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(54) **DYNAMIC IDENTIFICATION OF OTHER USERS TO AN ONLINE USER**

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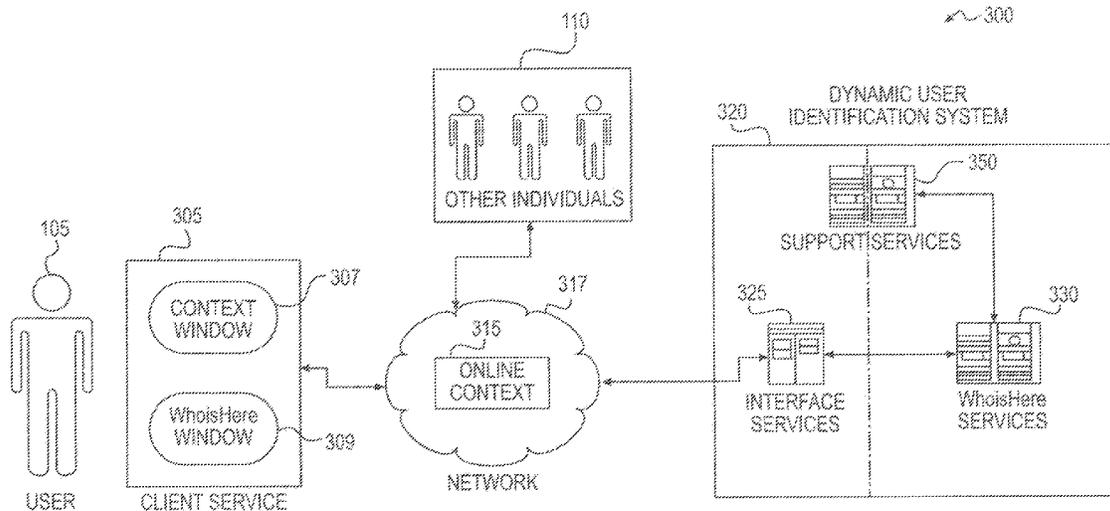
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(57) **ABSTRACT**

Informing a user of a large scale network dynamically of other network users includes determining dynamically an online context of the user. Other users presently within the online context of the user are identified and trait information is stored that is related essentially only to the user or to the other users in a users store associated with the online context. The user is informed dynamically of the other users based on the stored trait information, such as, for example, an age or other demographic identifier, or information indicative of an expertise, interest, preference, user type and/or other quality of the user or of the other individual.



