Abstract

Finding needed information among the existing information on the web can be very time consuming and difficult. To tackle this problem, web personalization systems have been proposed that adapt the contents and services of web sites based on the users' interests. Studying users' behaviors in the past with web usage mining techniques utilization can be worthy help in personalization affair. Web servers log files considered as a rich resource for finding users' behavioral patterns. In this paper, users' behavioral patterns are obtained from studying of users' access and web usage mining utilization, especially users clustering. One of the innovative aspects of the research is selecting some behavioral features from users. These features include the pages view frequency, time period of viewing the pages, and order of viewing the pages; which are stored in users' profiles. In addition is considered weight criterion for the first three features. Thus clustering has been done by considering this criterion with K-means algorithm. Neural network usage is another feature of proposed system to form recommender engine, which its function is to find proper behavioral pattern for users' session and forecast upcoming demands. As research conclusion presents recommender
A New Method to Create the Profile and Improving the Queries in Web engine has the appropriate accuracy in prediction of user's inquiry.

References

Index Terms

Computer Science
Information Sciences

Keywords

Web personalization  Web usage mining  Clustering  Neural network