Title: A NEWS SERVER FOR TRACKBACK BETWEEN NEWS AND BLOG AND A METHOD FOR INTERCONNECTING THEREOF

Abstract: Disclosed are a system for transmitting, receiving, and posting messages, a method thereof, and a computer readable recording medium for recording a program for realizing the method in a computer. When a service subscriber generates a message and transmits the message, a first record and a second record are generated based on the transmitted message, the generated first and second messages are respectively stored and then transmitted to user terminals of an addresser and an addressee, and the user terminals display the transmitted message contents together with previously transmitted related message contents based on record fields. In this instance, the addressee is restricted to be a service subscriber. Therefore, the relationship between the transmitted message and the received message is easily detected, the addresser and the addressee conveniently manage the first and second records respectively, and the service is safe from spam mail or viruses since the messages are transmitted and received only between service subscribers.
For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.
Description

A NEWS SERVER FOR TRACKBACK BETWEEN NEWS AND BLOG AND A METHOD FOR INTERCONNECTING THEREOF

Technical Field

The present invention relates to a news server for trackback between a news and a blog and a method for interconnecting thereof.

Background Art

As the internet technology has developed, news service and blog service through the internet communications network are getting used much more. The internet news service of the related art simply provided an article to readers by means of internet. Recently, however, a user may leave a feedback on a certain article by means of a reply, comment or talkback function, which is then provided to other users of the news service in the form of a bulletin board or list. This kind of internet news service makes it possible for the service users to easily share their opinion about an article, grasp the direction of the public opinion about the subject of the article, and discuss with other users about the news.

The term 'blog' is the abbreviation of 'weblog' which is the compound word of 'web' and 'log'. Blog service means a service providing a web page operated by an individual. Blog functions as a one person media operated by a user himself (or herself) thereby making the user not only an information consumer but also an information provider such that he (or she) might build a personalized media. For this reason, the number of blog users currently increases. According to the general way to operate the blog service of the related art, a blog operator posts a blog content and the other user reads the blog content and leaves a comment on it.

Meanwhile, as the blog service develops, a trackback function has been added to the service so as to provide a better way for the user to leave his or her opinion about the blog content. While the comment of the related art is left in the bulletin board of the corresponding blog, the trackback function enables the comment to be left not only in the corresponding blog but also in other blogs. When a user wants to leave a comment upon a content of "A" blog, for example, (s)he may input the comment not in "A" blog but in his/her own "B" blog and set the "A" blog as a trackback destination such that a portion of the contents of the "B" blog be posted in the bulletin board of the "A" blog. That is, the trackback function makes two different blogs linked to each other, thereby inducing more interaction as to a certain subject and facilitating easier sharing for information and idea on the subject.

Disclosure of Invention
Technical Problem

On the other hand, since a number of users make comments on a certain article in an internet news service, the number of letters of a comment is limited to a pre-determined number to prevent a user from expressing his (her) opinion too much.

Thus, there are problems in the internet news service of the related art in that it is difficult for a user to express his or her in-depth opinion through a comment, it is difficult for a user to make consecutive discussion with other users about a subject when lots of users leave lots of comments causing a comment to be subordinate rapidly, and it is impossible for a user to manage his (her) own comment.

In case of a blog operator who wants to provide more information to other users of an internet news service when an article of the news service corresponds to the subject of his (her) blog, (s)he may simply leave the URL address of his (her) blog as a comment on the article, which is, however, a troublesome way to lead the users to his (her) blog since the users are required to copy the URL address and paste it to the web browser to access his (her) blog.

Finally, it is difficult to make a sound discussion in case of comments in news services since there is much likely to be irresponsible curse and swearword due to its one-time writing and anonymity.

Technical Solution

Accordingly, the present invention is directed to a news server for trackback between a news and a blog and a method for interconnecting thereof that substantially obviates one or more of the problems due to limitations and disadvantages of the related art.

It is an advantage of the present invention to provide a news server for trackback between a news and a blog and a method for interconnecting thereof, wherein the news server comprises a trackback interconnecting means for transmitting a trackback message to the blog server such that a user may save and continuously manage his (her) news comment in his (her) blog by setting trackback between a comment of the news server and a content of the blog server, and may express his or her in-depth opinion on the subject of an article since it is possible to make a comment in the form of a blog content which facilitate longer comment with various multimedia such as photo and music than the news comment of the related art.

It is another advantage of the present invention to provide a news server for trackback between a news and a blog and a method for interconnecting thereof, wherein when a user selects a news comment for which trackback is set up, the news server activates the blog content including the news comment such that one may lead a user of the news service used by the public to his (her) own blog, and may be
prevented from using irresponsible curse and swearword when writing the news comment since his (her) own blog is interconnected with the news service.

[12] It is still another advantage of the present invention to provide a news server for trackback between a news and a blog and a method for interconnecting thereof, wherein the news server provides a user terminal with the URL information of a news for trackback such that a user may easily trackback the news comment made in his (her) blog to the news server.

[13] It is still another advantage of the present invention to provide a news server for trackback between a news and a blog and a method for interconnecting thereof, wherein the news server transmits the text or URL information of a news article to the blog server which inserts the text or URL information in the blog content where the news comment is made such that a user of the blog may easily find out which news the comment is made on.

