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Declarations under Rule 4.17:

- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

Published:

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[Continued on next page]

(54) Title: RANKING BASED ON SOCIAL ACTIVITY DATA

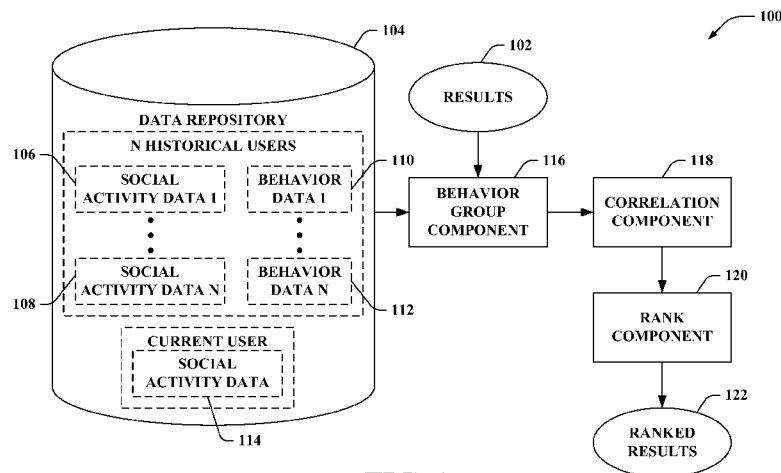


FIG. 1

(57) Abstract: Various technologies described herein pertain to using social activity data to personalize ranking of results returned by a computing operation for a user. For each of the results returned by the computing operation, a respective first affinity of the user to a corresponding result and a respective second affinity of the user to the corresponding result can be calculated and used for ranking the results. The respective first affinity of the user to the corresponding result can be calculated based on correlations between social activity data of the user and social activity data of a first group of historical users that clicked the corresponding result. Moreover, the respective second affinity of the user to the corresponding result can be calculated based on correlations between the social activity data of the user and social activity data of a second group of historical users that skipped the corresponding results.

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— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2013/046449**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 50/30(2012.01)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 50/30; G06F 15/16; G06F 17/30

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: search result, calculate, affinity, correlation, social activity

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2009-0106235 A1 (VLADIMIR TANKOVICH et al.) 23 April 2009 See abstract, paragraphs [0024], [0025], [0028], [0029], [0048] and claims 1, 6, 14, 18.	1-10
Y	US 2011-0010366 A1 (ROY VARSHAVSKY et al.) 13 January 2011 See abstract, paragraphs [0031], [0034], [0043], [0044], [0045] and claims 1, 6, 9.	1-10
Y	US 2008-0215565 A1 (ZIAN-TAO SUN et al.) 04 September 2008 See abstract and claim 9.	6-7,10
A	US 2010-0070488 A1 (DANY SYLVAIN) 18 March 2010 See abstract, paragraphs [0039]-[0047] and claims 1, 2.	1-10
A	US 7152061 B2 (ANDY CURTIS et al.) 19 December 2006 See abstract, column 4, line 60 - column 6, line 17, column 24, line 30 - column 25, line 10 and claims 1, 2.	1-10

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

* Special categories of cited documents:

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"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

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"&" document member of the same patent family

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INTERNATIONAL SEARCH REPORT

Information on patent family members

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