Abstract

World Wide Web is a global village and a rich source of information. The number of users accessing web sites is increasing day by day. For effective and efficient handling, web mining coupled with recommendation techniques provides personalized contents at the disposal of users. Web Mining is an area of Data Mining dealing with the extraction of interesting
Comprehensive Survey of Framework for Web Personalization using Web Mining

knowledge from the World Wide Web. While surfing the web sites, users’ interactions with web sites are recorded in web usage file. These Web Logs when mined properly are rich source for Web Personalization. Mining of these Web Logs is referred to as Web Usage Mining. This paper presents a comprehensive survey of over 100 research papers dealing with Web Mining framework.

References

Comprehensive Survey of Framework for Web Personalization using Web Mining

Kaufmann.

**Index Terms**

Computer Science Data Mining

**Keywords**

Web Mining Web Log Mining Web Personalization