



# 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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