

**Birkbeck College, University of London**

**Two Sample Questions**

**Module: World Wide Web Technologies**

**Programme: MSc in Advanced Information Systems**

**This paper contains six questions. You should attempt exactly four questions.**

1. Answer the following parts.

a. What are the main information elements that are stored in server log files?

[6 marks]

b. Define the notions of user navigation trail and user frequent navigation trail using a simple example web site.

[6 marks]

c. How can the information in server logs be used to mine for frequent user navigation trails?

[7 marks]

d. What is content mining?

[3 marks]

e. How can content mining augment frequent trail mining?

[3 marks]

[Total 25 marks]

2. Answer the following parts.

a. Describe the information seeking process and how the navigation problem arises using a simple example.

[7 marks]

b. Contrast information seeking using a search engine such as Google to information seeking by browsing a directory structure such as the Open Directory.

[6 marks]

c. Suggest one improvement to web browsers that could help user navigate the web.

[6 marks]

d. How can statistics collected from search engine query logs be used to improve the performance of a search engine?

[6 marks]

[Total 25 marks]