

1. Record Nr.	UNINA9910767524003321
Titolo	Advances in web mining and web usage analysis : 8th International Workshop on Knowledge Discovery on the Web, WebKDD 2006, Philadelphia, PA, USA, August 20, 2006 : revised papers // Olfa Nasraoui (ed.)
Pubbl/distr/stampa	Berlin, Germany ; ; New York, New York : , : Springer, , [2007] ©2007
ISBN	3-540-77485-8
Edizione	[1st ed. 2007.]
Descrizione fisica	1 online resource (XII, 252 p.)
Collana	Lecture notes in computer science ; ; 4811
Disciplina	006.3
Soggetti	Internet users Web usage mining
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 index.
Nota di contenuto	Adaptive Website Design Using Caching Algorithms -- Incorporating Usage Information into Average-Clicks Algorithm -- Nearest-Biclusters Collaborative Filtering with Constant Values -- Fast Categorization of Web Documents Represented by Graphs -- Leveraging Structural Knowledge for Hierarchically-Informed Keyword Weight Propagation in the Web -- How to Define Searching Sessions on Web Search Engines -- Incorporating Concept Hierarchies into Usage Mining Based Recommendations -- A Random-Walk Based Scoring Algorithm Applied to Recommender Engines -- Towards a Scalable kNN CF Algorithm: Exploring Effective Applications of Clustering -- Detecting Profile Injection Attacks in Collaborative Filtering: A Classification-Based Approach -- Predicting the Political Sentiment of Web Log Posts Using Supervised Machine Learning Techniques Coupled with Feature Selection -- Analysis of Web Search Engine Query Session and Clicked Documents -- Understanding Content Reuse on the Web: Static and Dynamic Analyses.
Sommario/riassunto	This book contains the postworkshop proceedings with selected revised papers from the 8th international workshop on knowledge discovery from the Web, WEBKDD 2006. The WEBKDD workshop series

has taken place as part of the ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (KDD) since 1999. The discipline of data mining delivers methodologies and tools for the analysis of large data volumes and the extraction of comprehensible and non-trivial insights from them. Web mining, a much younger discipline, concentrates on the analysis of data pertinent to the Web. Web mining methods are applied on usage data and Web site content; they strive to improve our understanding of how the Web is used, to enhance usability and to promote mutual satisfaction between e-business venues and their potential customers. In the last few years, the interest for the Web as a medium for communication, interaction and business has led to new challenges and to intensive, dedicated research. Many of the infancy problems in Web mining have been solved by now, but the tremendous potential for new and improved uses, as well as misuses, of the Web are leading to new challenges. The theme of the Web KDD 2006 workshop was “Knowledge Discovery on the Web”, encompassing lessons learned over the past few years and new challenges for the years to come. While some of the infancy problems of Web analysis have been solved and proposed methodologies have reached maturity, the reality posed new challenges: The Web is evolving constantly; sites change and user preferences drift. And, most of all, a Web site is more than a see-and-click medium; it is a venue where a user interacts with a site owner or with other users, where group behavior is exhibited, communities are formed and experiences are shared.
