

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]