[14] It is still another advantage of the present invention to provide a news server for trackback between a news and a blog and a method for interconnecting thereof, wherein a user designates his (her) blog as a trackback target and the news server automatically activates the designated blog when the user select a trackback option for making a news comment such that the user may avoid a cumbersome step to input the URL address of his (her) blog whenever setting up trackback.

[15] It is still another advantage of the present invention to provide a news server for trackback between a news and a blog and a method for interconnecting thereof, wherein a user designates more than one blog as trackback targets and the news server requires him (her) to select at least one among the designated blogs when making a news comment using the trackback option such that the user having more than one blog may easily select an appropriate blog as a trackback target based on the nature or purpose of the news comment.

[16] It is still another advantage of the present invention to provide a news server for trackback between a news and a blog and a method for interconnecting thereof, wherein the news server receives a category list and a privilege to open list of the blog designated by a user as a trackback target and, when the user makes a news comment, requires the user to select an appropriate category and privilege to open of the blog in which the news comment would be made such that the user may efficiently make a news comment corresponding to the category and privilege to open of his (her) own blog and thus the convenience in operating the blog may be improved.

[17] It is still another advantage of the present invention to provide a news server for trackback between a news and a blog and a method for interconnecting thereof, wherein the news server further receives a user's evaluation of the news such as assent, dissent and protest when the user makes a news comment such that it might be possible
to prevent deterioration of quality of the news bulletin board due to the extemporary and impulsive news comment since the user is compelled to carefully consider how to evaluate the news before making a news comment.

[18] It is still another advantage of the present invention to provide a news server for trackback between a news and a blog and a method for interconnecting thereof, wherein the news server sets up the corresponding news pressman's blog as a trackback target of a news comment if a user wants so such that the user may ask the pressman more detailed information about the news, request the pressman to correct the news, or refute the news, and the pressman may immediately see the reader's reaction to the news, refer to the direction of the public opinion, and establish closer network with readers.

[19] Additional features and advantages of the invention will be set forth in the description which follows, and in part will be apparent from the description, or may be learned by practice of the invention. The objectives and other advantages of the invention will be realized and attained by the structure particularly pointed out in the written description and claims hereof as well as the appended drawings.

[20] To achieve these and other advantages and in accordance with the purpose of the present invention, as embodied and broadly described, there is provided a method for interconnecting a news provided by a news server with a blog provided by a blog server, the method comprising controlling the news server to provide a news article to a user terminal connected thereto, controlling the news server to receive a request from the user terminal for selecting the blog where a news comment on the news article would be made, controlling the news server to activate the selected blog through the blog server, controlling the blog server to receive the news comment from the user terminal and register the news comment as a blog content, controlling the blog server to receive a request from the user terminal for trackback of the news comment and transmit a trackback request to the news server, and controlling the news server to register the news comment in a news bulletin board.

[21] In another aspect of the present invention, there is provided a news server for trackback between a news and a blog, the news server comprising means for providing a news article to a user terminal connected to the news server, means for providing a news comment on the news article to the user terminal after receiving the news comment from the user terminal, and interconnecting means for registering a blog content from a blog server as a trackback target in the news comment providing means.

[22] It is to be understood that both the foregoing general description and the following detailed description are exemplary and explanatory and are intended to provide further explanation of the invention as claimed.
Advantageous Effects

[23] it is an advantage of the news server for trackback between a news and a blog and method for interconnecting thereof according to the present invention that the news server comprises a trackback interconnecting means for transmitting a trackback message to the blog server such that a user may save and continuously manage his (her) news comment in his (her) blog by setting trackback between a comment of the news server and a content of the blog server, and may express his or her in-depth opinion on the subject of an article since it is possible to make a comment in the form of a blog content which facilitate longer comment with various multimedia such as photo and music than the news comment of the related art.

[24] It is an advantage of the news server for trackback between a news and a blog and method for interconnecting thereof according to the present invention that, when a user selects a news comment for which trackback is set up, the news server activates the blog content including the news comment such that one may lead a user of the news service used by the public to his (her) own blog, and may be prevented from using irresponsible curse and swearword when writing a news comment since his (her) own blog is interconnected with the news service.

[25] It is an advantage of the news server for trackback between a news and a blog and method for interconnecting thereof according to the present invention that the news server provides a user terminal with the URL information of a news article for trackback such that a user may easily trackback a news comment made in his (her) blog to the news server.

[26] It is an advantage of the news server for trackback between a news and a blog and method for interconnecting thereof according to the present invention that the news server transmits the text or URL information of a news article to the blog server which inserts the text or URL information in the blog content where a news comment is made such that a user of the blog may easily find out which news the comment is made on.

[27] It is an advantage of the news server for trackback between a news and a blog and method for interconnecting thereof according to the present invention that a user designates his (her) blog as a trackback target and the news server automatically activates the designated blog when the user select a trackback option for making a news comment such that the user may avoid a cumbersome step to input the URL address of his (her) blog whenever setting up trackback.

