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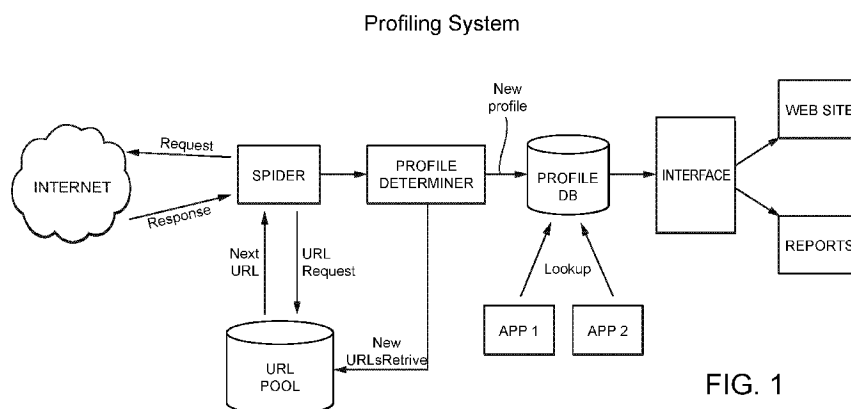


FIG. 1

(57) **Abstract:** A system is presented that profiles authors and social media data across different media platforms and is capable of determining the author's overall social impact. In one aspect, this is accomplished by using a data retrieval service to trawl various web-sites and social media platforms for information about authors which can then be associated with those authors in a profile database. In one example, an author may post an entry on his/her blog and the data retrieval service can access the profile information of the author, on the blog, where various aspects of the profile information (e.g., real name, employee information, home address) can be matched with candidates in a profile database. From the information gathered, authors can be linked across multiple, different platforms, and an overall social impact of each of the authors can be determined.

INTERNATIONAL SEARCH REPORT

International application No.
PCT/SE2013/050464

A. CLASSIFICATION OF SUBJECT MATTER

IPC: see extra sheet

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)

IPC: G06F, G06Q

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

SE, DK, FI, NO classes as above

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

EPO-Internal, PAJ, WPI data, COMPENDEX, INSPEC, IBM-TDB

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 20090048904 A1 (NEWTON CHRISTOPHER DANIEL ET AL), 19 February 2009 (2009-02-19); paragraphs [0003]-[0004], [0022]-[0029], [0040]-[0041], [0050]-[0051], [0076]-[0077], [0104]-[0105], [0112]-[0113], [0116]-[0121] --	1-20
X	US 20100119053 A1 (GOELDI ANDREAS), 13 May 2010 (2010-05-13); paragraphs [0003]-[0005], [0051]-[0053], [0059]-[0060], [0065]-[0066], [0069], [0071]-[0072], [0081] --	1-20
X	US 20110282860 A1 (BAARMAN DAVID W ET AL), 17 November 2011 (2011-11-17); paragraphs [0028]-[0029], [0031], [0051], [0053], [0055], [0077], [0082] --	1-20



Further documents are listed in the continuation of Box C.



See patent family annex.

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“&” document member of the same patent family

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C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 20120047219 A1 (FENG JUNLAN ET AL), 23 February 2012 (2012-02-23); paragraphs [0001]-[0003], [0015]-[0016], [0019]-[0022], [0025]-[0026], [0028]; claims 4, 5, 8 -- -----	1-20

Continuation of: second sheet

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INTERNATIONAL SEARCH REPORT

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