



Web Mining in Social Media

Alexander Graubner-Muller

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For the Intelligent Organization, the prototypical enterprise of the 21st century, the Internet has become a highly relevant information sphere. The Web facilitates the acquisition of information about the actors in a company's environment. On top of that, the rise of the Social Web, Online Collaboration, and Collective Intelligence transformed the Web itself into an important instance of the business environment, equally bringing along opportunities and threats for the conduct of business. In order to systematically generate knowledge from the informational richness of the Web, companies require efficient technologies for the retrieval, analysis, and processing of Web content. As an interdisciplinary field of research, merging Data Mining, Information Retrieval and Natural Language Processing, Web Mining can be seen as a toolset for the automated generation of information from Web content. How and for which purposes a company can apply Web Mining will be investigated in the course of this work. A comprising collection of use cases, covering a wide variety of business functions, will illustrate which benefits Web Mining can provide.

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