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Creating Hierarchical User Profile For Privacy Protection In Personalized Web Search

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ABSTRACT

Personalized web search(PWS) is a promising way to improve search quality by customizing search results for people with individual information goals. Personalized web search improves web search by providing content and individual base relation between the search query and its relevant web pages. Here study privacy protection in PWS applications that model user preferences as hierarchical user profiles. Personalized web search is considered a promising solution to improve the performance of generic web search. Now propose a PWS framework called UPS (user customizable Privacy Preserving Search) that can adaptively generalize profiles by queries while respecting user specified privacy requirements. Our runtime generalization aims at striking a balance between two predictive metrics that evaluate the utility of personalization and the privacy risk of exposing the generalized profile. Here present a greedy algorithms, namely Greedy EHI for optimization. Here enhancing two techniques namely Encoding and Encryption for security. Now use XML files for used to Encrypt the data. So, seek more sophisticated method to build the user profile, and better metrics to predict the performance of UPS.

KEYWORDS Security, Privacy risk, Profile, Personalized Web Search, Optimization

1 . INTRODUCTION

Personalized web search (PWS) is a general category of search techniques aiming at providing better search results, which are tailored for individual user needs. Users might experience failure when search engines return irrelevant results that do not meet their real intentions. Such irrelevance is largely due to the enormous variety of users' contexts and backgrounds, as well as the ambiguity of texts. The solutions to PWS can generally be categorized into two types, namely click-log-based methods and profile-based ones. The click-log based methods are straightforward Here simply impose bias to clicked pages in the user's

query history. In contrast, profile-based methods improve the search experience with complicated user-interest models generated from user profiling techniques. Profile-based methods can be potentially effective for almost all sorts of queries. Although there are pros and cons for both types of PWS techniques, the profile-based PWS has demonstrated more effectiveness in improving the quality of web search recently.

Unfortunately, such implicitly collected personal data can easily reveal a gamut of user's private life.

To protect user privacy in profile-based PWS, researchers have to consider two contradicting effects during the search process. On the one hand, attempt to improve the search quality with the personalization utility of the user profile. On the other hand, need to hide the privacy contents existing in the user profile to place the privacy risk under control. In an ideal case, significant gain can be obtained by personalization at the expense of only a small (and less-sensitive) portion of the user profile, namely a generalized profile. Thus, user privacy can be protected without compromising the personalized search quality. Now propose a PWS framework called UPS that can adaptively generalize profiles by queries while respecting userspecified privacy requirements. Our runtime generalization aims at striking a balance between two predictive metrics that evaluate the utility of personalization and the privacy risk of exposing the generalized profile. The existing profile-based Personalized Web Search do not support runtime profiling. A user profile is typically generalized for only once offline, and used to personalize all queries from a same user indiscriminatingly. profile-based personalization may not even help to improve the search quality for some ad hoc queries, though exposing user profile to a server has put the user's privacy at risk. The methods do not take into account the customization of privacy requirements. Many personalization techniques require iterative user interactions when creating personalized search results.so All the sensitive topics are detected using an absolute metric called surprisal based on the information theory.

2.EXISTING WORK

In existing model a privacy-preserving personalized web search framework UPS, which can generalize profiles for each query according to user-specified privacy requirements.

Relying on the definition of two conflicting metrics, namely personalization utility and privacy risk, for hierarchical user profile, Here formulate the problem of privacy-preserving personalized search as Risk Profile Generalization, with itsNP-hardness proved.

Now develop two simple but effective generalization algorithms, GreedyDP and GreedyIL, to support runtime profiling. While the former tries to maximize the discriminating power (DP), the latter attempts to minimize the information loss (IL). By exploiting a number of heuristics, GreedyIL outperforms GreedyDP significantly.

Now provide an inexpensive mechanism for the client to decide whether to personalize a query in UPS. This decision can be made before each runtime profiling to enhance the stability of the search results while avoid the unnecessary exposure of the profile.so enhances the stability of the search quality and avoids the unnecessary exposure of the user profile.

3.PROPOSED WORK

Now present a Query Search algorithm, namely Greedy EHI for optimization. Here enhancing two techniques namely Encoding and Encryption for security.

