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PAPER

Measuring the Impact of Web Extracting Techniques with Special Refrence to News Publishing Industry

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Browsing for a certain topic in the internet will probably show up more than hundreds of results. The query is how efficiently do we use those findings? Going through all the findings will be a hideous challenge for any human being, but failure to read everything, may result in wrong interpretations. Presently there are millions of news websites available on the web. But each website might have its own style and totally rely on the personal attitudes of the site owner. This may lead to glossing over some of the important news/events happening around the world.

The objective of this paper is to explore how to make use of the web data in an effective manner and produce a framework to support the web search. It is a common belief that by applying web extracting techniques one can enhance the web search and save the time of the user. Web extracting techniques are used to extract contents from various sources, combine them and reuse them in a productive way.

The news publishing industry is chosen as the research area of the study.The research methodology was qualitative and basically influenced by online articles, books and journals written on web extraction and also, monitoring over fifty of popular news websites.

The study suggests that using web extraction techniques in news publishing may help to gather all the news/events happening around the world and publish in one place. This will be cost effective and less time consuming. Moreover, Information Technology personnel are not required to handle the system.

As part of the research, a news website has been created according to the suggested research framework, as a working prototype.