

Diploma thesis gathers knowledge about current methods of analysis of user behaviour on web pages and interpretation of his (her) behaviour as his (her) preference. Conventional approach to get information about user need is using explicit relevance methods, where user explicitly rates a web page or object within the page. It can be difficult to collect necessary data, so we consider the use of implicit feedback techniques. These techniques unobtrusively obtain information about user and remove the cost to the user of providing feedback. We describe some of these methods, then we create a measuring of effectivity of them. The work covers implementation of choosen methods and testing on a web to show practical value.