

# International Journal of Research and Applications

ISSN (online): 2349-0020

http://www.ijraonline.com/

### Research Article



# A Ranking Model Framework for Multiple Vertical Search Domains

Dr. Shoban Babu Sriramoju 1 and Ramesh Gadde 2

babuack@yahoo.com

**Corresponding Author:** 

#### DOI:

http://dx.doi.org/ 10.17812/IJRA.1.1(4)2014

#### Manuscript:

Received: 24th March, 2014 Accepted: 04th April, 2014 Published: 23rd April, 2014

#### **ABSTRACT**

Huge information can be obtained from vertical search domains. Often the information is very large in such a way that users need to browse further to get the required piece of information. In this context ranking plays an important role. When ranking is required for every domain, it is tedious task to develop ranking algorithms for every domain explicitly. Therefore it is the need of the hour to have a ranking model that can adapt to various domains implicitly. Recently Geng et al. proposed an algorithm that has a ranking model which can adapt to various domains. This avoids the process of writing various algorithms for different domains. In this paper we built a prototype application that implements the algorithm to provide ranking to the search results of various domains. The experimental results reveal that the algorithm is effective and can be used in the real world applications.

Key words: Ranking, domain specific search and ranking adaptation.

- <sup>1</sup> Associate Professor, Department of CSE, S.R Engineering College (Autonomous),
- <sup>2</sup> Assistant Professor, Department of CSE, Varadha Reddy College of Engineering,
- <sup>1,2</sup> Affiliated to Jawaharlal Nehru Technological University, Hyderabad-506 371

## IJRA - Year of 2014 Transactions:

Month: January – March

Volume – 1, Issue – 1, Page No's: 17 – 22

Subject Stream: Computers

Paper Communication: Author Direct

**Paper Reference Id:** IJRA-2014: 1(1)17-22