

# Personalization of Keyword-based Search on Structured Data Sources

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1st International KEYSTONE Conference, 2015

# Outline

1 Introduction

2 Challenges

# Context information

- **Users' needs**
- Systems should use as much as possible available information
  - query keywords
  - geographic location of users' devices used for making queries
  - history of users' search
  - personal information about users
  - the use of context information in the query

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- Can user profile data be used to personalize the list of results in the sense of adapting part of the structured data that will form part of the query result?
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# Scientific fields

- **Interdisciplinary open issue**
- Personal information management, User profiling, Information retrieval, Human-computer interaction, Knowledge management, Context-aware applications, Log mining, etc.



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# Case studies

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# Questions / Discussion

- Thank you for your attention!!!