

Comp-8920-3 Selected Topics on Web Data Extraction and **Recommendation Systems Techniques WINTER 2022 COURSE SYLLABUS**

SCHOOL OF COMPUTER SCIENCE

LAND ACKNOWLEDGEMENT

The University of Windsor sits on the traditional territory of the Three Fires Confederacy of First Nations, which includes the Ojibwa, the Odawa, and the Potawatomi. We respect the longstanding relationships with First Nations people in this place in the 100-mile Windsor-Essex peninsula and the straits – les détroits – of Detroit

INSTRUCTOR: Dr. C. I. Ezeife

	E-mail:cezeife@uwindsor.caOffice Location:LT 5103; office phone: 519-253-3000 ext. 3012Office Hours:M:11:00am - 12:00pm
	Classes: Tue : 2:30 – 5:20pm (Online Through Black Board Collaborate Virtual Class Room) To attend class, Log on to Black Board <u>http://blackboard.uwindsor.ca</u> . Then, click on Virtual classroom, and join Comp 8920 Class session for the day.
	Note: Office hours will be held through MSTeams. The following link is for joining the MSTeams group for class during my office hours: <u>https://teams.microsoft.com/l/channel/19%3anVo6_32D1AAICUPbAfLYrgBrvLYUnyUhd010rzJOP181%40thread.tacv2/General?groupId=02f3af68-8c56-4afa-90cf-10ed43dafdad&tenantId=12f933b3-3d61-4b19-9a4d-689021de8cc9</u>
	Note: Only email originating from a valid University of Windsor student account will be accepted from students wishing to contact the instructor or use the Blackboard email tool within the course site. Please include your full name, student ID and related course section in your correspondence. Do not spam with multiple or lengthy emails. Should you not receive timely feedback to your inquiries reach out during office hours directly, or in the event of no response contact the CS office at csinfo@uwindsor.ca for support to access the instructor.
	Never used Microsoft Teams before? Download the free MS-Teams client for your device and login using your UWindsor account (uwinid). There are two ways to reach me, one using the direct chat to Click or tap here to enter text. and another to our class group if you like to connect with your peers. It is a simple messenger type application allowing you to do chat, voice and video conferences with your prof and fellow students. Getting Started - Students Information Technology Services (uwindsor.ca)
Teaching Assistant(s):	Please refer to the Blackboard for the TA/GA contact information and updated office hours. Note: Graduate courses do not have TA/GA
~ }*	The teaching assistant(s) will be holding regular weekly office hours dedicated to help students. It is highly recommended that you take advantage of this resource by seeking interactive assistance towards understanding the course materials and guidance for completing the homework. Graders are also accessible to review your graded work and help make corrections or fix grading errors. If you are facing difficulties in the course, please contact the instructor or the teaching assistant(s). You are expected to spend sufficient time to complete all the readings and the assigned work. If you are not able to get hold of the teaching assistant(s) during posted office hours, or do not get timely response from them please report the matter promptly to the course instructor with the situation details. If you identify an exceptional assistant who goes above and beyond, please inform the instructor and consider nominating the person for related university/faculty awards for their commitment.
	The School of Computer Science provides free tutoring services for all Undergraduate Students

Home Page – CS_Current CS Current Students (uwindsor.ca)

 PRE A Computer Science MSc or MAC student

 REQUISITES
 No student is allowed to take a course more than two times without permission from the Dean.

 :
 LECTURES/

 LABS:
 Tue : 2:30 – 5:20pm (online through black board). More information above.

COURSE CONTENT

COURSE

*:

DESCRIPTION

LEARNING

Data Mining provides the tools for transforming massive data into some valuable information which the organization can quickly exploit to gain some competitive advantage. Web as a medium for online E-Commerce and other transactions serves as a driving force for the development of recommender systems technology since the current Web allows users to provide feedback about their likes and dislikes (or rate items). Even browsing of product items can be collected as data indicating an endorsement of the item. Thus, recommendation systems use these various sources of data about user (customer) and items (products) to infer customer interests. Recommendation analysis can be done using data mining and learning algorithms on these data. One recommendation system approach is collaborative filtering which in simple terms, uses ratings from multiple users in a collaborative way to predict missing ratings so that product or service recommendations can be made to those users.

