IS392: Web Mining and Information Retrieval
Last updated Dec 19, 2018
(subject to change)

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Classroom: CKB 212
Class Meets: Tuesday 1-4 pm
Class Site: please go to moodle.njit.edu and login with your UCID. You will find IS 392, if you are enrolled in this class.

Overview

This course introduces the design, implementation and evaluation of search engines and web mining applications. Topics include: automatic indexing, natural language processing, retrieval algorithms, web page classification and clustering, information extraction, summarization, search engine optimization, and web analytics. Students will gain hands-on experience applying theories in case studies.

Prerequisites

- IS218 OR IT114 OR CS114

Learning Goals

1. Acquire a basic understanding of natural language processing.
2. Learn various automatic indexing techniques.
3. Obtain knowledge in retrieval models.
4. Learn web crawling.
5. Understand web usage, content and structure mining, with emphasis on the first two types.
6. Become familiar with web analytics.
7. Become familiar with applying web mining and analytics to search engine optimization.

NJIT University Code on Academic Integrity
https://www5.njit.edu/policies/sites/policies/files/academic-integrity-code.pdf is strictly enforced.

Textbook

Search Engines: Information Retrieval in Practice, by Croft, Metzler, and Strohman.
Publisher: Addision-Wesley
ISBN-13: 978—0-13-607224-9

Additional Materials

- Paper 1: [What Do People from Information Retrieval?](), W. Bruce Croft
- Paper 2: *Search Engine Optimization Starter Guide*, Google, [http://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en/us/webmasters/docs/search-engine-optimization-starter-guide.pdf]()

Assignments and Grading

- Participation and class activities   15%
    - Participation   4%
    - In-class design activity   7%
    - Alternative search engine presentation   4%
- Assignments   45%
    - Assignment 1 Comparing Search Engines   6%
    - Assignment 2 Developing a Web Crawler   12%
    - Assignment 3 Developing an Indexer   12%
    - Assignment 4 Mining a web collection   15%
- Midterm   15%
- Final   25%

Total: 100%

Late Assignment Policy:

Last assignments will receive a penalty of 20% for each day. For example, suppose an assignment is worth 10 points and a student submits it one day late. The highest possible score for the student will be 8. After the assignment is discussed in class, no score will be given.

The **final letter grade** will be based on students' performance ranking, **approximately**:
15% of class will receive an A; 45% of class will receive a B+ or B; 30% of class will receive a C+ or C; and 10% of class will receive D or F.

Incompletes are only given to students with extenuating circumstance.

Weekly Coverage of Material

The following table shows approximately how much time may be devoted to each topic and the corresponding readings from the textbook and papers.

Week	Topics	Materials
1	Course Logistics and Introduction	Paper 1
2	Overview of Search Engine and IR	Ch 1
3	Architecture of search engines	Ch 2
4	Architecture of search engines (cont.) Crawls and feeds	Ch 3
5	Crawls and feeds (cont.) Processing text	Ch 3, 4
6	Ranking with indexes	Ch 4, 5
7	In-class design activity	
8	**Midterm (March 6, subject to change)**	
	Spring Break (No Class)	
9	Discussion on midterm exam results Ranking with Indexes	Ch 5 (cont.)
10	Web Mining	PPT on Moodle
11	Web Mining (cont.)	PPT on Moodle
12	Web Mining (cont.) Search Engine Optimization	PPT on Moodle Paper 2
13	Queries and Interfaces Evaluating Search Engines	Ch 6, 8
14	Social Search	Ch 10
15	**Final Exam (TBA)**	