### What/Why?
- Large collections of unstructured data with valuable information (e.g. the Web, but also personal data)
- Search engines determine relevance on general criteria ⇔ Relevance is strongly user-dependent
- Structuring search results for easier information access
- Taking user differences and similarities into account
- Development of performance measures & evaluation settings, if possible without expensive user studies

### Results so far:
- Developed a framework for testing (meta search engine, user profiling system)
- Performance measure for hierarchical classification
- Hierarchical classification with user structures ⇒ some improvement over standard classifiers
- Hierarchical clustering with user structures ⇒ adaptation to user specific structuring is possible

### How?
- Hierarchical classification or clustering based on existing user structure
  - Incorporated class similarities, prediction error, or utility (or loss) values
  - Weighting terms to reflect structuring behavior
- Building User Profiles
- Enriching data with data from others (e.g. for labeling)
- Grouping only parts of a profile (interest based) instead the entire one
- Performance evaluation
  - On benchmark datasets
  - User study less applicable (long-term impacts)
  - Further work on our system to allow for testing in the real world