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- (71) **Applicant:** GOOGLE INC. [US/US]; 1600 Amphitheatre Parkway, Mountain View, California 94043 (US).
- (72) **Inventor:** DAVIES, Winton Henry Ellis; 1600 Amphitheatre Parkway, Mountain View, California 94043 (US).
- (74) **Agent:** JORDAN, David E.A.; Fish & Richardson P.C., P.O. Box 1022, Minneapolis, Minnesota 55440-1022 (US).
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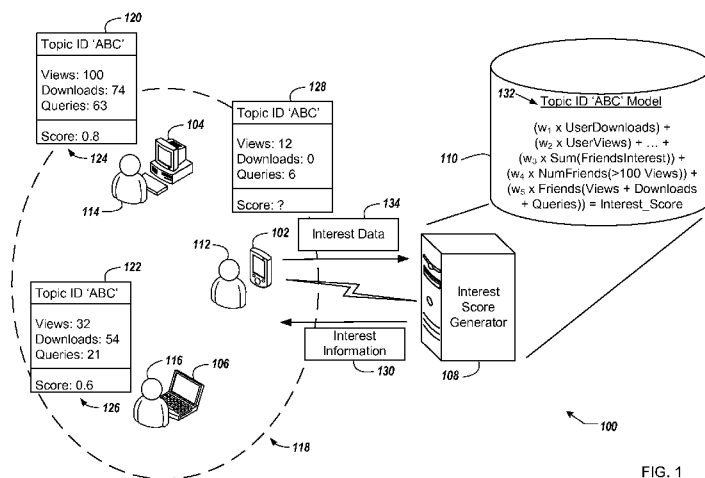


FIG. 1

(57) **Abstract:** Methods, systems, and apparatus, including computer programs encoded on a computer storage medium, for selecting users that are connected to a particular user; accessing, for each of the selected users, an interest score of the selected user that reflects the selected user's predicted interest in the particular topic, or interest data that that is used to determine the interest score of the selected user; accessing a model that is used for generating the interest score of the particular user that reflects the particular user's predicted interest in the particular topic, wherein the interest score of the particular user is generated based at least on the interest scores or interest data of the selected users for the particular topic; and applying the interest scores or interest data of the selected users for the particular topic to the model to generate the interest score of the particular user for the particular topic.

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A. CLASSIFICATION OF SUBJECT MATTER

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CPC - G06Q 50/01; H04L 67/22; G06F 15/17306

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) Classification(s): G06F 17/30, 17/00; G06Q 30/02 (2014.01)

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

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

MicroPatent (US-G, US-A, EP-A, EP-B, WO, JP-bib, DE-C,B, DE-A, DE-T, DE-U, GB-A, FR-A); ProQuest; IEEE/IEEExplore; Google/Google Scholar; Social network, interest, activity, issue, score, rank, metric, relevant

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X ---- Y	US 2008/0052371 A1 (PARTOVI, H et al.) 28 February 2008; abstract; figure 2; paragraphs [0034], [0035], [0039], [0040], [0043], [0044], [0047], [0057], [0064]	1-9, 11-13, 23, 24 ---- 10, 14-22
Y	US 6385619 B1 (EICHSTAEDT et al.) 07 May 2002; column 4, lines 31-32; column 4, lines 49-55	10, 21, 22
Y	US 2012/0284249 A1 (AHMED, M et al.) 08 November 2012; figure 1; paragraphs [0019], [0021]	14-16
Y	US 2011/0022602 A1 (LUO, Q et al.) 27 January 2011; abstract; paragraphs [0044], [0056]	17, 18
Y	US 2011/0154223 A1 (WHITNAH, T et al.) 23 June 2011; abstract; figure 4; paragrph [0027]	18
Y	US 2012/0290405 A1 (TALLURI, S); abstract; paragraph [0020]	19, 20
Y	US 2012/0191531 A1 (YOU, S et al.) 26 July 2012; abstract	20
P, X	US 2013/0227011 A1 (SHARMA, V et al.) 29 August 2013; entire document	1, 23, 24

Further documents are listed in the continuation of Box C.

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“O” document referring to an oral disclosure, use, exhibition or other means	“&” document member of the same patent family
“P” document published prior to the international filing date but later than the priority date claimed	

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P.O. Box 1450, Alexandria, Virginia 22313-1450
Facsimile No. 571-273-3201

Authorized officer:
Shane Thomas

PCT Helpdesk: 571-272-4300
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