# BLM5121: Web Mining

# Course Introduction

Instructor: Dr. Mehmet Aktaş

# Course Information



- **Course Textbook:** Web Data Mining, Exploring Hyperlinks, Contents and Usage Data, Bing Liu, Springer, December, 2007, 532 p., Hardcover , ISBN-10: 3-540-37881-2, ISBN-13: 978-3-540-37881-5.

- **Course Website:** https://www.ce.yildiz.edu.tr/personal/maktas/file/5862/WM-Spring-15

- **Time & Place:** Thursdays - 13:00pm -16:30pm, D010

# Purpose of the Course

- ## Web mining Knowledge:
  - To introduce you basic web mining concepts

- ## Computer Science Skills:
  - To do literature survey, read research papers, present a paper in the class

# Course Plan

- I will give the basics on web mining
    - Overview web mining concepts
    - Discuss research related issues

- You are expected to
    - Attend the class (70% attendance required)
    - Understand the basic web mining concepts
    - Read research papers, present a paper in the class
    - Read the studied chapters and do the homework(s)

# Course Outline (tentative)

- Introduction
- Data Mining Foundations
  - Supervised Learning
  - Unsupervised Learning
- Web Mining Topics
  - Information Retrieval and Web Search
  - Link Analysis
  - Social Networks
  - Web Crawling
  - Data Extraction
  - Information Integration
  - Opionion Mining and Web Usage Mining

# Grading Policy (tentative)

- Attendance : 4.5%
- Reading Assignments: 4.5%
- Homeworks : 21% (Programming Assignments)
- Midterm Exam: 20%
- Term Project: 20%
- Final : 30%

# Course Schedule (tentative)

- September, Novermber
  - Overview of web mining concepts
  - Homework(s)
- October, December
  - Midterm exam
  - Class project presentations (2 weeks)
  - Last day for classes
- January
  - Final exam (TBA)