Abstract

Researchers have studied qualitative and quantitative methods to assess the quality of website. Previous studies had determined criteria such as quality of service. Human behavior, namely the objective perspective, is the essential source to obtain human thinking and real doings. For this reason, data mining approaches are used to acquire the objective source. In this research, proposed subtractive clustering is applied in evaluating educational web sites from the fuzzy objective perspective. An empirical study is carried out to validate the model capability. Results indicate that in the recommended algorithm are closer to the real data.

References


Index Terms

Computer Science
Information Sciences
Keywords
Web site quality  Data mining  Subtractive clustering