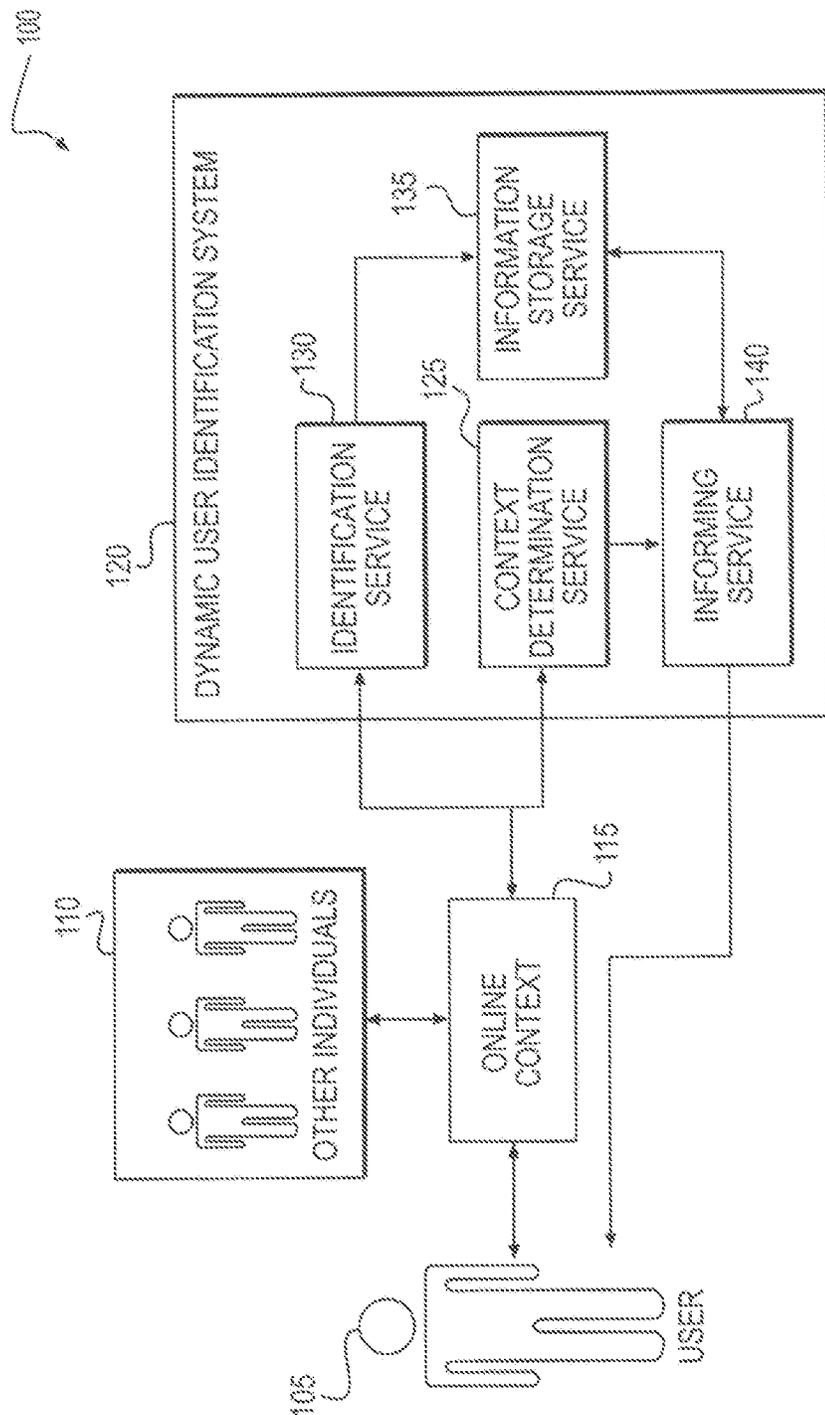
