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Web Personalisation based on User Interaction : Web Personalisation

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Abstract

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Abstract:

The World Wide Web is widely used as a global reference for collecting information. However, various web deployed learning systems provide identical educational resources to users under different profiles. The main objective of this research is to evaluate recommendations of active users/learners by studying their history, utilization likeness as well as differences between the user preferences together with the content of the learning resources. Concepts like Web scraping, Web usage mining for Web personalization are used in this research work to achieve the desired results. User profiling and personalizing the web search results are used to evaluate the links which could be recommended to the active users. Web personalization provides users/learner's relevant information and also the information which is facilitated by the likeness of the users/learners. The purpose of personalization is to make a website more flexible (responsive) towards the user's/learner's requirements. Web mining is used to cover concepts like web content mining as well as web usage mining as well as web structure mining falls under data mining, Personalization also falls under web usage mining. Researchers constantly concentrate on fulfilling the user's/learner's requirements, as all users/learners of different backgrounds have different goals while browsing the web. So search engines must be up to date (aware) with user/learner likeness and preferences so user/learner likeness and preferences should be gathered and used, for this, the concepts like Collaborative Filtering, Document

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