[28] It is an advantage of the news server for trackback between a news and a blog and method for interconnecting thereof according to the present invention that a user designates more than one blogs as trackback targets and the news server requires him (her) to select at least one among the designated blogs when making a news comment
using the trackback option such that the user having more than one blog may easily select an appropriate blog as a trackback target based on the nature or purpose of the news comment.

[29] It is an advantage of the news server for trackback between a news and a blog and method for interconnecting thereof according to the present invention that the news server receives a category list and a privilege to open list of the blog designated by a user as a trackback target and, when the user makes a news comment, requires the user to select an appropriate category and privilege to open of the blog in which the news comment would be made such that the user may efficiently make a news comment corresponding to the category and privilege to open of his (her) own blog and thus the convenience in operating the blog may be improved.

[30] It is an advantage of the news server for trackback between a news and a blog and method for interconnecting thereof according to the present invention that the news server further receives a user's evaluation of the news such as assent, dissent and protest when the user makes a news comment such that it might be possible to prevent deterioration of quality of the news bulletin board due to the extemporary and impulsive news comment since the user is compelled to carefully consider how to evaluate the news before making the news comment.

[31] Finally, It is an advantage of the news server for trackback between a news and a blog and method for interconnecting thereof according to the present invention that the news server sets up the corresponding news writer's blog as a trackback target of a news comment if a user wants so such that the user may ask the writer more detailed information about the news, request the writer to correct the news, or refute the news, and the writer may immediately see the reader's reaction to the news, refer to the direction of the public opinion, and establish closer network with readers.

**Brief Description of the Drawings**

[32] The accompanying drawings, which are included to provide a further understanding of the invention and are incorporated in and constitute a part of this specification, illustrate embodiments of the invention and together with the description serve to explain the principles of the invention.

[33] In the drawings:

[34] Figure 1 shows a system for interconnecting a news and a blog through trackback according to an embodiment of the present invention.

[35] Figure 2 shows a news server and a blog server according to an embodiment of the present invention in detail.

[36] Figure 3 shows a schema of trackback service according to an embodiment of the present invention.
Figure 4 to Figure 8 show a screen displaying a news comment input interface according to an embodiment of the present invention.

Figure 9 shows a screen displaying how the trackback information of a news article is provided according to an embodiment of the present invention.

Figure 10 shows a screen displaying a news comment output interface according to an embodiment of the present invention.

Figure 11 is a flowchart showing a process for interconnecting a news and a blog through trackback according to an embodiment of the present invention.

Figure 12 shows a signal flow for trackback process of a blog server according to an embodiment of the present invention.

Figure 13 shows a signal flow for trackback process of a news server according to an embodiment of the present invention.

Best Mode for Carrying Out the Invention

Reference will now be made in detail to an embodiment of the present invention, example of which is illustrated in the accompanying drawings.

Figure 1 shows a system for interconnecting a news and a blog through trackback according to an embodiment of the present invention. The trackback interconnecting system comprises at least one user terminal 300 capable of intercommunicating through a communication network, at least one blog server 200, and a news server 100.

The user terminal 300 may be a computer, a PDA, portable IT equipment or a mobile as far as it can access to the communication network such as internet.

The blog server 200 is similar with the blog server of the related art in that it provides the user terminal 300 with a service for making, managing and updating a personalized webpage. The blog server 200, as shown in Figure 2, comprises a blog service providing means 210 and a first trackback interconnecting means 230. The blog service providing means 210 provides such a conventional service as receiving a blog content 500 from the user terminal 300 and posting it. The first trackback interconnecting means 230 provides a trackback service for trackback with other blogs. The first trackback interconnecting means 230 may provides the trackback service for trackback with other blogs provided by the blog server 200 itself and with the blogs provided by other blog servers connected to the communication network as well.

The news server 100 comprises a news article providing means 110, a news comment providing means 120, and a second trackback interconnecting means 130. The news article providing means 110, as in the conventional case, provides a news article (news_artc) to the user terminal 300. The news article (news_artc), as shown in Figure 3, may be provided in the form to be displayed on the screen of the user terminal 300 connected to the news server 300.
The news comment providing means 120 receives a news comment (news_cmt) on
the news article (news_artc) from the user terminal 300 and provides the user terminal
300 with the news comment (news_cmt). The news comment providing means 120
comprises a news comment inputting means 122, a news comment database 124, and a
news comment outputting means 126.

The news comment inputting means 122 provides the user terminal 300 with a news
comment input interface 420 through which the news comment (news_cmt) is
received. The news comment (news_cmt) is classified according to the news article
(news_artc) and saved in the news comment database 124. The news comment
outputting means 126 provides a news comment output interface 430 for providing the
user terminal 300 with at least one news comment (news_cmt) per a news article
(news_artc).

The second trackback interconnecting means 130 communicates with the first
trackback interconnecting means 230 and provides a service for trackback between the
blog content 510 and the news comment (news_cmt, 435). When trackback is
requested, one of the first trackback interconnecting means 230 of the blog server 200
and the second trackback interconnecting means 130 of the news server 100 transmits
a trackback ping to the other which replies to it so that they are interconnected with
each other.

The trackback ping transmitted when track back is requested may be constructed as
follows.

