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[Continued on next page]

(54) Title: DYNAMIC CONTENT ANALYSIS OF COLLECTED ONLINE DISCUSSIONS

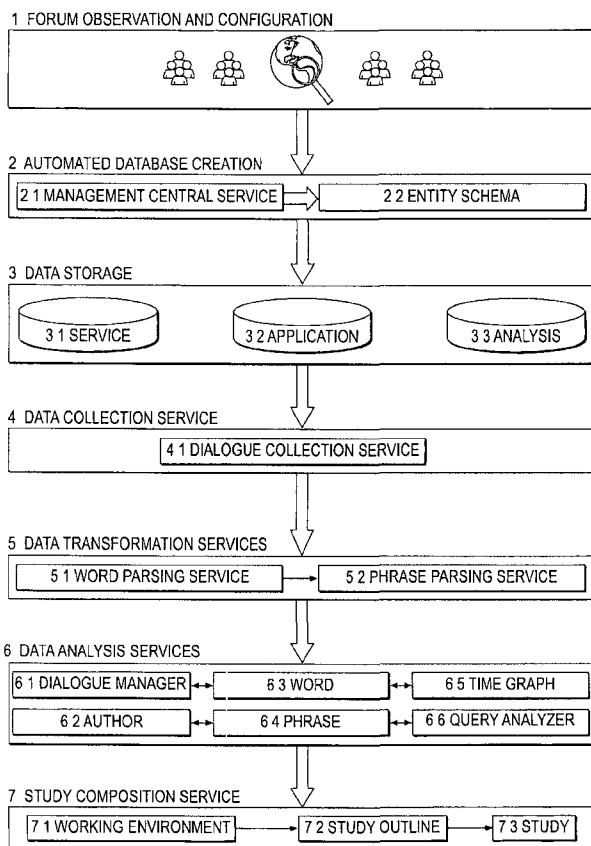


FIG. 1

(57) Abstract: The present invention is an enterprise solution that comprises methods for collecting, storing, categorizing, and analyzing online peer-to-peer discussions in order to illuminate key consumer insights - clarify public opinion, quantify trends and findings, and develop the components for completed consumer research studies. The inventive system analyzes collected data based on predetermined attributes that are contained within the multi-dimensional structure of each "data unit," leading to the dynamic generation of content analysis.

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B.	FIELDS SEARCHED
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Minimum documentation searched (classification system followed by classification symbols) U S .
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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Please See Continuation Sheet
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Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) ACM, US PG-PUB, USPAT

C	DOCUMENTS CONSIDERED TO BE RELEVANT
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Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2008/009156 A1 (Charnock et al.) 4 Feb 2003	1-9, 11-19, 21-30, 31
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Y	US 7,197,470 B1 (Arnett et al.) 11 Oct. 2000	10, 20, 30

<input type="checkbox"/> Further documents are listed in the continuation of Box C	<input type="checkbox"/> See patent family annex.
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