CS315-Web Search & Data Mining

Syllabus

The Web History, Key technologies and developments

Web crawling and Indexing

Information Retrieval (IR) incl. on the Web

How do you find the information you need, fast?

Data Mining and Machine Learning

How do you cluster and classify information (semi)automatically?

Introduction to "The Social Web"

Blogs, Twitter, FB, ...

Social Networks

Web’s Search Engines

What are they?

Should I care about privacy?

How did they start?

How high is the quality of their results?

How do they work?

Can they be improved?

How do they make money?