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Abstract
With the improvement of technology, the Internet has been becoming an important part of everyday life. Governmental institutions and enterprises propose to advertise and marketing through webs. With the traveling records of browsers, one can analyze the preference of browsers, further understand the demands of consumers, and promote the advertising and marketing.

In this study, we utilize Maximum Forward Reference algorithm to find the travel pattern of browsers from web logs. Simultaneously, experts are asked to evaluate the fuzzy importance weightings for different webs. At last, we employ fuzzy data mining technique that combines Apriori algorithm with fuzzy weights to determine the associate rules.

From the yielded association rules, one can be accurately aware the information consumers need and which webs they prefer. This is important to governmental institutions and enterprises. Enterprises can find the commercial opportunities and improve the design of webs by means of this study. Governmental institutions can realize the needs of people from the obtained association rules, make the promotion of policy more efficiently, and provide better service quality.
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