

# *Study the need of special and focused search engine for dermatology problem*

Asst.Prof. Shaikh Tehniyat

Allana Institute of Management Sciences, Pune

## **Abstract**

The Internet has become one of the most significant intends to get wellbeing and restorative data. It is frequently the initial phase in checking for essential data about an ailment and its treatment [1]. Skin disease has been appeared to influence personal satisfaction as much as other critical constant diseases.in 2013 the expression "skin infection" was more scanned for on Google than even the term diabetes. [4].Skin problem patients are effectively searching out data on the web. Anyway there is no guideline over the quality or precision of what they are with respect to. [4]There are many web sites accessible today. The vast majority of the web sites look for catchphrases to answer the questions these web crawlers as a rule scan pages for the necessary data. The purpose of this study is to understand the need of semantic ontology search engine for dermatology problems.as Ontologies are one of the most significant pieces of the semantic web advances. Ontology is developed through healthcare website, blogs and conducting survey for dermatologist. This provides a better user experience and returns accurate, reliable search results in an acceptable response time

## **I. INTRODUCTION**

### **Origin of research problem:**

The huge volume of wellbeing data assets accessible on the web, however it is hard to perceive which assets are exact or suitable for clients [7]. A few websites can be more hurtful than accommodating. [4]The nature of therapeutic data is especially significant in light of the fact that deception could involve desperate. There are such a large number of web crawlers accessible on the Internet, for example, Google, Yahoo, Bing, AltaVista, MSN Search and Ice rocket. These web search tools give various highlights and efficiencies. Recovering significant data is troublesome. We can't utilize every one of them simultaneously, and it makes the perplexity at the top of the priority list of clients, which one is the best? Which one should I use [5].Patients and their relatives are progressively utilizing the web as a significant wellspring of exhortation with respect to their sicknesses, treatment alternatives, dietary guidance and infection avoidance. Be that as it may, little is thought about the exactness of medicinal counsel acquired through the web [6]. The watchword based revelation instrument is inadequate because of the recovery of a lot of insignificant data.

Anyway to conquer this issue in web indexes to recover significant data insightfully, semantic web innovations are playing a significant role.[2] data of a particular kind, or on a specific theme, an area explicit internet searcher can be an amazing asset [1]. Semantic web is being created to conquer the constraints of the ebb and flow web crawlers like absences of a legitimate structure for portrayal of data, vagueness of data, programmed data move is inadequate with regards to, inability of machines to comprehend the gave data because of absence of a general organization and so forth. The proficiency of semantic web improved by fusing philosophy the Web administrations. [13]. semantic web indexes are created utilizing cosmology of the specific area. Ontologies can give a premise to the looking of setting based therapeutic research data so it very well may be incorporated and utilized as an establishment for future research. [14].

Metaphysics may take an assortment of structures, however essentially it will incorporate a jargon of terms, and some determination of their significance. This incorporates definitions and a sign of how ideas are between related which on the whole force a structure on the area and oblige the potential understandings of terms. [3].

Data innovation has drastically propelled human services and wellbeing related research over the past 50 years [9]. Doctor-centered person to person communication locales offer association, publicly supporting, and unwavering quality of the information [8]. Specialists, restorative social orders, and affiliations could basically assess web data and mark administrations to rate the worth and reliability of data by putting electronic evaluative and elucidating labels on it. [10]. Be that as it may, this is extremely hard to watch out for every site by the restorative master. As long range interpersonal communication has advanced, therapeutically engaged proficient networks have been built up. These systems are frequently private and shielded from nonmembers.[11].