POST http://www.blog.naver.com/trackback/5
Content-Type: application/x-www-form-urlencoded; charset=utf-8
title=Foo+Bar=url=

In this instance, the 'title' is the title of the blog content 510 or news comment
(news_cmt) and the excerpt is the entire or a portion of the body of the blog content
510 or news comment (news_cmt). The 'url' indicates the URL address of the original
text. In case of trackback of the news comment (news_cmt) made through the news
server 100 to the blog server 200, the URL address of the HTML page where the cor-
responding news comment (news_cmt) is posted is set as the 'url'. On the other hand, in
case of trackback of the blog content 510 made through the blog server 200 to the news
server 100, the URL address of the HTML page where the corresponding blog content
510 is posted is set as the 'url'.

The news server 100 or blog server 200 which received trackback request through a
trackback ping (trac_ping) verifies the validity of the trackback ping (track_ping). If it
is valid, the trackback target is posted on the blog bulletin board or the news comment
bulletin board, and then a message of successful trackback is transmitted to the server which requested the trackback. Otherwise, a message of failure of trackback is transmitted to the server which requested the trackback.

More various functions may be embodied in the trackback service between a news and a blog if the trackback ping (trac_ping) further includes supplementary information. Hereinafter, referred to FIG 3 to FIG 6, the each cases of the various functions will be made.

Figure 3 shows a schema of trackback interconnection between a news and a blog according to an embodiment of the present invention. The news server 100 provides the user terminal 300 with the picture on the left of Figure 3. The news service picture comprises a news article 410, a news comment output interface 430, and a news comment input interface 420. As shown in Figure 3, they may be provided all together as elements of one picture while each of them, according to a user’s option, may be displayed by means of pop-up or picture conversion.

The blog server 200 provides the user terminal 300 with the picture on the right of Figure 3. The blog service picture may comprise a blog content 510 and a blog category 530 on one side of the picture.

When trackback is set between the news server 100 and the blog server 200, a user may select one of the news server 100 or blog server 200, make a comment though the selected one, and request a trackback of the comment to the other, such that each of the news comments 435 and blog content 510 of the same contents as shown in Figure 3 may be provided by the each corresponding servers 100, 200.

First, explanation will be made on the embodiment where the user terminal 300 makes the news comment (news_cmt) using the news comments input interface 420 provided by the news server 100 and then requests a trackback to the blog server 200. In this case, the news comments input interface 420 may comprise a news comment input unit 421, 422 for receiving the input of the news comment (news_cmt) and a trackback selection unit 423 for requesting a trackback of the inputted news comment (news_cmt).

To set up a trackback with the blog server 200, the news server 100 should be aware of the URL information of the blog to which a user wants a trackback. Figure 4 shows an embodiment where the trackback selection unit 423 further comprises a URL address input window for receiving the URL information of the blog from the user terminal 300.

Optionally, as shown in Figure 5, the news server 100 may comprise a user information database to store designated blog information (blog_info) by users, the designated blog information including the URL information of a blog to which a user wants trackback. The second trackback interconnecting means 130 may trackback the
news comment (news_cmt) inputted through the news comment input unit 421, 422 based on the designated blog information when a user requests a trackback through the trackback selection unit 423. According to this embodiment, convenience of making a news comment improves since a user does not have to input the URL information of his (her) blog whenever (s)he makes a news comment.

In the case of a user who operates a plurality of blogs, for example, blog A and blog B, it is desirable that the user manages his (her) blogs more specially by setting up the blogs as trackback targets based on the subjects of news articles, for example, by setting up the blog A as a trackback target for a political news and setting up the blog B as a trackback target for a IT news. For this purpose, as shown in Figure 6, a plurality of the designated blog information classified by users is stored in the user information database 140, at least one among the plurality of the designated blog information is selected 424 by the user terminal 300 through the trackback selection unit 423, and the second trackback interconnecting means 130 sends a trackback request for the news comment inputted through the news comment input unit 421, 422 according to the selected designated blog information (sel_blog_info).

In most blog services, as shown in Figure 3, a user may set a blog category 530 so as to post a blog content based on its subject. It is preferred that, therefore, a user may trackback a news comment (news_cmt) to a blog according to the blog category 530 pre-registered through the blog server 200 by the user. For this purpose, as shown in Figure 7, a blog category 530 corresponding to the designated blog information (blog_info) is further selected by the user terminal 300 through the pull-down menu 425 of the trackback selection unit 423, the second trackback interconnecting means 130 trackbacks the news comment (news_cmt) with the selected blog category information (blog_ctgr_info), and the blog service providing means 210 posts the news comment (news_cmt) on the selected category as a blog content 510. In this case, the news server 100 receives in advance from the blog server 200 the category information of the blog corresponding to the designated blog information (blog_info) and transmits it to the user terminal 300 when a news comment is inputted. According to this embodiment, inconvenience is reduced in that a user does not have to re-categorize the news comment according to the created blog category.