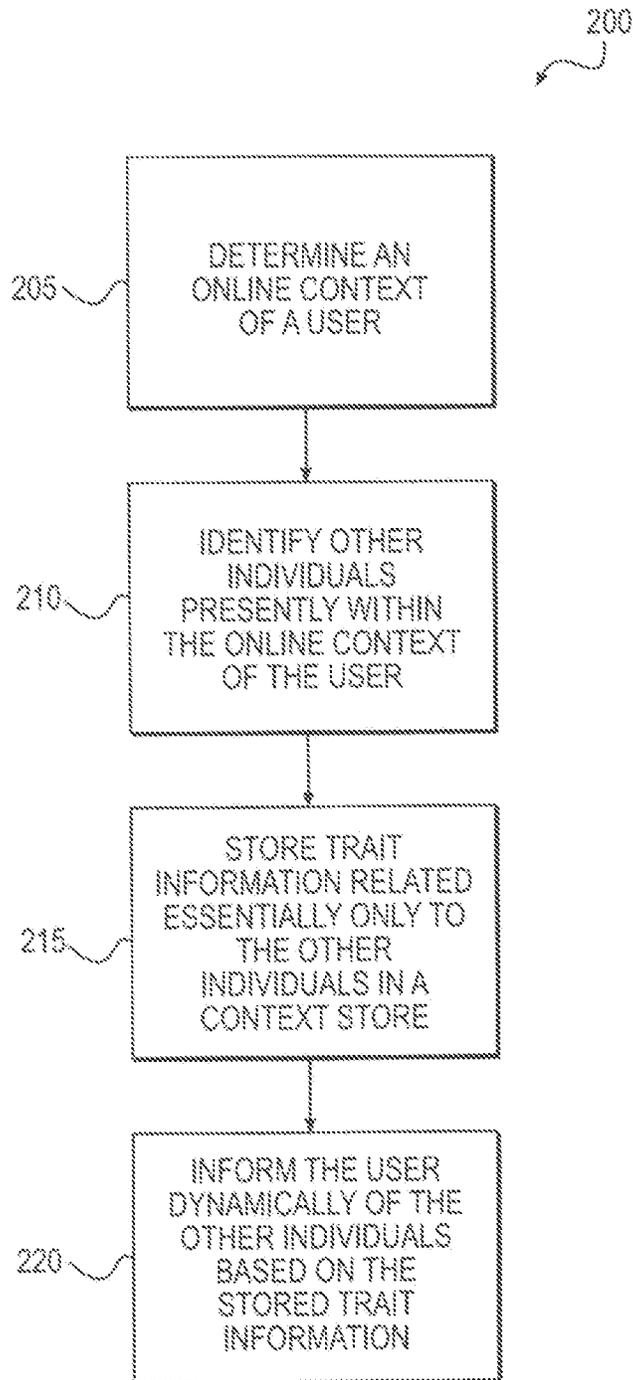


