DWM Practical 10 Viva Voice

Viva Voce:

1. What is Web mining? How does it differ from regular data mining or text mining?

ANS) Web mining is a subset of Data Mining that involves processing the data related to the Web. Text mining is the subset of Data Mining that involves processing unstructured text documents into a structured format.

2. What are the three main areas of Web mining?

ANS) Web mining can be organized into three main areas:
1. Web Content Mining
2. Web Structure Mining
3. Web Usage Mining

3. What is Web content mining? How can it be used for competitive advantage?

ANS) Web content mining refers to the extraction of useful information from Web pages.

4. What are the three Web usage mining techniques?

ANS) The Web Usage Mining techniques are pre-processing, pattern discovery and pattern analysis.