



Query Extraction by using Concept and Click Based Methods

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KEYWORDS

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Abstract: *An accurate user profile can greatly improve a search engine's performance by identifying the information needs for individual users. The techniques make use of click through data to extract from Web-snippets to build concept based extraction is presented. The existing user profiles can be used to predict the intent of unseen queries, such that when a user submits a new query, personalization can benefit the unseen query. Finally, the concept-based user profiles can be integrated into the ranking of a search engine so that search can be ranked according to individual users' interests.*