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| Edizione | [1st ed. 2020.] |
| Descrizione fisica | 1 online resource (XXI, 164 p. 43 illus., 4 illus. in color.) |
| Disciplina | 025.04 |
| Soggetti | Computer programming |
| | Optical data processing |
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| Nota di contenuto | 1 Introduction -- 2 Web Data Extraction and Integration System for Search Engine Result Pages -- 3 Mining and Analysis of Web Sequential Patterns -- 4 Automatic Discovery and Ranking of Synonyms for Search Keywords in the Web -- 5 Construction of Topic Directories using Levenshtein Similarity Weight  -- 6 Related Search Recommendation with User Feedback Session -- 7 Webpage Recommendations based Web Navigation Prediction. . |
| Sommario/riassunto | This book focuses on Web recommender systems, offering an overview of approaches to develop these state-of-the-art systems. It also presents algorithmic approaches in the field of Web recommendations by extracting knowledge from Web logs, Web page content and hyperlinks. Recommender systems have been used in diverse applications, including query log mining, social networking, news recommendations and computational advertising, and with the explosive growth of Web content, Web recommendations have become a critical aspect of all search engines. The book discusses how to |

measure the effectiveness of recommender systems, illustrating the methods with practical case studies. It strikes a balance between fundamental concepts and state-of-the-art technologies, providing readers with valuable insights into Web recommender systems.