FIG. 1



**FIG. 2**

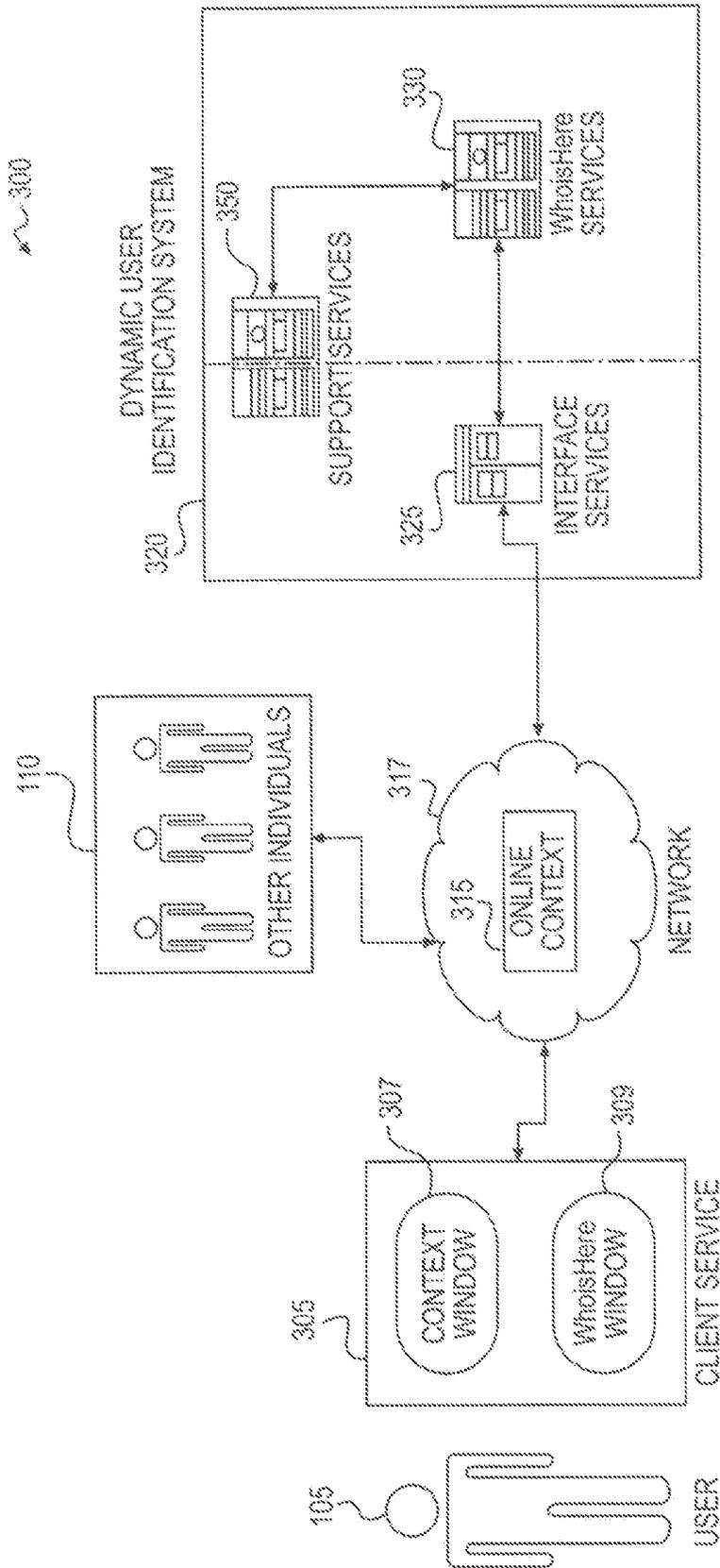
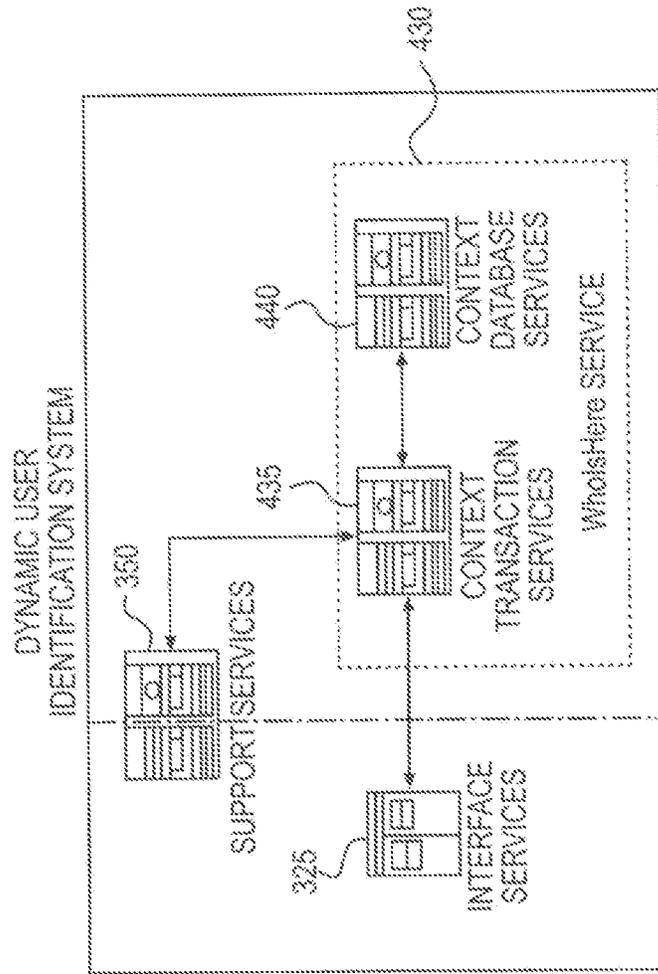