Recently, a blog service creates a privilege to open for each of the blog contents so as to prevent the infringement of the individual privacy. It is preferable that a user creates a privilege to open when (s)he makes a news comment (news_cmt) in consideration of the characteristics of the blog service to which many and unspecified persons may access, so as to prevent the individual's thought or privacy from being revealed. For this purpose, as shown in Figure 43, a privilege to open with respect to the blog corresponding to the designated blog information (blog_info) is further
selected by the user terminal 300 through the trackback selection unit 423, the second trackback interconnecting means 130 tracks the news comment (news_cmt) with the selected privilege to open information (blog_prv_info), and the blog service providing means 210 posts the news comment (news_cmt) according to the selected privilege to open. Consequently, inconvenience is reduced in that user does not have to access to his (her) blog again after making a news comment (news_cmt) to set up a privilege to open with respect to the trackbacked news comment. To further improve the users convenience, the news comment (news_cmt) is configured to be "open to public" as a default when the news comment (news_cmt) is made, and the news comment (news_cmt) may be changed to be "close to public" at the user's option through the news server 100 or blog server 200 when the new comment (news_cmt) is made or after the news comment is registered.

According to the related art, a reader of a news article who wants to request more detailed information about the news article or send a feedback on the news article such as objection, protest, and encouragement, needs to call the pressman of the news article or to send the corresponding contents to the pressman through e-mail by driving a separate e-mail application. However, since the method of the related art requires additional time and endeavor, only a few readers send the pressman their opinion on the news article as a feedback. According to the embodiment of the present invention shown in Figure 8, however, the news article providing means 110 is configured to provide a pressman blog information 114 of the pressman in addition to the news article, the trackback selection unit 423 is configured to further receive the selection of whether to trackback the news comment (news_cmt) to the pressman's blog from the user terminal 300, and if so, the second trackback interconnecting means 130 further trackbacks the news comment (news_cmt) inputted through the news comment input unit 420 to the pressman's blog according to the pressman blog information (prss_bkg_info). Consequently, much more users or readers are likely to send their opinion on a news article to the corresponding pressman as a feedback conveniently.

Below is explained an embodiment of the present invention where a blog content 510 is made through a blog server 200 and is trackbacked to a news server 100 as a news comment (news_cmt). The trackback from the blog server 200 to the news server 100 is similar with the trackback of the related art between the blog servers 200, 250. For the trackback to the news server 100, the trackback information of a news article on which a news comment (news_cmt) would be made should be known. Thus, as shown in Figure 9, it is desirable that the news article providing means 110 of the present invention further provides news article trackback information 411 in addition to the news article, the news article trackback information 411 comprising the URL information of the news article (news_artc). According to this embodiment, a user
accesses to his (her) blog, makes a news comment on the news article in the form of a blog content 510, and sets up trackback of the news comment to the corresponding news server 100 based on the news article trackback information 411 provided. The second trackback interconnecting means 130 of the news server 100 receives the trackback request from the first trackback interconnecting means 230 of the blog server 200 and, according to the trackback request, outputs the blog content transmitted from the blog server 200 through the news comment outputting means 126 of the corresponding news article. According to this embodiment, a user may make a news comment (news_cmt) accompanied by various multimedia by using the blog content input interface of his (her) own blog which (s)he is used to.

[71] It is desirable that, as shown in Figure 5, the news comment input interface 420 further comprises a designated blog activation selection unit 428 so that the designated blog may be activated according to the designated blog information (blog_info) when the user terminal 300 selects the designated blog activation selection unit 428. Thus, the inconvenience that the user needs to activate his (her) blog while reading a news article to access the blog and make a blog content may be obviated.

[72] A news comment (news_cmt) is closely related to the corresponding news article since the news comment (news_cmt) is posted right below the news article. On the other hand, when a news comment (news_cmt) and a blog content 510 are interconnected to each other, it is difficult for other users to understand the blog content 510 unless the news article is also posted together with the blog content 510. To solve such problem as above when the trackback between a news article and a blog content is set up, it is preferable that the second trackback interconnecting means 130 transmits the text or URL information of the corresponding news article (news_artc_info) to the first trackback interconnecting means 230, and the blog service providing means 210 further displays, as shown in Figure 3, a news article access information 520 comprising the text or URL information of the news article in the blog content 510. In case of the trackback from the news server 100 to the blog server 200, the text or URL information of the news article (news_artc_info) is transmitted to the first trackback interconnecting means 230 when the trackback ping (trac_ping) is transmitted thereto. In case of the trackback from the blog server 200 to the news server 100, on the other hand, the text or URL information of the news article (news_artc_info) is transmitted to the first trackback interconnecting means 230 when the response to the trackback ping (trac_ping) is transmitted thereto.

[73] Hereinafter, a news comment outputting means 126 for providing a completed news comment to users will be explained. The news comment outputting means 126 provides a user terminal 300 with a news comment output interface 430. The news comment output interface 430, as shown in Figure 10, may comprise a news comment...
list output unit 431 for outputting a list of the news comments (news_cmt), a
commentator information display unit 432 for displaying at least one of the ID,
personaicon (personality + icon), and nickname of the user who made the news
comment (news_cmt) for every each of the news comments (news_cmt), and a
trackback information display unit 433 for displaying the news comment (news_cmt)
for which the trackback with the blog is set up. It is desirable that the trackback in-
formation display unit 433 carries out the function to notify on the news comment list
that the trackback between a specific news comment and a blog is set up, and the
function to link the news comment to the blog according to the trackback as well. For
example, when a user terminal 300 selects the trackback information display unit 433
by clicking, the blog to which the trackback is set up may be activated by means of
pop-up or picture conversion so that a network between the news service users and the
blog operators might be formed.

