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Evaluating the Objectives of User Queried Images in Search Engine

P.R. Jhansi Rani, Dr. M. Sreedevi, B. Tech, M. Tech, Ph. D

Associate Professor, Dept of CSE, MITS

Abstract: In earlier days image search suffer from the unreliability of the assumptions under which the initial text based image search result. However, producing such results containing a large number of images and with more number of irrelevant images.Many researchers have already supported the web search engines in indentifying the user search objectives, and also locating the nearest content to fulfil their needs. Day by day the dependability on search engines is being increased and today the web search engine (especially Google) has a proverb "IT GOD". It is the time to concentrate towards betterment of the optimal results from object search like pictures/images, which is very poor at present scenarios. In this connection, we propose a new method to identify the nearest images for user queries by their navigations in the current and previous sessions. We also calculate the ratio of interest and the objective of search. The main problem is to find the users exact requirement, because their query may be ambiguous, for example the word java means a programming language and an ancient bike. Here, we propose scenario that efficiently calculate the user interests and also the main objective of the user query. Finally, our proposal is a promising method in terms of good precision and recall.

Keywords: Query; evaluating the objectives; Goal cluster.

I. INTRODUCTION

In web search engine applications, users put forward queries to search engines to characterize their search goals. Though, in many cases, queries may not exactly signify what they want because the keywords may be polysemous or cover a broad topic and users tend to invent short queries rather than to take the trouble of constructing long and carefully stated ones. Besides, even for the same query, users may have dissimilar search goals. We find that users have dissimilar search goals for the same query due to the following three reasons.

1) Multi-concepts: a keyword may signify different things. For example, besides being a kind of fruit, "apple" is capable with new concepts by Apple, Inc. 2) Multi-forms: the same thing may have different forms. Take "Bumblebee" in the film Transformers as an example. It has two modes: car mode and humanoid mode. These two modes are the two forms of "Bumblebee." 3) Multi-representations: in image search, the similar thing can be signified from dissimilar angles of view such as the query leaf. It can be represented in a real prospect or by a close-up. Inferring user search goals is very important in improving search-engine significance and user understanding. Normally, the captured user image-search goals can be utilized in many applications. For example, we can take user image-search goals as visual query suggestions to help users reformulate their queries during image search. In addition, we can also categorize search results for image search according to the conditional user image-search goals to make it easier for users to browse. Furthermore, we can also specialize and re-rank the results retrieved for a query in image search with the revealed user image-search goals. Thus, inferring user image-search goals is one of the key techniques in improving users' search experience.

II. EXISTING SYSTEM

There is a lot of development we experience in search engines , includes rating of websites , calculating the relevancy scores, reputations etc., but most of them are designed for searching the text objects. The ad-words will display the advertisements near to the user queries. The image queries results contain a lot of images, from nearest to longest distance of relevancy, and user gets his interested object with his personal efforts. Because the query has multiple meanings, the results are mixed with the objects of all meanings.

III. DISADVANTAGES

Efficient to search objects like Text, but not images. The image queries results contain a lot of images, from nearest to longest distance of relevancy. Explicit identification of the search objective.

IV. PROPOSED SYSTEM

We propose the design and implementation of novel framework that can implicitly identify the images with nearest distance to the user queries, by studying his navigations .We also calculate the ratio of interest and the objective of user query.
We achieve the results in two stages, in first stage we retrieve the graphical properties of the images to identify similarity, and in second, we find the user interest from their navigations, by combining both we find the main objective of the user to give nearest images to their query.

V. ADVANTAGES

Finds the users' interest implicitly. Better results for image query, after finding the main objective of user interest. Using graphical properties along with the meta-data. No much effort is needed from user, because framework is

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smart. Filtered results, having only the objects near to the query objective, and size is small.

VI. IMPLEMENTATION

Here are some important modules, like as follows

1. Information Extraction
2. Image Retrieving
3. Clustering
4. Evaluating Search Goals

Information Extraction

We first extract the visual information of the clicked images from user click-through logs. Normally, the images clicked by the users with the same search goal should have some common visual patterns, while the images clicked by the users with different search goals should have different visual patterns to be distinguished from each other. We also extract the click session information from user click-through logs.

