

Zgłoszenie tematu pracy dyplomowej :: STUDIA II STOPNIA ::

Promotor:	dr hab. Jozef Kapusta, prof. UP
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 to 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 the diploma thesis is to analyse search queries of the university web portal from log files using data mining methods.
Aspekt naukowy, problemowy, innowacyjny pracy:	Selection and implementation of web mining techniques, analysing search queries of web portal from log files.
*Oprogramowanie, język programowania, środowisko systemowe:	any server-side scripting language + any data mining tools (optional) like Jupyter Notebook (Python), RapidMiner, Orange, KMine etc.
*Środowisko uruchomieniowe	Windows or Linux
Dodatkowe wymagania i uwagi:	english language
*Literatura:	<ol style="list-style-type: none"> 1. 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 > 2. FONSECA, B. 2003. Using Association Rules to Discover Search Engines Related Queries. In LA-WEB '03. ISBN:0-7695-2058-8. 3. BING, L. 2011. Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data. Springer Heidelberg. p. 637. ISBN 978-3-642-19459-7.

*pola opcjonalne