The title and contents of the news comment (news_cmt) may be inputted separately
through the news comment input unit 122, and the news comment output interface 430
may be configured to provide only a title list of the news comments (news_cmt) to the
user terminal 300, and provide the contents of the news comment (news_cmt) at the
user's option. Further, the news comment output interface 430 may be configured to
output only the news comments (news_cmt) for which trackbacks are set up at the
user's option.

Hereinafter, referring to Figure 11, a method for interconnecting a news and a blog
by means of trackback will be explained. First, a user terminal 300 accesses a news
server 100 through a communication network (S100), and then the news server 100
provides the user terminal 300 with a news article and/or news comments made on the
news article (S200). Then, the news server 100 receives a request from the user
terminal 300 for selecting the news server 100 or a blog server 200, through which a
news comment will be made (S250). If the user terminal 300 makes a news comment
using the news server 100, the news comment is registered on the news bulletin board
(S320). Then, the news server 100 determines whether the user terminal 300 requests
the trackback of the news comment (S340). If so, the news server 100 transmits a
trackback ping to the corresponding blog server 200 (S400), and then the blog server
200 registers the news comment as a blog content (S500).

If the user terminal 300 selects a blog server 200 to make a new comment at the
S250 step above, the news server 100 activates the user's predetermined blog thereby
making the user terminal 300 connected to the corresponding blog server 200 (S800).
According to an embodiment of the present invention, the news server 100 transmits a
news article trackback information including the URL information of the news article
to the user terminal 300 before the user terminal 300 accesses the blog server 200, so
that the user might easily input the URL information of the news article to which the news comment made through the blog would be trackbacked. Next, if the user terminal 300 connected to the blog server 200 makes a news comment on the corresponding news article in the form of a blog content, the blog server 200 registers the news comment as a blog content (S900). Then, the blog server 200 determines whether the user terminal 300 transmits a trackback request with respect to the news comment registered as a blog content (S920). If receiving the trackback request from the user terminal 300, the blog server 200 transmits a trackback ping to the news server 100 (S940), and then the news server 100 registers the blog content on the news bulletin board (S1000).

Referring to Figure 12 which shows a signal flow of the blog server 200 during the trackback interconnecting process of Figure 11 between the news and the blog, the trackback process at the blog server 200 will be explained in detail. As shown in Figure 12, the news server 100 activates a pre-designated blog of a user, thereby connecting the user terminal 300 to the blog server 200 (S800).

Next, as the second step, the user terminal 300 makes a news comment (news_cmt) using the blog service provided by the blog server 200. The blog server 200 registers the news comment (news_cmt) as a blog content (S900) and, as the third step, transmits a trackback request (trac_ping) to the news server 100 (S940).

Finally, as the forth step, the news server 100 registers the news comment (news_cmt) on the news bulletin board (S1000).

It is desirable, as shown in Figure 3 and unlike other general news comments, that when other users are willing to see the news comment (news_cmt) for which a trackback is set up, the blog content where the news comment (news_cmt) is made is configured to be activated immediately. For this purpose, as the fifth step, the user terminal 300 accesses the news server 100 and selects the news comment registered on the news bulletin board. And then, as the sixth step, the news server 100 activates the blog content where the news comment (news_cmt) is registered if the news comment the user terminal 300 selects has been trackbacked from the blog server 200. As illustrated in Figure 3, the news server 100 may link the title of the news comment (news_cmt) with the URL information for accessing the corresponding blog content and activate the blog content by means of pop-up or picture-conversion when the user terminal 300 clicks on the news comment (news_cmt).

Meanwhile, the user should be aware of the URL information of the news article to make a news comment (news_cmt) on it through his (her) blog service. For this purpose, as shown in Figure 12, it is desirable that the trackback interconnecting method between the news and the blog further comprises the seventh step (S700) that the news server 100 provides in advance the news article trackback information
(trac_info) including the URL information of the news article on which the news comment (news_cmt) would be made, wherein the user terminal 300 further transmits the news article trackback information (trac_info) to the blog server 200 when making the news comment at the second step, wherein the blog server 200 further sends the news article trackback information (trac_info) and news comment (news_cmt) to the news server 100 when sending the trackback request at the third step (S940), and wherein the news server 100 registers the news comment (news_cmt) on the news bulletin board of the corresponding news article based on the news article trackback information (trac_info) at the forth step (S1000). According to this embodiment, the user may find out the URL information of the news article for trackback without any unnecessary and burdensome process.

[82] It is difficult for a user who accesses the blog content without using the news server 100 to understand the blog content if the blog content contains only the news comment (news_cmt) and does not contain the news article. Thus, it is preferable that the blog content further includes the information about the news article. For this purpose, the trackback interconnecting method between the news and the blog may further comprise, after the forth step (S1000), the eighth step (S1010) that the news server 100 provides the blog server 200 with the text or URL information (news_artc_info) of the news article on which the news comment (news_cmt) has been made, and the ninth step (S1020) that the blog server 200 further registers the link information (520) on the blog content for accessing the text or URL information (news_artc_info) of the news article. According to this embodiment, as shown in Figure 3, the blog content may provide not only the news comment (news_cmt) but also the news article information.

