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Altri autori (Persone)

MobasherBamshad

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Nota di contenuto

Web Usage Analysis and User Modeling -- Mining Temporally Changing Web Usage Graphs -- Improving the Web Usage Analysis Process: A UML Model of the ETL Process -- Web Personalization and Recommender Systems -- Mission-Based Navigational Behaviour Modeling for Web Recommender Systems -- Complete This Puzzle: A Connectionist Approach to Accurate Web Recommendations Based on a Committee of Predictors -- Collaborative Quality Filtering: Establishing Consensus or Recovering Ground Truth? -- Search Personalization --

Spying Out Accurate User Preferences for Search Engine Adaptation -- Using Hyperlink Features to Personalize Web Search -- Semantic Web Mining -- Discovering Links Between Lexical and Surface Features in Questions and Answers -- Integrating Web Conceptual Modeling and Web Usage Mining -- Boosting for Text Classification with Semantic Features -- Markov Blankets and Meta-heuristics Search: Sentiment Extraction from Unstructured Texts.

Sommario/riassunto

The Web is a live environment that manages and drives a wide spectrum of applications in which a user may interact with a company, a governmental authority, a non-governmental organization or other non-profit institution or other users. User preferences and expectations, together with usage patterns, form the basis for personalized, user-friendly and business-optimal services. Key Web business metrics enabled by proper data capture and processing are essential to run an effective business or service. Enabling technologies include data mining, scalable warehousing and preprocessing, sequence discovery, real time processing, document classification, user modeling and quality evaluation models for them. Recipient technologies required for user profiling and usage patterns include recommendation systems, Web analytics applications, and application servers, coupled with content management systems and fraud detectors. Furthermore, the inherent and increasing heterogeneity of the Web has required Web-based applications to more effectively integrate a variety of types of data across multiple channels and from different sources. The development and application of Web mining techniques in the context of Web content, Web usage, and Web structure data has already resulted in dramatic improvements in a variety of Web applications, from search engines, Web agents, and content management systems, to Web analytics and personalization services. A focus on techniques and architectures for more effective integration and mining of content, usage, and structure data from different sources is likely to lead to the next generation of more useful and more intelligent applications.