Now use XML files for encrypt the data.so using AES encryption algorithm for encrypt the data.Here using two model anonymization based solution and encryption of the data.

3.1 OUTSOURCING DATA

It consists of three entities: a data owner, a trusted query user, and an untrusted server. On the one hand, the data owner wishes to upload his data to the server so that users are able to execute queries on those data. On the other hand, the data owner trusts only

the users, and nobody else (including the server). The data owner has a set P of (original) objects (e.g., actual time series, graphs, strings), and a key to be used for transformation. First, the data owner applies a transformation function (with a key) to convert P into a set P0 of transformed objects, and uploads the set P0 to the server . The server builds an index structure on the set P0 in order to facilitate efficient search. In addition, the data owner applies a standard encryption method (e.g., AES) on the set of original objects; the resulting encrypted objects (with their IDs) are uploaded to the server and stored in a relational table (or in the file system).

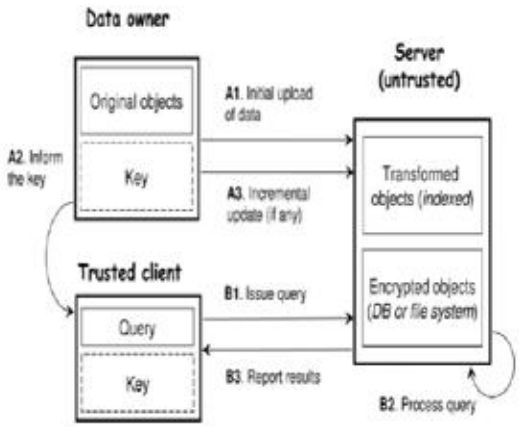


Fig:1 process model

3.2 QUERY UTILITY CREATION

In this module the data owner and the user to apply a transformation function. Our research objective is to design a transformation method that meets the following requirements:

- It enables high query accuracy.
- It enables efficient query processing in terms of communication cost.
- It supports the insertion and deletion of objects.

BRUTE-FORCE SECURE SOLUTION (BRUTE)

This brute-force solution is mentioned in the Introduction. In the offline construction phase, the data owner applies conventional encryption (e.g., AES) on each object and then uploads those encrypted objects to the server. At query time, the user needs to download all encrypted objects from the server, decrypt them and then compute the actual result. As mentioned, it is perfectly secure, but its query and communication cost are both prohibitively high, and pay-as you- go is not supported.

3.4 ANONYMIZATION BASED SOLUTION

This anonymization-based solution achieves data privacy by means of k-anonymity — the objects are generalized in such a way that each generalized object cannot be distinguished from k - 1 other generalized objects. In the context of similarity search, it is able to confuse the ranking of transformed objects because k - 1 of them have the same rank as the transformed object of the actual nearest neighbor. Now still consider this solution as a competitor, even though k-anonymity is not a suitable privacy guarantee for our applications.

3.5 ALGORITHM

Algorithm 1. EHI Searching Algorithm for Client.

Algorithm EHI-Search (Query object q, Encryption Key CK, Integer λ)

request the server for the (encrypted) root node L_{root};

H:=new min-heap; p_{nn}:=NULL;

γ:=$\min_{e \in L_{root}} maxdist(q,e)$; ▷ derive NN distance bound

for each entry $e \in L_{root}$ such that $mindist(q,e) \leq \gamma$ **do**

  insert the entry $\langle e, mindist(q,e) \rangle$ into H;

while H is not empty and its top entry's key $\leq \gamma$ **do**

  pop next λ entries from H and insert them into a set S;

  request the server for each (encrypted) child node of S;

  for each retrieved node L_{cur} **do**

    if L_{cur} is a leaf node **then** ▷ check for closer objects

      update γ and p_{nn} by using objects in L_{cur};

    else ▷ expand the entries of L_{cur}

      γ:=$\min\{\gamma, \min_{e \in L_{cur}} maxdist(q,e)\}$;