[83] Generally, a user makes a news comment (news_cmt) while reading a news article through a news service. Thus, the user is required to activate his (her) blog through another web browser to trackback the news comment (news_cmt) through the blog server 200, which is burdensome. To solve this kind of problem, it is desirable to designate a blog as an interconnecting object and register it in the news server 100 so as to easily activate his (her) blog. For this purpose, the trackback interconnecting method between the news and the blog may further comprise the tenth step that the user terminal 300 registers the designated blog information (blog_info) including the URL information of the blog service in the news server 100, wherein the news server 100 may be configured to activate the corresponding blog service based on the designated blog information (blog_info) at the first step (S800) when the user terminal 300 is connected to the news server 100 to make a news comment. According to this embodiment, the news server 100 may enable a user to automatically access his (her) own blog without any further step therefor.

[84] Next, referring to Figure 13 which shows a signal flow of the news server 100
during the trackback interconnecting process of Figure 11 between the news and the blog, the trackback process at the news server 100 will be explained in detail.

First, the news server 100 provides the user terminal 300 with a news comment input interface with which the user terminal 300 makes the news comment (S300). At this time, if the designated blog information (blog_info) stored in the news server 100 is for a plurality of blogs, the user terminal 300 may further input the selected blog information (sel_blog_info). The user terminal 300 may further input the blog category information (blog_ctgr_info) or privilege to open information (blog_prv_info) to be set up. The user terminal 300 may further input the information for trackback of the news comment to the blog of the pressman of the news article.

Further, as shown in Figure 7, the user terminal 300 may input the evaluation 429 of the news by selecting one of the assent, dissent, protest, and the others. According to this embodiment, since the user is compelled to carefully consider how to evaluate the news before making a news comment, it is possible to prevent deterioration of quality of the news bulletin board due to the extemporary and impulsive news comment.

Then, the news server 100 registers the news comment (news_cmt) inputted through the news comment input interface 420 on the corresponding news bulletin board, and, if the pressman's blog is further selected, trackbacks the news comment (news_cmt) to the pressman's blog server 200 (S400).

Finally, the blog server 200 registers the trackbacked news comment (news_cmt) as a blog content (S500).

According to this embodiment, the user terminal 300 may save and manage the news comment (news_cmt) made using the news server 100 in his (her) blog without being connected to the blog service.

It will be apparent to those skilled in the art that various modifications and variation can be made in the present invention without departing from the spirit or scope of the invention. Thus, it is intended that the present invention cover the modifications and variations of this invention provided they come within the scope of the appended claims and their equivalents.
Claims

[1] A method for interconnecting a news provided by a news server with a blog provided by a blog server, comprising:
controlling the news server to provide a news article to a user terminal connected thereto;
controlling the news server to receive a request from the user terminal for selecting the blog where a news comment on the news article would be made;
controlling the blog server to activate the selected blog through the blog server;
controlling the blog server to receive the news comment from the user terminal and register the news comment as a blog content;
controlling the blog server to receive a request from the user terminal for trackback of the news comment and transmit a trackback request to the news server; and
controlling the news server to register the news comment on a news bulletin board.

[2] The method of claim 1, further comprising:
controlling the news server to receive a request from a user terminal for selecting the news comment on the news bulletin board; and
controlling the news server to activate the blog content through the blog server.

[3] The method of claim 1 or 2,
wherein the news server further provides URL information of the news article together with the news article to the user terminal,
wherein the blog server further receives the URL information of the news article together with the news comment from the user terminal,
wherein the blog server further transmits the URL information of the news article and the news comment together with the trackback request to the news server, and
wherein the news server registers the news comment on the news bulletin board based on the URL information of the news article.

[4] The method of claim 1 or 2, further comprising:
controlling the news server to transmit text or URL information of the news article to the blog server after the news comment is registered on the news bulletin board; and
controlling the blog server to register the text or URL information of the news article as a link information in the blog content.

[5] The method of claim 1 or 2, further comprising controlling the news server to receive a predetermined information comprising URL information of the selected
A method for interconnecting a news provided by a news server with a blog provided by a blog server, comprising:
controlling the news server to provide a news article to a user terminal connected thereto;
controlling the news server to provide the user terminal with a news comment input interface for making a news comment on the news article;
controlling the news server to receive the news comment on the news article inputted through the news comment input interface and register the news comment in a news bulletin board;
controlling the news server to receive a request from the user terminal for trackback of the news comment and transmit a trackback request to the blog server for trackback of the news comment to the blog pre-registered by the user terminal; and
controlling the blog server to register the news comment as a blog content.

The method of claim 6,
wherein more than one blogs are pre-registered by the user terminal for trackback of the news comment,
wherein the news server further receives a request for selecting a blog among the pre-registered blogs together with the news comment from the user terminal,
wherein the news server further transmits the trackback request to the blog server for trackback of the news comment to the selected blog, and
wherein the blog server registers the news comment as a blog content of the selected blog.

