

A Study of Inference for User Information Preference Change on a Web Site

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ABSTRACT

How to realize customer preferences and provide suitable product and information to them is an important issue to company in an electronic business environment. In this paper, a user information preferences inference model is built base on the data mining technology and fuzzy set theory. According to users' browser path and time in a period to infer the change of their preference. Based on the proposed model, a news web site is built to collect the browser data from all participators in this test. The testing data is demonstrated that this model can infer the change of users information preferences efficiently. In a competitive market, enterprises resort to every conceivable means to increase the customer satisfaction. Using the proposed model, enterprises can provide the information service meet user requirements individually to improve the customer relationship and competitiveness.

Keywords : Internet; Data Mining; Preference analysis; Fuzzy Sets

Table of Contents

第一章 緒論.....1	第一節 研究背景..... 1	第二節 研究動機.....2	第三節 研究目的.....3	第四節 研究流程.....4
第二章 文獻探討.....6	第一節 顧客關係管理與個人化服務..... 6	第二節 資料採礦與資料庫知識探索..... 9	第三節 網頁探勘的定義與種類..... 23	第三章 使用者偏好變動的推測模式..... 26
第一節 模糊集合論..... 26	第二節 最大瀏覽序列..... 28	第三節 使用者偏好的分析流程.....29	第四章 測試網站設計與實證分析..... 39	第一節 系統開發環境與工具.....39
第二節 網站架構說明..... 39	第三節 測試流程與結果.....44	第四節 問題探討..... 57	第五章 結論.....59	第一節 結論.....59
第二節 後續研究與建議.....60	參考文獻..... 62			

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