## II. LITERATURE REVIEW

first internet searcher for the semantic web. The semantic web activity has brought about a typical structure that enables information to be shared and reused crosswise over applications. swoogle is utilized by methods for questioning with watchwords. [7]. gene metaphysics (go), tambis, and linkbase. These enable a standard jargon to exist over different ribosomal, illness, quality item, nucleic corrosive, and protein assets. fma is a reference metaphysics which contains more than 75,000 unmistakable anatomic sorts which spread the human life systems from sub-cell segments to significant body parts and the entire living being itself.[15] radlex is made by the radiological society of north america (rsna). the objective of radlex improvement was to bind together the assortment of wordings that radiologists use into one brought together dictionary to serve all their needs.[15]. snomed-ct covers the vast majority of the zones that are utilized in restorative practice, for example, clinical discoveries, indications, analyze, strategies, body structures, living beings and different etiologies, substances, pharmaceuticals, gadgets and example. web administrations like medcircle and medcertain are semantic tasks with the mean to control clients to wellbeing data on the web and to channel quality wellbeing data accessible on the net.[16]

Apollo is an easy to understand information demonstrating application. The displaying is based around the fundamental natives, for example,

classes, occurrences, capacities, relations and so on. Inside model is worked as a casing framework as per the inward model of the okbc convention. [17].

Swoop is a Web-based OWL philosophy manager and program [4]. SWOOP contains OWL approval and offers different OWL introduction linguistic structure sees. It has thinking support and gives a numerous philosophy environment.[17]

## III. Data collection

Twenty medicinal services site have been considered for this examination. Every one of the sites were looked through utilizing the watchwords as "skin issue and counteractive action" ,"online journals for skin" ,"skin issue", "skin issue during winter season" and "home solution for healthy skin". Every one of the sites were exposed to Similar web a web investigative instrument. In the present examination following significant qualities have been considered, with the end goal of web-investigation.

1. Worldwide Rank.
2. Classification.
3. Absolute Visits.
4. Normal Visit Duration.
- 5 Bounce Rate

A concise portrayal of every one of the describes and their significance to the investigation is given underneath.

Worldwide Rank: computing the scope and number of online visits for every one of the locales on the Web regularly for certain period choose the position of site. Lower rank demonstrates better ease of use and change rate.

Data Cleaning: In order to convert web data into a manageable format, data cleaning, was done.

Sr.No	Metric Name
1	Global Rank
2	Country Rank
3	Category name
4	Category Rank
5	Total Visits
6	Avg. Visit Duration

7	Pages per Visit
8	Bounce Rate
9	Country wise traffic
10	Traffic through different social networking sites

#### IV. Results of Data Mining:

Domain, technology, category wise classification, cross tables and frequency table for different key metrics has generated. Rank wise, Popularity wise, Traffic source and worth wise bar and pie charts has obtained.

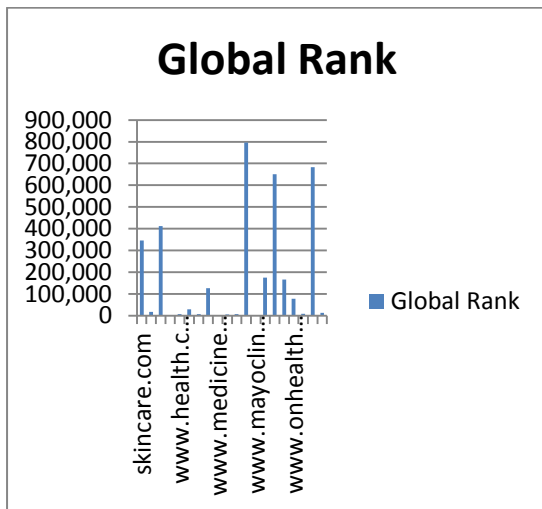


Chart 1: Websites and their global rank

Bounce Rate: Bounce rate reflects the percentage of visitors returning back only after visiting one page of your website. Bounce rate is more than 50%.

