
Using Web Data Mining to Assess Quality of Publications – A Case Example

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EXECUTIVE SUMMARY

Assessing quality of publication plays a pivotal role in different academic and research institutions. Despite the different roles that this assessment of publications plays, there is no standard assessment tool that measures the quality of publications in academia. This paper suggests an additional measure to assess publication quality. It proposes using web data mining (a new field where data collected from visitations of web pages) to provide information to be used for assessing publication quality. The paper illustrates the use of web data mining in one research organization that provides reports to journal editors based on established visitation of different papers published online for each editor.

Keywords: Web Data Mining, Web Log Data Analysis, Web Analysis for Academic Journals, Data Analysis for Journal Publications, Publication Quality Assessment.