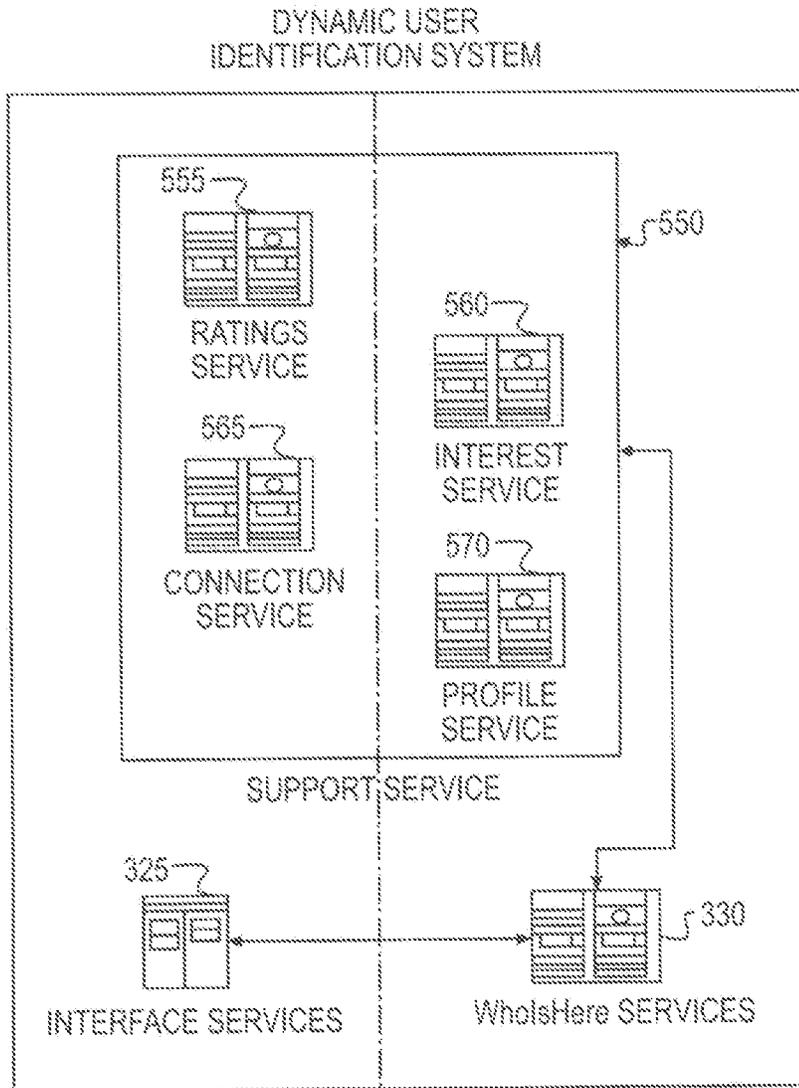
FIG. 3

420

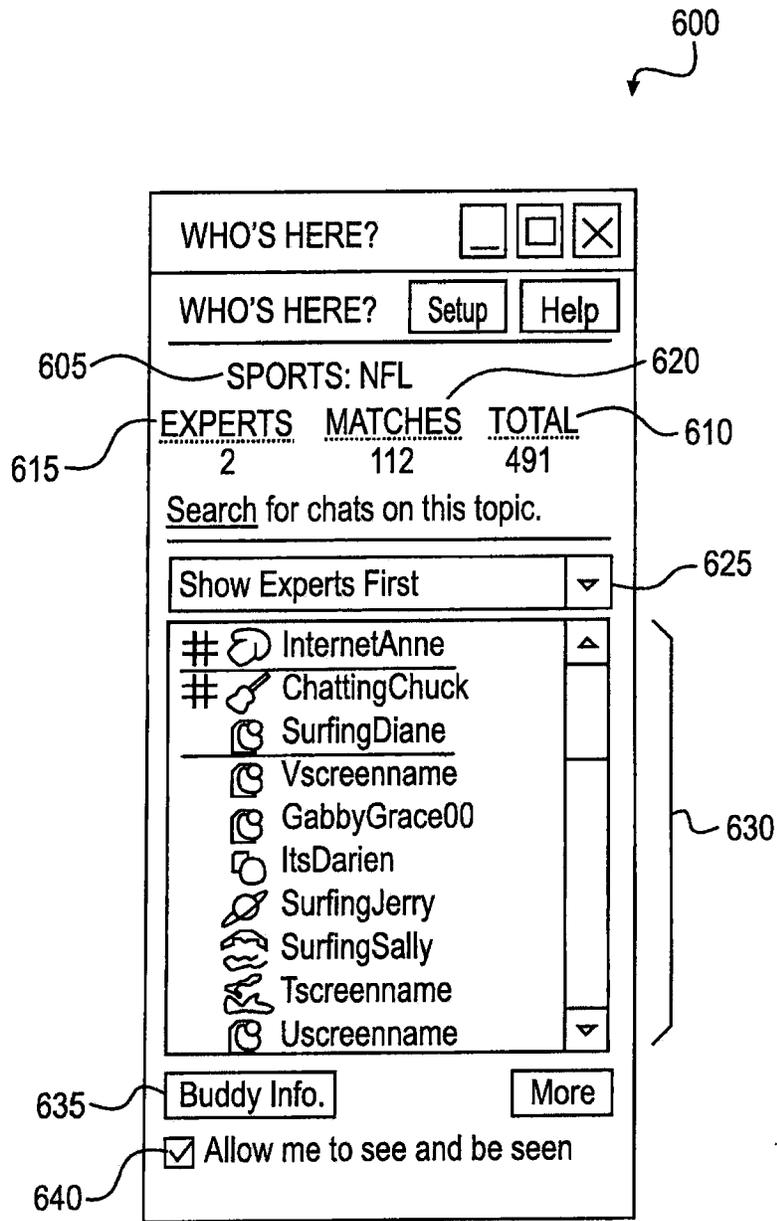


