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(54) VARIABLE PERSONALIZATION OF SEARCH RESULTS IN A SEARCH ENGINE

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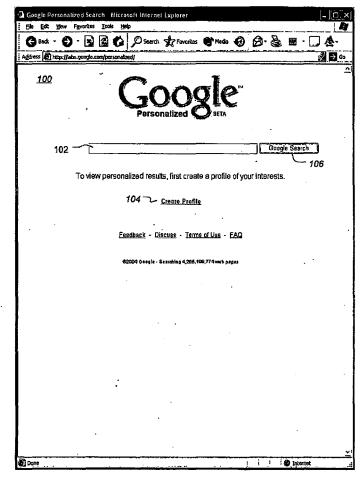
Dec. 1, 2004

Related U.S. Application Data

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ABSTRACT

A search engine provides personalized rankings of search results. A user interest profile identifies topics of interest to a user. Each topic is associated with one or more sites, and a boost value, which can be used to augment an information retrieval score of any document from the site. Search results from any search are provided to the user, with a variable control of the ranking of the results. The results can be ranked by their unboosted information retrieval score, thus reflecting no personalization, or by their fully or partially boosted information retrieval scores. This allows the user to selectively control how their interests affect the ranking of the documents.



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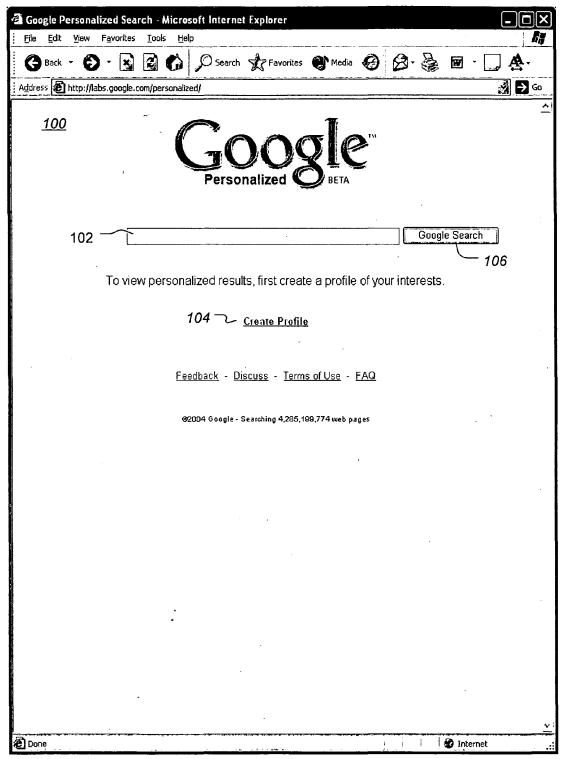


FIG. 1

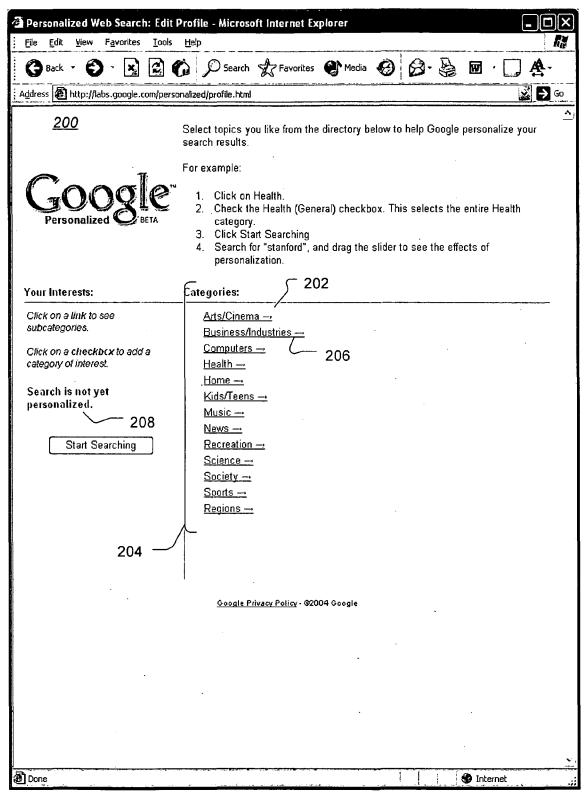


FIG. 2

	Profile - Microsoft Internet Explorer			
File Edit Yew Favorites Iools Back - 5 - 4 - 4 - 4 - 4 - 4 - 4 - 4 - 4 - 4	Help Search Pravorites Media A A W - A			
Address http://labs.google.com/perso				
<u>300</u>	Select topics you like from the directory below to help Google personalize your search results.			
Google Personalized SETA 306	For example: 1. Click on Health. 2. Check the Health (General) checkbox. This selects the entire Health category. 3. Click Start Searching 4. Search for "stanford", and drag the slider to see the effects of personalization. 202			
Your Interests:	Categories:			
(Click on the [delete] link to delete an interest.)	Arts/Cinema - Subcategories of Business/Industries - Computers - 315 Computers - Classical Computers - Classi			
Computers (<u>delete)</u> 308 Delete all preferences 310	Health 314 Computers (General) Home Graphics Music Hardware			
Start Searching	News → Recreation → Science → Sports → Regions → Regions → Security □ Internet Recreation → Mobile Computing Mobile Computing Society → Multimedia Sports → Sports → Regions → Security □ Programming Regions → Mobile Computing Multimedia			
	204 Software			
Google Privacy Policy - @2004 Google				
a Done	🚱 Internet			

FIG. 3

Personalized Web Search: Edit	<u>H</u> elp				
Back • D • 🔊 🗷		rorites 🎱 Media 🥝 🕃			
400		om the directory below to help	<i>i</i> .		
For example: 1. Click on Health. 2. Check the Health (General) checkbox. This selects the entire Health category. 3. Click Start Searching 4. Search for "stanford", and drag the slider to see the effects of personalization.					
Your Interests:	Categories:				
(Click on the [delete] link to delete an Interest.)	Arts/Cinema — Business/Industries	Subcategories of Recreation	Subcategories of Games		
Computers (<u>delete)</u>	Computers → Health →	Recreation (General)	Games (General)		
<u>.</u> <u>Delete all preferences</u>	Home → Kids/Teens → Music →	□ Autos □ Birding □ Boating	☐ Board Games ☐ Card Games ☐ Gambling		
Start Searching	News — Recreation — Science — Society — Sports — Regions —	☐ Climbing Games → ☐ Motorcycles ☐ Outdoors ☐ Pets ☐ Travel	□ Puzzles □ Roleplaying □ Video Games 402		
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€ Done			₩ Internet		

FIG. 4

DOCKET

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