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Web Page Endorsement Based on Web Usage and Dominion Erudition

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Abstract: This paper presents a new framework to recommend the web pages in the efficient manner based on web usage and Domain Knowledge of the user. Web-page recommendation plays an important role in intelligent Web systems. On web different kind of web recommendation are made available to user every day that includes Image, Video, Audio, query suggestion and web page. Recent studies have shown that conceptual and structural characteristics of a website can play an important role in the quality of recommendations provided by a recommendation system. Resources like Google Directory, Yahoo! Directory and web-content management systems attempt to organize content conceptually. Semantic Web Mining aims at combining the two fast-developing research areas Semantic Web and Web Mining. In this paper, we discuss the interplay of the Semantic Web with Web Mining, with a specific focus on usage mining. Two new models are proposed to represent the domain knowledge. The first model uses ontology to represent the domain knowledge. The second model uses one automatically generated semantic network to represent domain terms, Web-pages and the relations between them. Another new model, the conceptual prediction model, is proposed to automatically generate a semantic network of the semantic Web usage knowledge, which is the integration of domain knowledge and Web usage knowledge. The experimental results demonstrate that the proposed method produces significantly higher performance than the WUM method.

Keywords: Web usage mining, Web-page recommendation, domain ontology, semantic network, knowledge representation.