

WAS: Grouping of Web Sessions using Sequence Alignment Method

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Abstract

The World Wide Web (WWW) is serving as a huge widely distributed global information service center for technical information. Web based information and web applications are exploited the navigational traces of the users in order to extract knowledge about their preferences and their behavior on web usage mining. In Web Usage Mining, grouping web sessions are how to measure the similarity between web sessions for determining the behavior or intent of a set of users. This system performs grouping web access sequences (WASs) as grouping web sessions using sequence alignment method, which considers the global and local alignment techniques of similarity measurement. The task of the global alignment method is calculation of maximizing the intra-group similarity and local alignment method is minimizing the inter-group similarity. In this paper, this system is chronologically ordered sequences of page accessed as WASs according to length of sessions.