



Programming Collective Intelligence: Building Smart Web 2.0 Applications

By Toby Segaran

O'Reilly Media. Paperback. Condition: New. 362 pages. Dimensions: 5.2in. x 4.5in. x 1.6in. Want to tap the power behind search rankings, product recommendations, social bookmarking, and online matchmaking? This fascinating book demonstrates how you can build Web 2.0 applications to mine the enormous amount of data created by people on the Internet. With the sophisticated algorithms in this book, you can write smart programs to access interesting datasets from other web sites, collect data from users of your own applications, and analyze and understand the data once you've found it. Programming Collective Intelligence takes you into the world of machine learning and statistics, and explains how to draw conclusions about user experience, marketing, personal tastes, and human behavior in general—all from information that you and others collect every day. Each algorithm is described clearly and concisely with code that can immediately be used on your web site, blog, Wiki, or specialized application. This book explains: Collaborative filtering techniques that enable online retailers to recommend products or media; Methods of clustering to detect groups of similar items in a large dataset; Search engine features—crawlers, indexers, query engines, and the PageRank algorithm; Optimization algorithms that search millions of possible solutions to a...



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