

| | |
|-------------------------|--|
| 1. Record Nr. | UNINA9910437765203321 |
| Titolo | Advanced techniques in web intelligence [[electronic resource]] . 2 : web user browsing behaviour and preference analysis // Juan D. Velasquez, Vasile Palade, Lakhmi C. Jain (eds.) |
| Pubbl/distr/stampa | Berlin ; ; New York, : Springer, c2013 |
| ISBN | 3-642-33326-5 |
| Edizione | [1st ed. 2013.] |
| Descrizione fisica | 1 online resource (XVI, 184 p.) |
| Collana | Studies in computational intelligence, , 1860-949X ; ; 452 |
| Altri autori (Persone) | VelasquezJuan D PaladeVasile <1964-> JainL. C |
| Disciplina | 006.3 |
| Soggetti | Web usage mining Internet World Wide Web Web browsing |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Bibliographic Level Mode of Issuance: Monograph |
| Nota di bibliografia | Includes bibliographical references and indexes. |
| Nota di contenuto | New Trends in Web User Behaviour Analysis -- Web Usage Data Pre-processing -- Cognitive Science forWeb Usage Analysis -- Web Usage Mining: Discovering Usage Patterns for Web Applications -- Web Opinion Mining and Sentimental Analysis -- Web Usage Based Adaptive Systems -- Recommender Systems: Sources of Knowledge and Evaluation Metrics. |
| Sommario/riassunto | This research volume focuses on analyzing the web user browsing behaviour and preferences in traditional web-based environments, social networks and web 2.0 applications, by using advanced techniques in data acquisition, data processing, pattern extraction and cognitive science for modeling the human actions. The book is directed to graduate students, researchers/scientists and engineers interested in updating their knowledge with the recent trends in web user analysis, for developing the next generation of web-based systems and applications. |