribution of our research is three folds. First, Complementary Phrase Recommender module suggests to the user a list of complementary phrases for the uncompleted query. Second, Related Phrase Adviser module provides a list of phrases related to the query segment that user has entered. These two modules guide the user to enter the more related phrases to his/her intention as a query. Third, Page Rank Reviser module refines the order of the recommended documents prepared by a conventional web search engine to help the user find the related web pages on top of the list.

STUDENTS ARE ENCOURAGED TO ATTEND