The objective of this course is to (i) learn the basic data mining techniques of association rule mining, classification and clustering for analyzing extracted data (ii) discuss web data extraction approaches for recommendation and (iii) recommendation systems, collaborative filtering, their applications and challenges. Thus, topics discussed include:

- Data mining (Mining techniques of association rule mining such as the Apriori Algorithm, classification such as Decision tree algorithm, Clustering such as the K-Means algorithm). The reference book by Ian Witten and co will be used here.
- Web data Extraction techniques using Python and as discussed in the book 'Web Scraping with Python: Collecting Data from the Modern Web' and as surveyed in papers on web data extraction, such as our WEBOMINER system.
- Web recommendation systems as discussed in the book 'Recommender Systems: The Textbook by Charu C. Aggarwal' and in the most recent ACM RecSys 2021 Conference proceedings papers.

*This description is from the official senate-approved calendar

(source: https://ctl2.uwindsor.ca/cuma/public/courses/pdf/b8e5151e-246b-494c-a358-a8668a0e2d9a))

OUTCOMES: At the end of the course, the successful student will know and be able to:

Click or tap here to enter text. **LEARNING OUTCOMES**

Students who successfully complete this course will be able to:

§ Understand data mining methods and in particular, association rule mining approaches and web sequential mining techniques, classification and clustering techniques.

§ Understanding web data extraction as web data is a data source for recommendation systems.

§ Understand web recommendation systems and their applications, challenges and application domains such as retail, music, content, web search.

§ Understand recommendation systems data (e.g., (i) collaborative filtering data from user-item interactions such as ratings or buying behavior, and (ii) extracted web content data on users and items).

§ Understand collaborative filtering models, approaches, challenges, and outcomes.

§ Understand recent research results in Web data extraction and recommendation systems published in relevant good ACM/IEEE on Web systems and recommendation systems.

§ Develop and implement web data extraction and recommendation systems using collaborative filtering approaches.

Note: Students are strongly encouraged in participating in the course development and update process. Please feel free to make recommendations for changes of the Learning Outcomes, Course Description, and Course Topics to the instructor or the program chair.

REQUIRED RECOMMENDED Materials

C.I Ezeife, *Course Notes for Comp 8920 (60-592)*, Selected Topics on Web Data Extraction Techniques and Recommendation Systems Techniques, University of Windsor, Winter 2022.

Recommended Text:

1. Recommender Systems: The Textbook, by Aggarwal, Charu C., Springer publishers, ISBN 978-3-319-29657-9. Available through the bookstore or online order from Springer

Reference Materials:

- 1. Jiawei Han, Micheline Kamber and Jian Pei. Data Mining Concepts and Techniques, published by Morgan Kaufmann/Elsevier, 2011, Third Edition, by (isbn: 978-0-12-381479-1). **** Most comprehensive and useful to read for mining algorithms.
- Ian Witten, Eibe Frank, Mark Hall, and Christopher Pal. Data Mining: Practical Machine Learning Tools and Techniques, 4th Edition by Morgan Kaufamann, isbn: 978-3-540-37881-5
 **** Good for data mining tools like WEKA review.
- 3. Ryan Mitchell, Web Scraping with Python: Collecting Data from the Modern Web. O'Reilly books, 2017, isbn: 9781491-910290.
- 4. Bing Liu, 2008. Web Data Mining Exploring Hyperlinks, Contents and Usage Data, Springer-Verlag, 2007, isbn 978-3-540-37881-5. ** Good for Web Mining.
- 5. Ezeife, C.I. and Titas Mutsuddy, Towards Comparative Mining of Web Document Objects with NFA: <u>WebOMiner</u> System, International Journal of Data Warehousing and Mining (IJDWM), 8(4), pp. 1-21, October-December 2012. **** Our Research and application in data extraction
- Ezeife, C.I. and Bindu Peravali, "Comparative Mining of B2C Web Sites by Discovering Web Database Schemas", in the proceedings of the 20th ACM International Database Engineering & Applications Symposium (IDEAS16), pp. 183-192, *Montreal, QC, CANADA_*, 11-13 July, 2016.
 *** Our WebOMiner_S data extractor
 - Campus Bookstore: <u>https://www.uwindsor.ca/bookstore/</u>
 - Leddy Library: <u>https://leddy.uwindsor.ca/</u>

