

BLM5121: Web Mining

Course Introduction

Instructor: Ass. Prof. 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:** Tuesdays - 13:00pm -16:00 pm, 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
 - Opinion 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%