Search personalization and PRIMO

Search personalization is a popular technique in web search services today. The meaning of search personalization is to filter information based on user characteristics or behaviour. Explicit personalization is based on what information a user reveals to a web search service, like a zip-code. Implicit personalization is based on the user's behaviour and actions. In some services you can opt out from these implicit behaviour, but it's still a default behaviour you may never discover from the beginning.

The statement from the ExLibris user group of Sweden (ELUGswe) is that implicit search personalization never should be a default behaviour. For those users willing to use implicit search it should be possible to activate it via the personal account in Primo. Many of the library search engine users' are researchers with high concerns regarding the privacy of their ongoing research and their collecting of information to support their research. All users of the library search engine, whether they use it from a private digital device or from a public library computer, should be 100% assured that their privacy is not violated.

ELUGswe statements are:

1. Implicit search personalization should never be a default setting.

2. If implicit or explicit search personalization is used, then the behaviour of that personalization should be thoroughly described from both a practical and a technical angle.

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