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Aoying Zhou, Rong Zhang PH, Wenzhe Yu

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This book presents the recent achievements on the processing of representative user generated content (UGC) on E-commerce websites. This large size of UGC is valuable information for data mining to help customer/object profiling. It provides a comprehensive overview on the concept of customer credibility, object-oriented review summarization technology and content-based collaborative filtering algorithm. It covers a feedback mechanism which is designed to discover customer credibility, which is used to define the professional degree of review content; product-oriented review summarization for restaurants or trip arrangements, and introduced content-based collaborative filtering for product recommendation.

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