| Course Name | WEB INTELLIGENCE | | Course Code | ITEC-446 | | |
|---|---|---|---|---|---|---|
| Credit Hours | 3 | | Contact Hours | Lec | Lab | Total |
| | | | | 2 | 2 | 4 |
| Offered as | University Requirement  College Requirement Program Requirement  Core   Elective<br>ITEC                        COMP                        CNET | | | | | |
| Level | 12 | | Prerequisite | NIL | | |

**Course Description:**

This course aims to achieve a multi-disciplinary balance between research advances in the fields of collective intelligence, data science, human-centric computing, knowledge management, and network science. It is committed to addressing research that deepens the understanding of computational, logical, cognitive, physical as well as business and social foundations of the future Web, and enables the development and application of intelligent technologies.

**Course Objectives:**

- Introduction to topics of web intelligence.
- Study models of information retrieval, semantic webs, search engines, and web mining.
- Applying data mining tools to develop projects in web mining and information retrieval.
- Exploring Web Structure Mining
- Hyperlink-Induced Topic Search (HITS)
- Applications of Social Networks

| Assessment Methods | Midterm | 15% | Quiz | 5% | Assignments | 20% |
|---|---|---|---|---|---|---|
| | Attendance | - | Lab Exam | 20% | Final Exam | 40% |

**Text Book:**

Priti Srinivas and Sajja Rajendra Akerkar, P.( 2012), CRC Press Taylor & Francis, ISBN-13: 978-1-4398-7164-5

**Reference Books:**

- Akerkar, R. & Lingras, P. (2008). Building an Intelligent Web: Theory and Practice. Jones and Bartlett Publishers, Sudbury, Massachusetts. ISBN-13: 978-0-7637-4137-2
- Web Intelligence (WI): A New Paradigm for Developing the Wisdom Web and Social Network Intelligence. Zhong, Ning (et al.) ISBN 978-3-662-05320-1
- Witten, Ian H. & Frank, E. (2005). Data Mining: Practical Machine Learning Tools and Techniques. 2nd Edition, Morgan Kaufman. ISBN 0120884070, 9780120884070