

1. Record Nr.	UNINA9910154538103321
Titolo	Blood pressure
Pubbl/distr/stampa	[Oslo, Norway], : Scandinavian University Press
ISSN	1651-1999
Descrizione fisica	1 online resource
Disciplina	612.14 573.1
Soggetti	Blood pressure Hypertension Blood Pressure Pression arterielle Hypertension arterielle 44.85 cardiology Hypertonie Zeitschrift Online-Ressource Hypertensie Hipertensió Pressió sanguínia Periodical periodicals. Periodicals. Periodiques. Revistes electròniques.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed Published: [England] : Taylor & Francis, 1999-

2. Record Nr.	UNINA9910746093603321
Autore	Jastrzbska Agnieszka
Titolo	Analysing Web Traffic : A Case Study on Artificial and Genuine Advertisement-Related Behaviour // by Agnieszka Jastrzbska, Jan W. Owsiski, Karol Opara, Marek Gajewski, Olgierd Hryniewicz, Mariusz Kozakiewicz, Sawomir Zadrony, Tomasz Zwierzchowski
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2023
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Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (173 pages)
Collana	Studies in Big Data, , 2197-6511 ; ; 127
Altri autori (Persone)	OwsinskiJ. W (Jan W.) OparaKarol GajewskiMarek HryniewiczOlgierd KozakiewiczMariusz ZadroznySawomir ZwierzchowskiTomasz
Disciplina	659.144
Soggetti	Engineering - Data processing Computational intelligence Big data Data Engineering Computational Intelligence Big Data
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	The problem and its key characteristics -- The pragmatics of the data acquisition and assessment -- The proper representation: patterns, variables and their analysis -- Clustering analysis -- Building the classifiers -- The hybrid cluster-and-classify approach -- A summary view of the problem and its solution.
Sommario/riassunto	This book presents ample, richly illustrated account on results and experience from a project, dealing with the analysis of data concerning behavior patterns on the Web. The advertising on the Web is dealt with, and the ultimate issue is to assess the share of the artificial, automated

activity (ads fraud), as opposed to the genuine human activity. After a comprehensive introductory part, a full-fledged report is provided from a wide range of analytic and design efforts, oriented at: the representation of the Web behavior patterns, formation and selection of telling variables, structuring of the populations of behavior patterns, including the use of clustering, classification of these patterns, and devising most effective and efficient techniques to separate the artificial from the genuine traffic. A series of important and useful conclusions is drawn, concerning both the nature of the observed phenomenon, and hence the characteristics of the respective datasets, and the appropriateness of the methodological approaches tried out and devised. Some of these observations and conclusions, both related to data and to methods employed, provide a new insight and are sometimes surprising. The book provides also a rich bibliography on the main problem approached and on the various methodologies tried out.
