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(54) **Title:** ACTIVITY BASED USERS' INTERESTS MODELING FOR DETERMINING CONTENT RELEVANCE

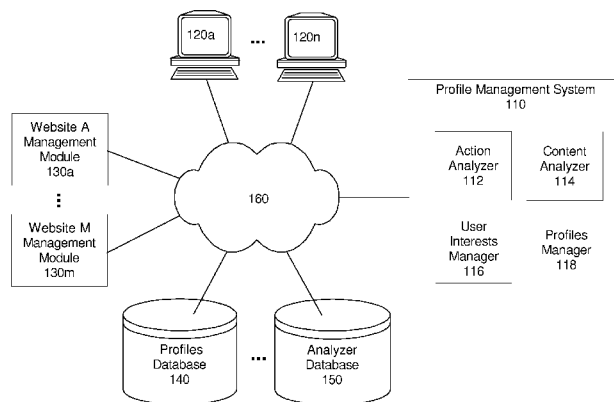


FIG. 1

(57) **Abstract:** A method and apparatus for activity-based users' interests modeling for determining relevance of the content distributed to the users is provided. Modeling of the user's interests starts by collecting information about the actions that the user performed and about the contents that were associated with the actions. That information may be used to determine how much interest the user has had in the individual subjects up to date, and to determine which subjects became more or less important to the user over time. Further processing of the information about the interests of each of the individual users in a group of users may produce characteristics indicating the interests of the group as a whole. Additional processing may generate the information reflecting relative importance of the interests of an individual user in the group to the interests of other users in the same group.

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INTERNATIONAL SEARCH REPORT

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PCT/US2010/041960**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 10/00(2006.01)i, G06Q 50/00(2006.01)i, G06F 17/16(2006.01)i**

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

G06Q 10/00; G06Q 99/00; G06F 15/16; G06F 17/00; G06F 7/00

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models
Japanese utility models and applications for utility models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) & Keywords: user profile, action, weight, interest and similar terms

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2009-0138326 A1 (SHI XIAOWEI) 28 May 2009 See the abstract and paragraphs 0038-0051.	1-14
A	US 2003-0061239 A1 (KYOUNG RO YOON) 27 March 2003 See the abstract and paragraphs 0035-0056.	1-14
A	US 6438579 B1 (HOSKEN BENJAMIN E.) 20 August 2002 See the abstract, column 8 line 38 - column 11 line 35 and claim 1.	1-14
A	US 2007-0266025 A1 (Wagner et al.) 15 November 2007 See the abstract and paragraphs 0026-0040.	1-14

 Further documents are listed in the continuation of Box C. See patent family annex.

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INTERNATIONAL SEARCH REPORT

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