Abstract

With the explosive spread of internet, the amount of information has become overwhelming and it has become difficult to find appropriate information in the Internet. Information recommendation is one of the solutions of this problem. In recent years, information recommendation has been widely studied and various recommendation systems have been developed. In this research, we propose a contents recommendation system based on the referrer information and association rule.

Referrer is a part of Web access log that records where the user was before coming to the current Web page. In some cases, user's purpose of visiting certain Web page can be presumed from referrer information. We attempt to classify user's access using referrer information and combine the result of classification with association rule mining to make recommendation. Using the proposed method, a recommendation system was developed. A case study of Web usage mining in a large scale Website related to recipes is introduced.