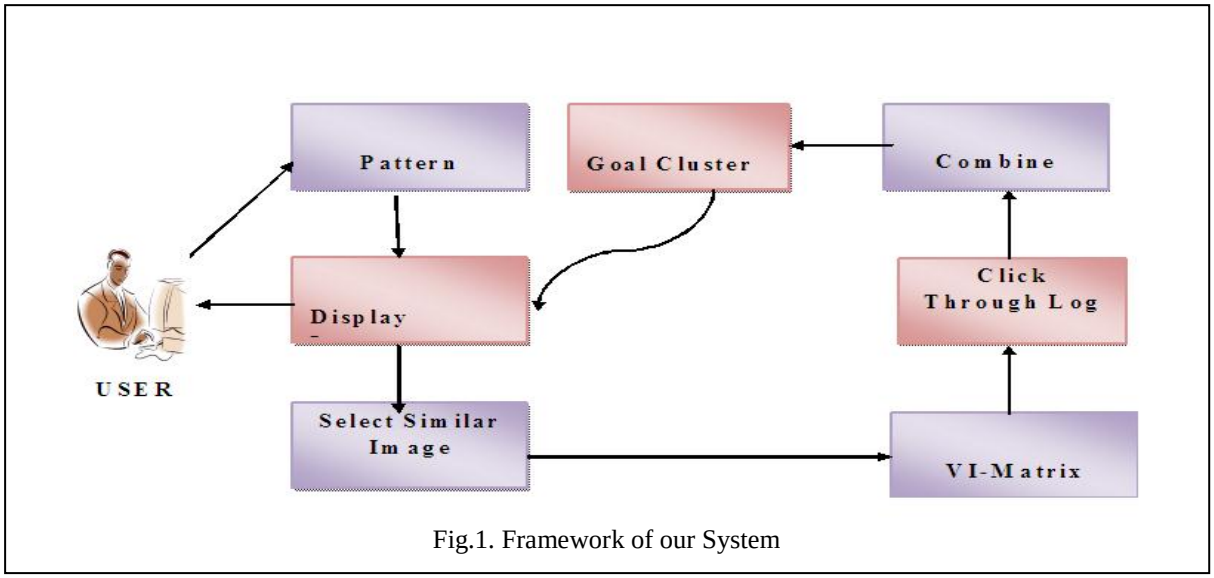

Fig.1. Framework of our System

We consider that the clicked images in a session have high correlations, which is under the hypothesis that the user has only one search goal when he submits a query and he just clicks those similar images. However, in the real situation, many users may click some noisy images.

Image Retrieving

Image visual information is combined with click session information for further clustering by one of the two proposed strategies, named edge-reconstruction-based strategy and goal-image-based strategy. It should be noted that these two strategies are alternatives by using different ways to model the clicked images for a query with similarity graph . The edge-reconstruction-based strategy utilizes click session information to reconstruct the edges in the similarity graph, while the goal-image-based strategy utilizes click session information to represent the vertices.

Clustering

Spectral clustering algorithm to cluster the image graph that contains both image visual information and click session information. Spectral clustering is introduced in this step because clusters representing different user goals may have arbitrary shapes in visual feature space when clustering.

Evaluating Search Goals

A CR-based approach is used to optimize the number of user search goals. When clustering; we first set the number of clusters k to be several probable values. Then we evaluate the clustering performances for each value of k according to the CR-based evaluation criterion. Finally, we choose the optimal value of k to be the number of user search goals.

Image Repetition

$$\text{Image Repetition} = \frac{1}{T}\sum_{i=1}^{T}\left\{\left(\frac{U_{hc}}{T_{hc}}\right)\middle|\left(\frac{a1-a2}{a1}\right)\right\}$$

Where,
T=Total number of users
U_{hc}=user hit count
T_{hc} =Total hit count
a1 =age of the item
a2= Number of days it has been accessed

Results

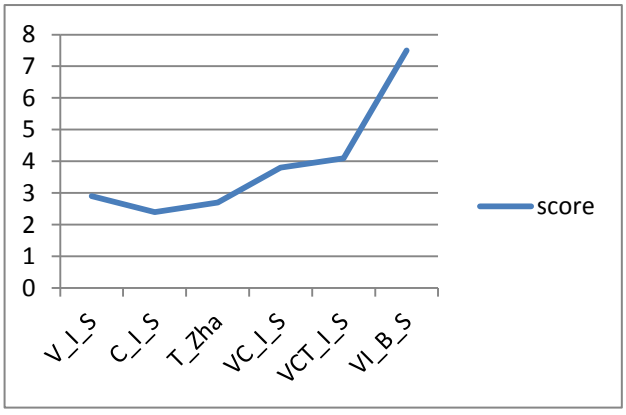

Fig: User judgements

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VII. CONCLUSION AND FUTURE WORK

Here, we proposed an image based search framework that can implicitly identify the images with nearest distance to the user queries by studying their navigations. We can result in two stages by identifying the image similarity using graphical properties and find the user interest from their navigations. By combining both we find the main objective of the user to give nearest image to the user query.

This work mainly focused on evaluating the objectives of user queried images in search engine. The future work corresponds to improve the visual comparison.

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