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(54) Title: CREATING SOCIAL NETWORK GROUPS

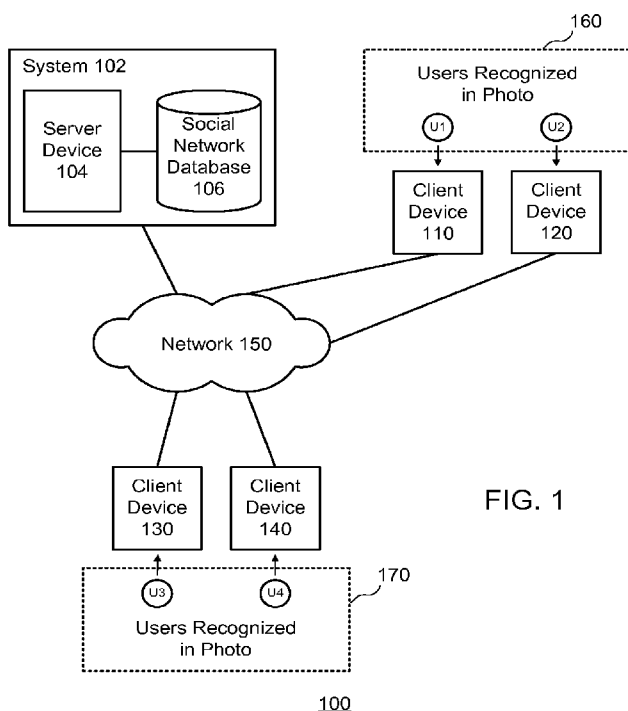


FIG. 1

(57) Abstract: Embodiments generally relate to creating groups in a social network system. In one embodiment, a method includes recognizing at least one person in the at least one photo associated with a target user in a social network system, where the recognizing is based at least in part on social relevance. The method also includes creating a group in the social network system, where the group includes the at least one person recognized in the at least one photo. The method also includes associating the group with the target user.



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