以知識庫為基礎的個人化資訊推薦系統之研究

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摘 要

網際網路所擁有的無遠弗屆傳播能力，讓使用者能以更有效與快速的方式取得各種資訊。然而，網際網路上急遽增加的資料量，卻讓使用者面臨資訊過載所帶來的種種困擾。為此，資訊推薦的應用提供了一個解決之道，透過資訊擷取技術的協助，使用者將可在豐富的網路資源中取得所需的資訊。 現今電子商務業者紛紛提出個人化服務，希望藉此增加業者與消費者間的雙向互動以提高經營績效與競爭力。為此，本研究利用模糊擷取與相似度衡量技術建立個人化資訊服務的推薦架構，以作為資訊推薦系統設計的基礎。藉由個人化資訊推薦系統將可以有效地讓使用者獲得有興趣以及真正符合需求的資訊；同時讓電子商務業者更能掌握消費者個別需求的差異，進而提供更好的資訊服務。

關鍵詞 : 資訊推薦、資訊擷取、個人化服務、相似度衡量

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