A Novel Approach for Web Personalization

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Authors:
Monika Dhandi, Rajesh Kumar Chakrawarti

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Abstract

In the present word web is huge storage of information and it will keep increasing with growing of internet technologies. But the human being capability to read, access and understand content does not increase with that tread. Hence it becomes complex to website owners to present proper information to the users. This led to provide personalized web services to users. One of the well-known approaches in providing web personalization is Web Usage Mining. In this paper, our motive of web usage mining is to discover users’ access patterns of web pages automatically and quickly from the huge sever access log records, such as frequently visited hyperlinks, frequently accessed web pages and users grouping. Also, we proposed a new method for discovering users’ access patterns and recommend it to the user.

References

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**Index Terms**

Computer Science  
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**Keywords**
Web Usage mining; Web Intelligence; Web Personalization; F-P Growth Tree; Markov Model