



Mining the World Wide Web: An Information Search Approach (The Information Retrieval Series)

George Chang, Marcus Healey, James A. M. McHugh, T.L. Wang

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Mining the World Wide Web: An Information Search Approach explores the concepts and techniques of Web mining, a promising and rapidly growing field of computer science research. Web mining is a multidisciplinary field, drawing on such areas as artificial intelligence, databases, data mining, data warehousing, data visualization, information retrieval, machine learning, markup languages, pattern recognition, statistics, and Web technology. *Mining the World Wide Web* presents the Web mining material from an information search perspective, focusing on issues relating to the efficiency, feasibility, scalability and usability of searching techniques for Web mining.

Mining the World Wide Web is designed for researchers and developers of Web information systems and also serves as an excellent supplemental reference to advanced level courses in data mining, databases and information retrieval.

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