RESEARCH ARTICLE   OPEN ACCESS

A User Friendly Mobile Search Engine for fast Accessing the Data system

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Abstract:

Mobile search engine is a meta search engine that imprisonments the user's favorite in the form of concepts by mining their click through data. But the search query is limited to small words unlike those used when interacting with search engines through computers. It has become popular because of presence of huge number of applications. Smartphone's carry large amount of personal information, such as user's personal details, contacts, messages, emails, credit card information, etc. User type specific search and finally Ontology based Search. Moreover opinion mining is conducted to provide feedback and valuable suggestions given by the mobile users. Due to the different characteristics of the content concepts and location concepts, use different techniques for their concept extraction and ontology formulation. Moreover the individual users can use this search engine, which runs on android platform. They can give feedbacks and suggestions about the search result. Based on the feedback other users can get valuable information about the services available in their location or nearby location.

Keywords **— Mobile search engine, Multiple preference, ontology, location search, Social Network.**

I. Introduction:

In mobile search, the interaction between users and mobile devices are constrained by the small form factors of the mobile devices. Data mining, also known as Knowledge-Discovery in Databases (KDD), is the process of automatically searching large volumes of data for patterns. A major problem in mobile search is that the interactions between the users and search engines are limited by the small form factors of the mobile devices. Web search engine ability in a mobile form allows users to find mobile content on websites which are available to mobile devices on mobile networks. As this happens mobile content shows a media shift toward mobile multimedia. Typing the same search keyword may possibly convey results of different search results on near field communication Smartphone as individuals contain various preferences. The existing system of Personalized Information Retrieval fails to examine the search system by means of

Smartphone in environment of Social Network. Most of the previous work believed that all concepts are of the similar type. Observing the necessity for various types of concepts, a personalized mobile search engine, was introduced which represents various types of concepts in various ontology. Recognizing the significance of location information in search of mobile, concepts were separated into location concepts and content concepts. With the rising number of web users using Smartphone in addition to its individualized service under examination, the environment of Smartphone does not make available user's search rankings suitable to personal inclinations.

II. Ontology:

The subject of ontology is the study of the categories of things that exist or may exist in some domain. The product of such a study, called ontology, which is a catalogue of the types of things that are assumed to exist in a domain of interest from the perspective of a person who uses a language for the purpose of

talking about domain. The relation between Ontology's and data mining in two manners. One common approach involves dividing the extant subjects and predicates into groups called categories. Of course, such lists of categories differ widely from one another, and it is through the co-ordination of different categorical schemes that ontology relates to such fields as library science and artificial intelligence. Such an understanding of ontological categories, however, is merely taxonomic, classificatory.

Domain Ontology:

many ontologies have in common in both computer science and in philosophy is the representation of entities, ideas, and events, along with their properties and relations, according to a system of categories. In both fields, there is considerable work on problems of ontological relativity(e.g. Quince and Kraken inphilosophy, Sowa and Guarino incomputer

science),anddebates concerning whether a normative ontology is viable (e.g., debates over foundationalism in philosophy, and over the Cyc project in AI). Differences between the two are largely matters of focus. Computer scientists are more concerned with establishing fixed, controlled vocabularies, while philosophers are more concerned with first principles, such as whether there are such things as fixed essences or whether entities must be ontologically more primary than processes.

Metadata Ontology:

As Spyns et al. affirm ontologies in current computer science language are computer-based resources that represent agreed domain semantics. Unlike data models, the fundamental asset of ontologies is their relative independence of particular applications, i.e., an ontology consists of relatively generic knowledge that can be reused by different kinds of applications/tasks.

Axiomatized ontology:

distinguishes subtypes by axioms and definitions stated in a formal language, such as logic or some computer-oriented notation that can be translated to logic.

III.System Overview

i)OBPMSE Client:

OBPMSE. The user preferences are organized in an ontology-based, multifacet user profile, used to adapt a personalized ranking function which in turn used for rank adaptation of future search results. we propose to define personalization effectiveness based on the entropies and use it to balance the weights between the content and location facets. In our design, the client collects and stores locally the clickthrough data to protect privacy, whereas heavy tasks such as concept extraction ,training, and reranking are performed at the OBPMSE server. OBPMSE provide client-server architecture and distribute the task to each individual component to decrease the complexity.
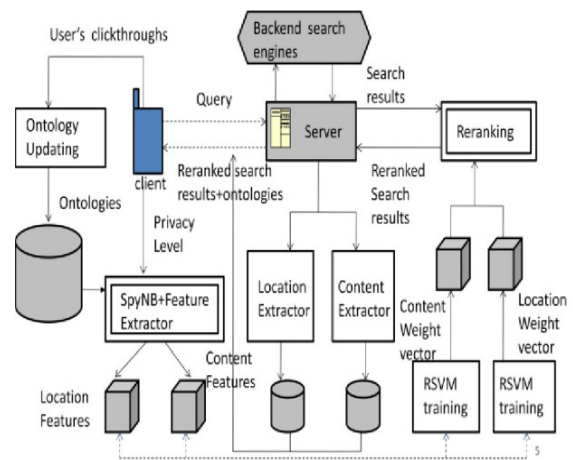

Fig1. OBPMSE Client-Server Architecture

Web search: This module is finished for content-based searches. When this selection is chosen by the user, the general results from the Google server area unit came to the uses mobile.

Places search: When I start looking for something in a new area, like a barbecue restaurant in Austin, I usually do quite a few searches. I might search for a list of restaurants and then search for details about each place, like which one has the best atmosphere.
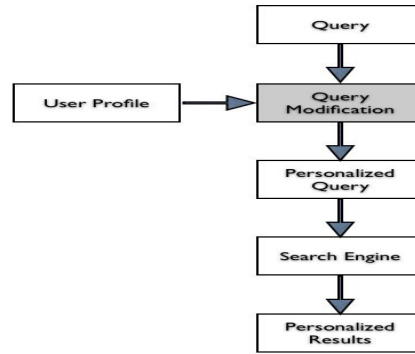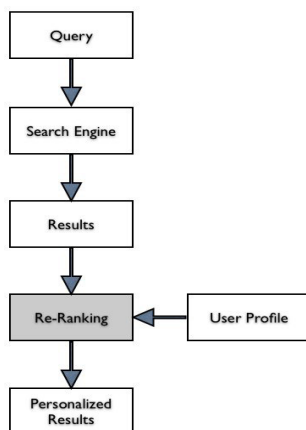
Re-ranking the search results:

When a user submits a question on the shopper, the question containing the users content and placement preferences. Once the search results arcame by the server, supported whether or not the search question is content-based or location based mostly, the corresponding databases referred.The search results ar then reranked in keeping with the burden vectors obtained from the RSVM coaching.

Scope:

The scope of the project is the information that contains a text reminder of the requested information as well as links to location, services and other interesting information in the personalized mobile search area that the user has searched on.

IV.   System Design:

V. Conclusion:

To improve the mobile searching efficiency in mobile telephones, a personalized searching technology based on subject-word customizing model is accessible, which is focused on the semantic association among subject words. A personalized mobile search engine with enhanced security using MAC (Message authentication Code) technique is proposed. We observed that security can be provided to the sensitive data on the phone by denying access to it from a remote server and message authentication code technique will prevent malicious users from launching denial of service attack. The experiments have been conducted on the Android Virtual Device. The Android device is remotely locked from a server and the device was set to restore factory to wipe the personal data from the device. We observed that security can be provided to the sensitive data on the phone by denying access to it from a remote server and message authentication code technique will prevent malicious users from launching denial of service attack.

VI.   References

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