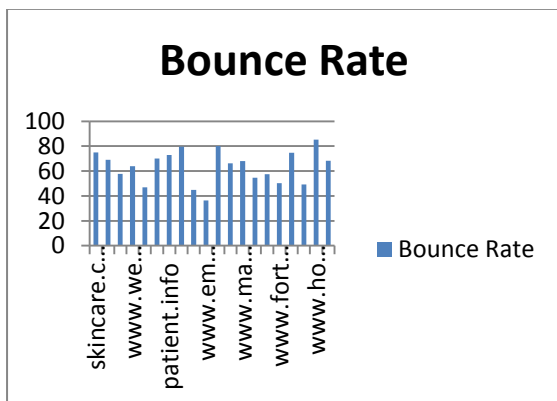


Chart 1 Websites and their bounce rate

Avg. Visit Duration: The average time a visitor spends accessing your site in a time. Higher the visit time lower is the bounce rate

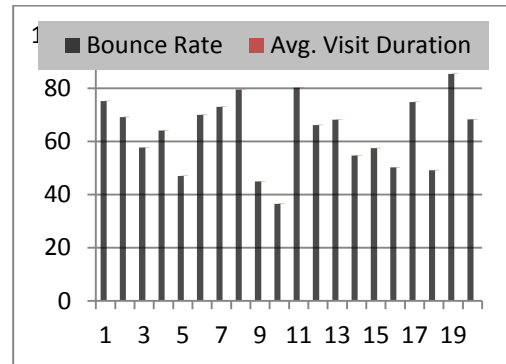


Chart 2 Bounce Rate vs Average visit duration

#### Conclusions

In this paper, I did a brief survey for skin related websites. Most of the websites are for healthcare which also provides skin care related information. There is very limited websites which are primarily design for dermatology.

People are suffering from different skin diseases and they rely on internet for correct information and help. As they don't search with the correct keyword they lost it. so there is a need to develop ontology based semantic web search engine for dermatology problems.

#### oREFERENCES

##### Bibliography

- [1] .Xue-wen chen, John Powell, Zhengqiu cai, and Long Horn(2012),” Using internet search engines to obtain medical information: a comparative study”, jmed internet res,2012.
- [2] G.madhu, Dr.A.Govardhan, Dr.T.V.Rajinikanth,” Intelligent semantic web search engines: a brief survey”, 2011.
- [3] Robert Stevens, Carole a. Goble and Sean Bechhofer,” Ontology-based knowledge representation for bioinformatics”,2000
- [4] Advances in acne management, an issue of dermatologic clinics, e-book
- [5] Sushma malik,” A comparative study of two major search engines: google and

- yahoo,“ international journal of computer science and technology.
- [6] Accuracy of medical information on the internet, by jalees rehman on august 2, 2012
- [7] Eng tr, Maxfield a, Patrick k, Deering mj, Ratzan s, Gustafson d, Access to health information and support: a public highway or a private road? *Jama* 1998;280:1371–1375
- [8] Cathy Reisenwitz in medical software, *Capterra medical software blog*, october 16th, 2017.
- [9] Research strategy march 2015, engineering solutions for health: biomedical engineering.
- [10] Gunther Eysenbach, resident and thomas l diepgen,“ towards quality management of medical information on the internet: evaluation, labelling, and filtering of information
- [11] C.Lee ventola, social media and health care professionals: benefits, risks, and best practices, peer reviewed journal for managed care and hospital formulary management, july 2014.
- [12] Olegs verhodubs , towards the ontology web search engine
- [13] Jotsna molly rajan, m. Deepa lakshmi, ontology-based semantic search engine for healthcare services, international journal on computer science and engineering (ijcse), april 2012.
- [14] Semantic web standards and ontologies in the medical sciences and healthcare.
- [15] Vassileios d. Koliass, john stoitsis, spyretta golemati and konstantina s. Nikita, utilizing semantic web technologies in healthcare.
- [16] Prashish rajbhandari<sup>1</sup>, rishi gosai<sup>2</sup>, rabi c shah<sup>3</sup>, pramod kc<sup>4</sup>, semantic web in medical information systems, international journal of advances in engineering & technology, nov. 2012. ©ijaet issn:
- [17] Bhaskar kapoor and savita sharma, a comparative study ontology building tools for semantic web applications, international journal of web & semantic technology (ijwest) vol.1, num.3, july 2010