      for each $e \in L_{cur}$ such that $mindist(q,e) \leq \gamma$ **do**

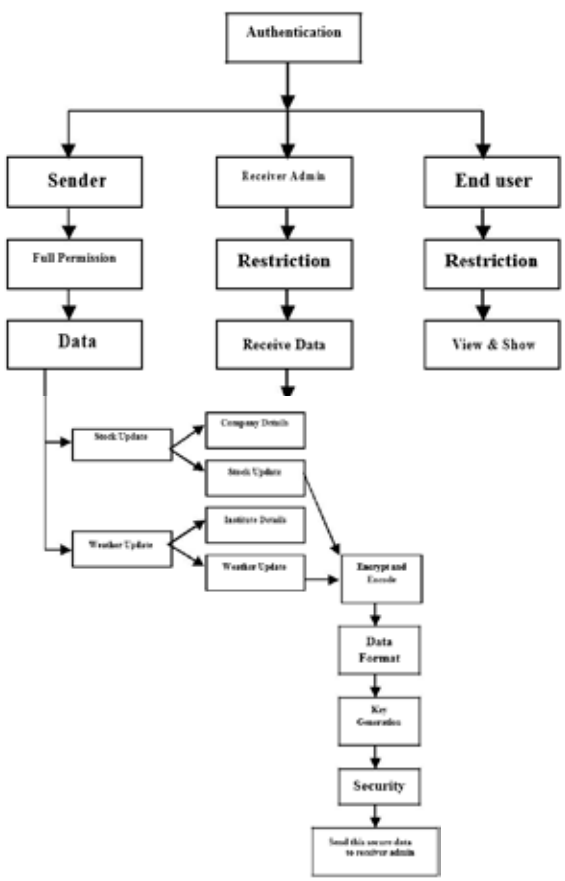
        insert the entry $\langle e, mindist(q,e) \rangle$ into H;

return p_{nn} as the result;

3.6 ENCRYPTION OF THE DATA

This module has to generate encryption task on original data during the data owner store into database. The original data will store in database as encrypted format. It only show the plaintext when the trusted user will access otherwise it will show the cipher text to the un trusted user.Authorized user only know the original data.Because permission granted only authorized user for decrypt the ciper text. And then see the original data then upload the website. This Encryption technique used AES (Advanced Encryption Standard) encryption algorithm for encrypt the original data.Then using DES(Data Encryption Standard) algorithm for see the original data.Then original data upload the database.

3.7 ARCHITECTURE



4. RESULT

The results of the experiment for comparison, Now also plot the theoretical number of iterations of the optimal algorithm. It can be seen that both greedy algorithm outperform Optimal.

GreedyDP bounds the search space to the finite-length transitive closure of prune-leaf. GreedyIL further reduces this measure with Heuristic. The greater the privacy threshold, the fewer iterations the algorithm requires. The advantage of GreedyIL over GreedyDP is more obvious in terms of response time.This is because GreedyDP requires much more recomputation of DP, which incurs lots of logarithmic operations. In contrast, GreedyIL incurs a much smaller real-time cost, and outperforms GreedyDP by two orders of magnitude.Then Greedy EHI Query Search algorithm is working well and then provide more security using encoding and encryption technique.Then XML files using encrypt the data. So,Here seek more sophisticated method to build the user profile, and better metrics to predict the performance of UPS.

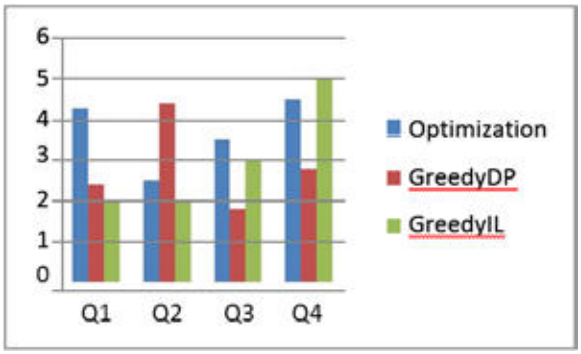


Fig:3 Efficiency of optimization

5. CONCLUSION

This paper presented a security and client-side privacy protection for personalized web search. The framework allowed users to specify customized privacy requirements via the hierarchical profiles. Now proposed a greedy algorithms, namely GreedyEHI query Search Algorithm for the optimization. Our experimental result is provide more security and efficiency.Because using encoding and encryption technique for security The results also confirmed the effectiveness and efficiency of our solution.And also using XML files for encrypt the data.So provide hierarchical user profile in Personalized Web Search.

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