**FIG. 4**

520



**FIG. 5**



**FIG. 6**

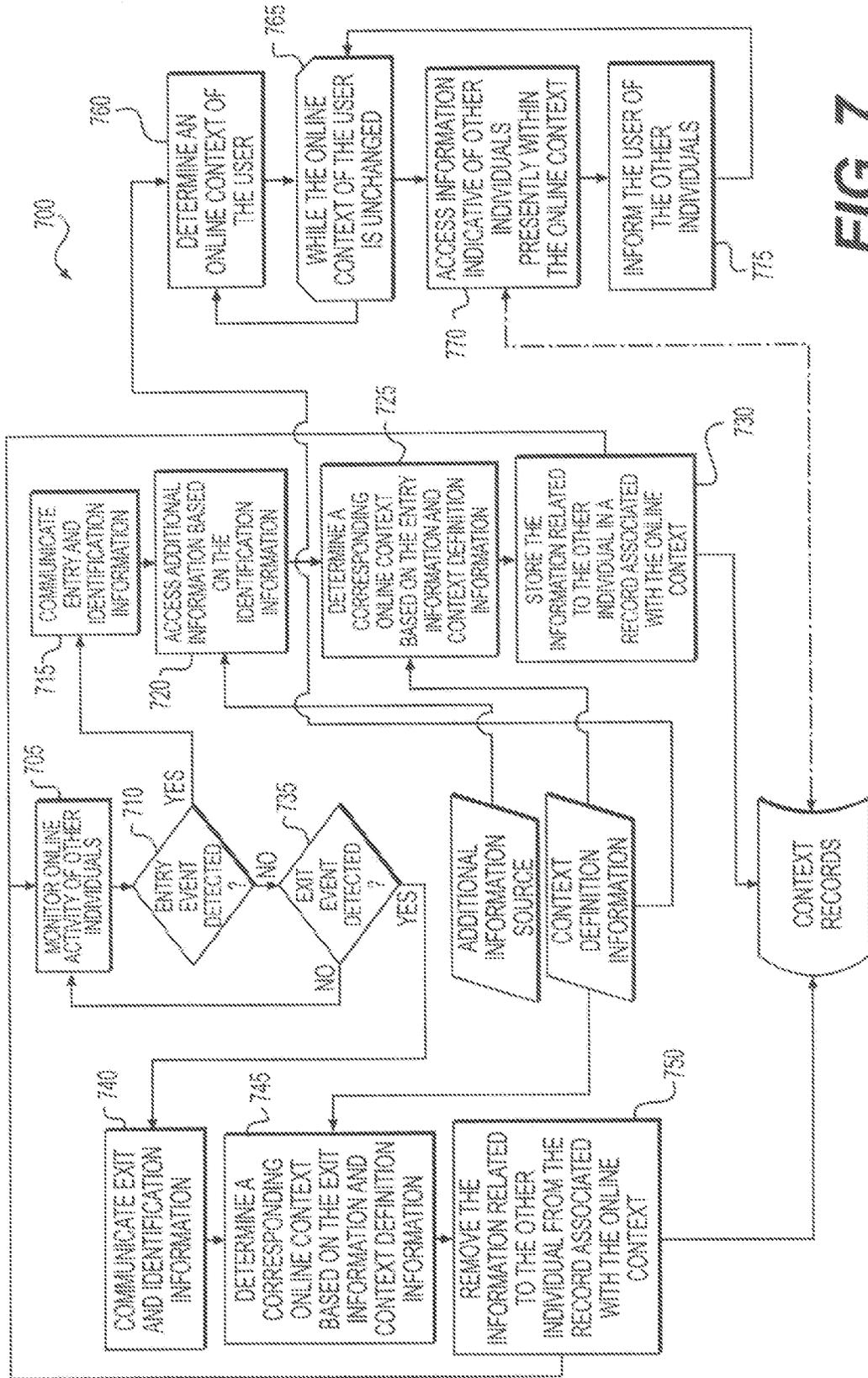


