

Praca magisterska :: studia II stopnia

Promotor:	dr hab. Jozef Kapusta
Temat pracy magisterskiej (j. polski, j.angielski):	Search Queries Analysis
Zakres pracy i oczekiwane rezultaty praktyczne:	The goal of web portals is to allow users to find results to their queries, and do so quickly. Keyword search is a widely accepted method for achieving this goal due to its simplicity. Data mining methods can be applied to search query logs to extract knowledge about user interests. The aim of diploma thesis is to analyse search queries to university web portal from log files using data mining methods.
Aspekt naukowy, problemowy, innowacyjny pracy:	Selection and implementation web mining techniques, analysing search queries to web portal from log files.
Oprogramowanie, język programowania, środowisko systemowe:	any server-side scripting language + any data mining tools (optional) like RapidMiner, Orange, KMine etc.
Środowisko uruchomieniowe	Windows or Linux
Dodatkowe wymagania i uwagi:	english language
Literatura:	JANSEN, B. 2006. Search log analysis: What it is, what's been done, how to do it, Library & Information Science Research, p. 407–432. [online]. < https://faculty.ist.psu.edu/jjansen/academic/pubs/jansen_search_log_analysis.pdf > FONSECA, B. 2003. Using Association Rules to Discover Search Engines Related Queries. In LA-WEB '03. ISBN:0-7695-2058-8. BING, L. 2011. Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data. Springer Heidelberg. p. 637. ISBN 978-3-642-19459-7.