COURSE EVALUATION

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COURSE EVALUATION

Work	Mark (out of 100%)
Midterm exam (Tues, Mar. 15, 2022)	25% (covers all lecture materials)
Student seminar (Tues, Mar. 22 to Apr. 5)	15% (graded 25% by students in the class and
	75% by me)
Seminar attendance and contributions	10%
One Seminar report (due by Tues. Apr. 5)	20%
Project presentation(Tues, Apr. 12 to Apr.	10% (graded 25% by students in the class and
19)	75% by me)
Project content demo and report (due Tues	20% (includes project demo scheduled for Apr.
Apr 26)	26)

COURSE SCHEDULE:

Topics*

(The instructor reserves the right to change the outline to accommodate student pace and understanding of the subject matter.) Students are urged to attend all given formal lectures/seminars with tentative schedule as:

	Week (of)				Activity
	1 (Jan 17)	Course	Outlines and	Data Minin	g Techniques
	2 (Jan 24)	Data M	ining Technic	ques	
	3 (Jan 31)	Data M	ining Technic	ues and W	eb Data Extraction
	4 (Feb 7)	Web Da	ata Extraction	S	
	5 (Feb 14)) Web Re	ecommendatio	on Systems	
	6 (Feb 21)) Family	Day/ Readin	ng week (No	o classes)
	7 (Feb 28)		ecommendatio		
	8 (Mar 7)	Web Re	ecommendatio	on Systems	
	9 (Mar 14	4) Midter	m Test	·	
	10 (Mar 21	-	research sem	inar (week	1)
	11 (Mar 28		research sem	,	
	12 (Apr 4)		research sem		
	13 (Apr 11		presentation ((week 1)	
	14 (Apr 18		presentation (, ,	
	Apr 25		*		duled with prior report submission
	Winter 202 Mon., January Fri., January 2 Wod February	• 17 – First Da 8 – Last Day t	to Add/Drop)22 courses	needed to succeed in this course.
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0-49.99

B-

C+

70-72.99

67-69.99

D-F The University of Windsor uses a percentage marking and grading scale

ASSIGNMENTS AND COURSE WORK

- 1. Completed report must be handed in five minutes before the beginning of class on the day on which they are due. Late reports will not normally be accepted.
- 2. All reports must be neatly stapled together or cerlox bound (when in-person). Report should include a title page clearly marked on the outside with student's name, student number, course, Semester and instructor's name.
- 3. No make-up tests will be given for missed tests.
- 4. All parts of the course must be done to obtain a final grade in the course.
- 5. The following confidentiality agreement and statement of honesty will need to be signed by students for all handed-in course work to discourage and prevent academic dishonesty and cheating. Note that if two assignments are found to be a copy of each other, a mark of 0 will be assigned to both assignments.

CONFIDENTIALITY AGREEMENT & STATEMENT OF HONESTY

I confirm that I will keep the content of this assignment/examination confidential. I confirm that I have not received any unauthorized assistance in preparing for or doing this assignment/examination. I confirm knowing that a mark of 0 may be assigned for copied work.

Student Name (please print)

Student I.D. Number

Date

PENALTIES AND DISCIPLINARY ACTION FOR DEFICIENT TERM WORK

- 1. Seminar attendance is compulsory. Students are expected to read the papers being presented to be able to make meaningful contributions in the seminars. Failing to do this leads to loss of some marks.
- 2. While collaboration with course mates is encouraged for discussing class topics, students are expected to develop individual research abilities in the area and hand in projects and reports prepared individually by themselves. In other words, cheating is not allowed in this course.

