Title: EXPLANATIONS FOR RECOMMENDATIONS

(57) Abstract: Generating and selecting recommendation explanations for personalized recommendations may include retrieving in response to at least one recommendation query, a document from a corpus of available documents for consumption by a user. The at least one recommendation query may be associated with a corresponding plurality of candidate recommendation explanations. The plurality of recommendation explanations for the document may be ranked based on popularity of at least one of the plurality of recommendation explanations when previously provided to the user and/or popularity of the document among a plurality of users under each of the plurality of recommendation explanations. The popularity of at least one of the plurality of recommendation explanations previously provided to the user may be based on document engagement history associated with the user when the at least one of the plurality of recommendation explanations were previously provided to the user.
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))

(88) Date of publication of the international search report: 24 December 2014
The claimed subject-matter, with due regard to the description and drawings in accordance with Rule 33.3 PCT, relates to processes comprised in the list of subject-matter and activities for which no search is required under Rule 39 PCT. The information technology employed as an enabler for carrying out said processes is conventional. Its use for carrying out non-technical processes forms part of common general knowledge and it was widely available to everyone at the date of filing of the present application. No documentary evidence is therefore considered necessary. (See Official Journal EPO 11/2007, pages 592ff and 594ff)

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Date of the actual completion of the international search

21 October 2014

Date of mailing of the international search report

31/10/2014

Name and mailing address of the ISA/
European Patent Office, P.B. 5018 Patentlaan 2
NL - 2280 HV Rijswijk
Tel. (+31-70) 340-2040,
Fax. (+31-70) 340-3016

Authorized officer

May, Michael