





In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

5 credits

30.0 h + 10.0 h

Q2

Teacher(s)	Fouss François ;Francq Pascal ;
Language :	French
Place of the course	Mons
Aims	<i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i>
Bibliography	<ul style="list-style-type: none"> • MCILWRAITH D., MARMANIS H., BABENKO D. 2nd ed, Algorithms of the Intelligent Web, Manning Publications, 2016. • LANGVILLE A., MEYER C., Google's PageRank and Beyond : The Science of Search Engine Rankings, Princeton University Press, 2012. • FOUSS F., SAERENS M., SHIMBO M., Algorithms and Models for Network Data and Link Analysis, Cambridge University Press, 2016. • AMINI M.-R., GAUSSIER E., Recherche d'information : Applications, modèles et algorithmes, Eyrolles, 2013. • MANNING C. D., RAGHAVAN P., SCHÜTZE H., Introduction to Information Retrieval, Cambridge University Press, 2008. • MARTIN A., CHARTIER M., ANDRIEU O., Techniques de référencement web : Audit et suivi SEO, Eyrolles, 2016.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Communication	COMM2M	5		
Bachelor in Information and Communication	COMM1BA	5		
Master [60] in Information and Communication	COMM2M1	5		
Bachelor in Human and Social Sciences	HUSM1BA	5		
Master [120] in Communication (shift schedule)	COHM2M	5		