Policy on cheating

The professors and teaching assistants will report any suspicion of cheating to the Director of the School of Computer Science. If sufficient evidence is available, the Director will begin a formal process according to the University Senate Bylaws. The instructor will not negotiate with students who are accused of cheating but will pass all information to the Director of the School of Computer Science. The following behaviour will be regarded as cheating (together with other acts that would normally be regarded as cheating in the broad sense of the term):

1) Copying assignments, 2) Allowing another student to copy an assignment from you and present it as their own work, 3) Copying from another student during a test or exam, 4) Referring to notes, textbooks, etc. during a test or exam, 5) Talking during a test or an exam, 6) Not sitting at the pre-assigned seat during a test or exam, 7) Communicating with another student in any way during a test or exam, 8) Having access to the exam/test paper prior to the exam/test, 9) Asking a teaching assistant for the answer to a question during an exam/test, 10) Presenting another's work

as your own, 11) Modifying answers after they have been marked, 12) Any other behaviour which attempts unfairly to give you an advantage over other students in the grade-assessment process, 13) Refusing to obey the instructions of the officer in charge of an examination.

Students who are found guilty of any form of cheating will be given a grade of F- for the whole course.

Several University of Windsor students have been caught cheating during the last few years. In most cases the evidence was sufficient to invoke a disciplinary process which resulted in various forms of punishment including letters of censure, loss of marks, failing grades, and expulsions. Do not cheat, if you are caught and found guilty, you could be thrown out of the university and will have to explain why when you go looking for a job.

Passing grade:

A minimum grade of 50% is required to pass this course (70% for grad courses). Your individual program may have higher requirements to maintain good standing; please consult your program requirements and plan accordingly. If you are registered in a course and do not attend or participate or write any evaluations will be assigned a grade of NR (No report). You must withdraw from the course if you do not wish to attend it; not showing up does not constitute withdrawal and will impact your academic record.

Voluntary withdrawal (dropping the course):

You may drop a course within the first 2 weeks add/drop period (1 week in case of 6-week courses) without it showing up on your academic record. Please check with the Registrar's office calendar on the important dates for withdrawing voluntarily from a course after the add/drop period should you feel you need to withdraw. It is strongly recommended that you seek academic advice from your instructor or an academic advisor prior to withdrawing from courses.

Absences due to medical or other extenuating circumstances:

Medical leaves, illness, death (in the family), and other difficult circumstances as determined in bylaw 54 are at times unavoidable and would interrupt your academic career. You must report any issues to the instructor as soon as possible prior to considering any academic accommodations. The instructor reserves the right to determine if an accommodation is merited and the nature of the accommodation related to the course evaluation. All requests for alternate considerations on medical grounds or other difficult matters must be made in writing (email) to the instructor along with supporting documents prior to the end of the course. No alternate accommodations will be considered after the end of the course.

Makeup and missed assessment policy:

If you miss a test, assignment or other assessment in the course you will receive a zero mark for the missed work. If you wish to have alternate considerations due to a valid reason (as per senate bylaw 54) you must inform the instructor in writing (email) as soon as possible, preferably before the assessment, and not later than seven calendar days. Considerations for any make-up or late submissions will be done on a case-by-case basis on compassionate grounds while maintaining fairness as much as possible. No alternate considerations will be given to any missed assessment if the instructor is not informed within seven calendar days after its due date. The instructor will refuse any unsubstantiated and late requests.

Grade appeal:

Informal reviews and appeals of the marks for assignments, midterm, exams and/or projects will be considered only if requested within 10 days after the release of the corresponding grades. After the 10-day period students will have to submit a formal appeal if they wish within 6 weeks. See Senate Bylaws 54 (Undergraduate Students) and Senate Bylaws 55 (Graduate Students) for more details on appealing about grades.

Other Notes:

1.A. Undergraduate Students: (Please review Bylaw 54) The last seven calendar days prior to, and including, the last day of classes are free from any procedures for which a mark will be assigned. (Extensions on compassionate grounds are excluded). (In the case six weeks courses, the last three calendar days before the start of the examination period are free from any assessment procedures).

- 1.B. Unannounced quizzes/graded activities will not exceed 5% of the final grade.
- 1.C. Participation marks in online courses will not exceed 20% of the final grade.

2. The final exam schedule is announced by the Registrar's office, normally after the add/drop period, and students are expected to be available for the entire exam period and not make any prior travel plans, vacations, or other commitments until after the exam dates are announced. No alternate exams accommodations will be made on those grounds.

3. No forms of assessment shall be scheduled or made-due on days identified as break days such as reading weeks, holidays, or days that the University is officially closed.

