ABSTRACT

This paper is a review on knowledge discovery in the field of web mining for the benefit of research on the personalization of web-based information services. The essence of personalization is the adaptability of information systems to the needs of their users. This issue is becoming increasingly important on the Web, as non-expert users are overcame by the quantity of information available online. This article investigates the application of artificial immune systems (AIS) to knowledge discovery as a web personalization tool. AIS are thought to confer the adaptability and learning required for this task.