The method of claim 6 or 7, further comprising controlling the news server to receive a category list and a privilege to open list of the blog from the blog server, wherein the news server further receives a request for selecting a category and privilege to open of the blog together with the news comment from the user terminal, wherein the news server further transmits the selected category and privilege to open together with the trackback request to the blog server, and wherein the blog server registers the news comment as a blog content based on the selected category and privilege to open.

The method of claim 6 or 7, wherein the news server determines whether the user terminal transmits a request for trackback to a blog of a pressman of the news article to the news server, and, when it is determined that the user terminal transmits the request for trackback to the pressman's blog to the news server, transmits a trackback request to a blog server providing the pressman's blog for
trackback of the news comment to the pressman's blog.

[10] The method of claim 6 or 7, wherein the news server further receives an evaluation of the news article together with the news comment from the user terminal and registers the evaluation together with the news comment.

[11] A news server for trackback between a news and a blog, comprising:

a means for providing a news article to a user terminal connected to the news server;
a means for providing a news comment on the news article to the user terminal after receiving the news comment from the user terminal; and
a trackback interconnecting means for registering a blog content from a blog server as a trackback target in the news comment providing means.

[12] The news server of claim 11, wherein the news comment providing means activates the blog content when the user terminal selects the news comment for which the blog content is registered as the trackback target.

[13] The news server of claim 11 or 12, wherein the news article providing means further provides trackback information of the news article, the trackback information comprising URL information of the news article.

[14] The news server of claim 11 or 12, wherein the trackback interconnecting means provides text or URL information of the news article to the blog server after receiving a trackback request from the blog server.

[15] The news server of claim 11 or 12, further comprising:

a database where designated blog information is registered, the designated blog information comprising URL information of a blog with which the news comment would be interconnected through trackback; and
a means for activating the blog based on the designated blog information when news comment input is requested by the user terminal.
Square Formation at Jong-Gak in Seoul

The Seoul municipal office announced that a square will be formed in front of Jong-Gak within this year. A municipal officer said, "If a square is formed in front of Jong-Gak, it will be a symbolic place in Seoul."

CBS local-news section Lee, jae-gil pressman
dlwol@cbs.co.kr

reader's remark
will expand square formation welcomed
korea77 traffic volume should be considered
aabccc [rascal] about policy of Seoul municipal office

comment writing [same trackback guide]
title contents

trackback this comment to my blog

category selection open to public attention

SUBSTITUTE SHEET (RULE 26)
[Figure 4]

Comment writing

External trackback guide

Title: about policy of Seoul municipal office

Contents:


Trackback: URL http://news.naver.com

Register

Cancel
[Figure. 8]

- Title: about policy of Seoul municipal office
- Contents:

- Trackback this comment to my blog
- Trackback this comment to pressman blog

Category selection ▼
Open to public selection ▼
Register
Cancel
Square Formation at Jong-Gak in Seoul

The Seoul municipal office announced that a square will be formed in front of Jong-Gak within this year. A municipal officer said "If a square is formed in front of Jong-Gak, it will be a symbolic place in Seoul."

- CBS local-news section Lee, jae-gi pressman
diwind@cbs.co.kr

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[Figure. 9]

400

trackback address of this news is http://news.naver.com/12345

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410

411

---

reader's remark

will80 square formation welcomed
korea77 traffic volume should be considered
aabbcc [trackback] about policy of Seoul municipal office...

comment writing [trackback guide]

- title
- contents
- trackback this comment to my blog
- category selection
- open to public selection
- register
- cancel

SUBSTITUTE SHEET (RULE 26)
• reader’s remark

will80 square formation welcomed
korea77 traffic volume should be considered
aabbcc trackback about policy of Seoul municipal office

431 430
432 433
[Figure. 13]

user terminal (300) connected news_artc, news_cmt_list

blog server (100) connected S200 news_cmt

news server (200) blog_ctgr_info S600

sel_blog_info blog_ctgr_info blog_prv_info

S300 news_cmt registration

S320 trac_ping

news_cmt blog_prv_info

blog_ctgr_info news_artc_info

S400 news_cmt

news_artc_info registration

S500 trac_res
INTERNATIONAL SEARCH REPORT

A. CLASSIFICATION OF SUBJECT MATTER

G06Q 99/00(2006.01)

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 8 G06Q, G06F 17/60, G06F 17/00, G06F 15/

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 since 1975

Japanese Utility models and applications for Utility Models since 1975

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
eKIPASS(KIPO Internal) "keyword blog, trackback, news, comment and similar terms"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

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<td>A</td>
<td>JP 2005-250826 A (NEC CORP ) 15 September 2005 see paragraphs 3-7</td>
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<td>PA</td>
<td>KR 10-2006-0031471 A (SUNG, HUN et al ) 12 April 2006 see abstract, page 4 paragraph 13 - page 5 paragraph 7</td>
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* Further documents are listed in the continuation of Box C

* Special categories of cited documents

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

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"Y" document of particular relevance, the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

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Date of the actual completion of the international search

27 APRIL 2007 (27 04 2007)

Date of mailing of the international search report

27 APRIL 2007 (27.04.2007)

Name and mailing address of the ISA/KR

Korean Intellectual Property Office
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Facsimile No 82-42-472-7140

Authorized officer

SON, Young Tae

Telephone No 82-42-481-5748

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