SET:	Student Evaluation of Teaching (SET) will be administered in the last 2 weeks of classes via UWinsite (or last week of classes in the case of 6-week classes) as per Senate policy.						
Support Contacts:	The School of Computer Science has a team of support staff and access to student academic advisors to assist you through any inquiries you may have about our courses and programs. Please use one of the following emails: For CompSci undergraduate programs and advising, including IT certificate: <u>csinfo@uwindsor.ca</u> For CS Tutors (free tutoring support for all CS undergrad courses): <u>http://tutor.cs.uwindsor.ca/</u> For Computer Science Society: <u>https://css.uwindsor.ca/</u> For CompSci graduate programs (MSc, MSc-AI stream, and PhD): <u>csgradinfo@uwindsor.ca</u> For CompSci professional graduate programs (MAC/MAC-AI stream): <u>macprogram@uwindsor.ca</u> For the office of the Director of the School of Computer Science: <u>csdir@uwindsor.ca</u> For CompSci technical support: <u>https://help.cs.uwindsor.ca/</u> For International Student Centre: <u>https://www.uwindsor.ca/international-student-centre/</u> For Student Accessibility Services: <u>https://www.uwindsor.ca/</u> For other general inquiries: <u>https://ask.uwindsor.ca/</u> For student counselling services (ext. 4616): <u>https://www.uwindsor.ca/studentaccessibility/</u> For student health services (ext. 7002): <u>https://www.uwindsor.ca/studentexperience/wellness/</u> For student Peer Support Centre (ext. 4551): <u>https://www.uwindsor.ca/studentexperience/wellness/</u> For USci Faculty of Science student support network: <u>https://www.uwindsor.ca/studentexperience/wellness/</u>						
	Need help? My Student Support Program (MySSP) is an immediate and fully confidential 24/7 mental health support that can be accessed for free through chat, online, and telephone. This service is available to all University of Windsor students and offered in over 30 languages. Call: 1-844-451-9700, or visit https://myissp.com/						
Student Accommod ations:	Students with disability: Students who require academic accommodations in this course due to a documented disability must contact an Advisor in Student Accessibility Services (SAS) to complete SAS Registration and receive the necessary Letters of Accommodation. After registering with SAS, you must present your Letter of Accommodation and discuss your needs with the course instructor as early in the term as possible. Please note that deadlines for the submission of documentation and completed forms to SAS are available on their website: • <u>http://www.uwindsor.ca/studentaccessibility/</u>						
	<i>Exam conflicts:</i> If you have a conflict with two exams at the same time, you will need to talk to both instructors and ask which one is willing to move your exam to a different day or time.						
	If you have a conflict with examinations due to the following reasons, view the Office of Registrar Alternative Final Exam Policy:						
	 Conflict with religious conviction during the regularly scheduled time slot. Three or more final examinations in a 24-hour period. 						
	Religious Observances: Requests for accommodation of specific religious or spiritual observance must be presented to the instructor no later than 2 weeks prior to the conflict in question (in the case of final examinations within two weeks of the release of the examination schedule). In extenuating circumstances, this deadline may be extended. If the dates are not known well in advance because they are linked to other conditions, requests should be submitted as soon as possible in advance of the required observance. Timely requests will prevent difficulties in arranging constructive accommodations. <u>religious accommodation for students.01mar2013.web_ver.pdf</u> (uwindsor.ca)						
PRIVACY AND COPYRIGHTS :	<i>Content confidentiality:</i> Lectures, examinations, quizzes, assignments, and projects given in this course are protected by copyright. Reproduction or dissemination of examinations or the contents or format of examinations/quizzes in any manner whatsoever (e.g., sharing content with other students or websites), without the express permission of the instructor, is strictly prohibited. Students who violate this rule or engage in any other form of academic dishonesty will be subject to disciplinary action under <u>Senate Bylaw 31</u> : Student Affairs and Integrity.						
	Recording of lectures: Lectures and discussions can be recorded by requesting explicit permission from the instructor. Students planning to do so shall send a request (via email is sufficient) before the lecture is delivered. Students, however, are not allowed to post or share any recorded material to any other individual or party outside of this course. See Senate Policy on recording lectures.						

