

# **Navigácia pomocou oblakov dôležitých slov**

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# Motivácia

- väčšina prístupov je jednoduchá
- berie sa do úvahy len popularnosť slov
- nezohľadňuje sa história navigácie
- primárny cieľ je prieskumné vyhľadávanie  
(informačná potreba je všeobecná)

# Metóda

**Dopyt:** sekvencia slov z oblaku (usporiadaná)

**Využitie histórie:**

1. Pozície slov v dopyte
2. História dopytov používateľa v čase
3. Vizualizácia histórie v oblaku (pomocou farieb)

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# Pozícia slov v dopyte I.

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## Pozícia slov v dopyte II.

$$X(n, R_w(d))$$

Kde  $X$  je funkcia, ktorá upravuje usporiadanie podľa scenára navigácie.

Naša funkcia:

$$(\log(n) + 1)R(d)$$

# História

- v časovom období sledujeme dopyty používateľa
- pre aktuálny dopyt hľadáme podobné dopyty v histórii a slová z týchto dopytov pridáme do oblaku
- odtieňom farby zvýrazníme ich posledné použitie v histórii

# Visualizácia histórie

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# Overenie

- 2 skupiny používateľov  
(nepersonalizovaná vs. personalizovaná)
- 2 experimenty - sledujeme, ako sa používatelia navigujú pri podobných úlohách, frekvencia použitia slov z personalizovaného oblaku

# Zhrnutie

- Personalizovaná navigácia pomocou sledovania a vizualizácie histórie dopytov
- Kvalitatívne overenie s 2 skupinami používateľov (personalizovaná vs. nepersonalizovaná navigácia)