

The Impact of Online Affiliate Marketing on Web Search

Monday 10 October 2022 16:50 (20 minutes)

Preferred Contribution Format

Authors: WIEGMANN, Matti (Bauhaus-Universität Weimar); STEIN, Benno (Bauhaus-Universität Weimar); POTTHAST, Martin; BEVENDORFF (BAUHAUS-UNIVERSITÄT WEIMAR), Janek

Presenter: BEVENDORFF (BAUHAUS-UNIVERSITÄT WEIMAR), Janek

Session Classification: Research Track “Machine Learning, Web Mining, Content Retrieval and Web Analysis”