SAFETY, ACADEMIC INTEGRITY, AND NON-ACADEMIC MISCONDUCT :

Equity, Diversity, and Inclusiveness (EDI)

This course, along with all its components such as lab sections are, without question, safe places for students of all races, genders, sexes, ages, sexual orientations, religions, disabilities, and socioeconomic statuses. Disrespectful attitude, sarcastic comments, offensive language, or language that could be translated as offensive and/or marginalize anyone are absolutely unacceptable. Immediate actions will be taken by the instructor to protect the safety and comfort of the students. An ethnically rich and diverse multi-cultural world should be celebrated in the classroom. The instructor, too, must treat every student equally and with the respect and compassion that all students deserve. Furthermore, UWindsor is committed to combatting sexual misconduct. All members are required to report any instances of sexual misconduct, including harassment and sexual violence, to the <u>Sexual Misconduct Response</u> & Prevention Office so that the victim may be provided appropriate resources and support options.

- revention Office so that the victim may be provided appropriate resources and sup
- <u>https://www.uwindsor.ca/sexual-assault/</u>
- For police/ambulance emergency call 911 (in Canada)
- For campus police call 519-253-3000 ext. 4444 for emergency, and 1234 for non-emergency issues.

Academic Integrity

Please refer to: https://www.uwindsor.ca/academic-integrity/

As defined in the University of Windsor's <u>Student Code of Conduct</u>, plagiarism is the act of copying, reproducing or paraphrasing significant portions of one's own work, or someone else's published or unpublished material (from any source, including the internet), without proper acknowledgement, representing these as new or as one's own.

Tips and resources to help you prevent plagiarism:

https://www.uwindsor.ca/academic-integrity/sites/uwindsor.ca.academic-integrity/files/tips_for_preventing_plagiarism.pdf

The instructor will put a great deal of effort into helping students to understand and learn the material in the course. However, the instructor will not tolerate any form of cheating. The instructor will report any suspicion of academic integrity to the Director of the School of Computer Science. If sufficient evidence is available, the Director will begin a formal process according to the University Senate Bylaws which will lead to more review, a strict punishment if convicted, and a note on your permanent student record.

The following behaviours will be regarded as cheating:

- Copying assignments or quizzes or presenting someone else's work as your own.
- Allowing another student to copy an assignment/project from you and present it as their own work; protect your own work and never share it with anyone!
- Copying from another student or any other unauthorized source during a test or exam.
- Falsifying your identity during the exam or having someone else assist or complete your assessment.
- Referring to notes, textbooks, and any unauthorized sources during a test or exam (unless otherwise stated).
- Speaking or communicating without permission during a test or exam.
- Not sitting at the pre-assigned seat during a test or exam.
- Communicating with another student in any way during a test or exam.
- Having unauthorized access to the exam/test paper prior to the exam/test.
- *Explicitly asking a proctor for the answer to a question during an exam/test.*
- *Modifying answers after they have been marked.*
- Any other behaviour which attempts unfairly to give you some advantage over other students during the grade-assessment process.
- *Refusing to obey the instructions of the officer in charge of an examination.*

The list given above is not exhaustive. More examples are given in Appendix A, <u>Senate Bylaws 31</u> – Complete guidelines and procedures on the sanctions imposed by the university are also listed in Table A.1 of the <u>Senate Bylaws 31</u>

In this course any assessment that is deemed plagiarized or in violation of the academic integrity policy will NOT BE GRADED and receive a grade of ZERO unless a different ruling is provided by the adjudication committee formally reviewing the case.

Examples of sanctioning include: (from Table A.1 in Appendix A of Bylaw 31) For first offence: mark reduction up to zero, censure 6-12 months; and for subsequent offence: suspension 4-24 months, censure up until graduation.

Plagiarism detection software:

Plagiarism-detection software *SafeAssign* may be used for all student assignments in this course. You will be advised how to submit your assignments. Note that students' assignments that are submitted to the plagiarism-detection software become part of the institutional database. This assists in protecting your intellectual property. However, you also have the right to request that your assignment(s) not be run through the student assignments database. If you choose to do so, that request must be communicated to the course instructor in writing at the beginning of the course. The instructor reserves the right to choose another plagiarism detection software and students would be notified of this once it is put in use.