FIG. 7

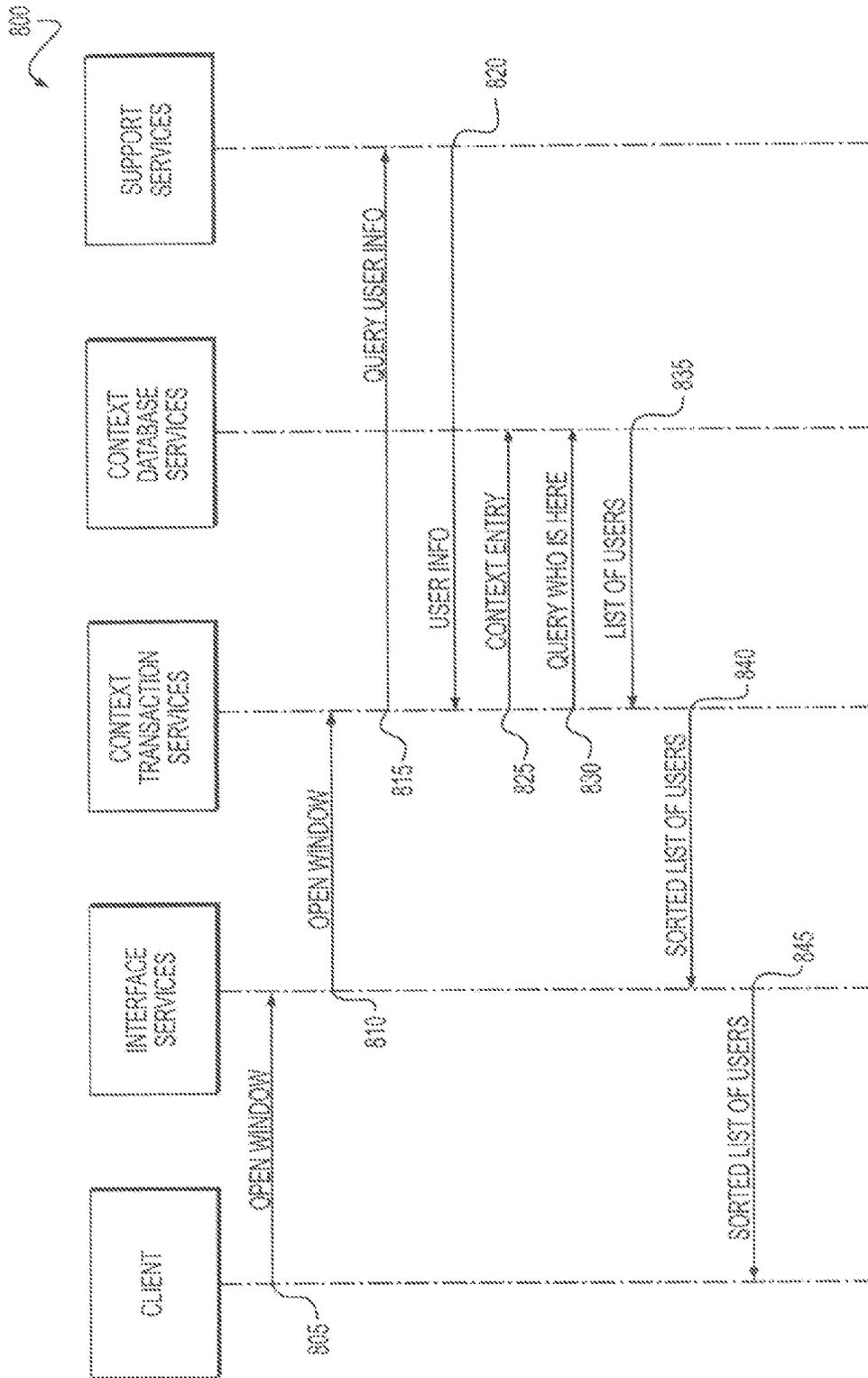


FIG. 8

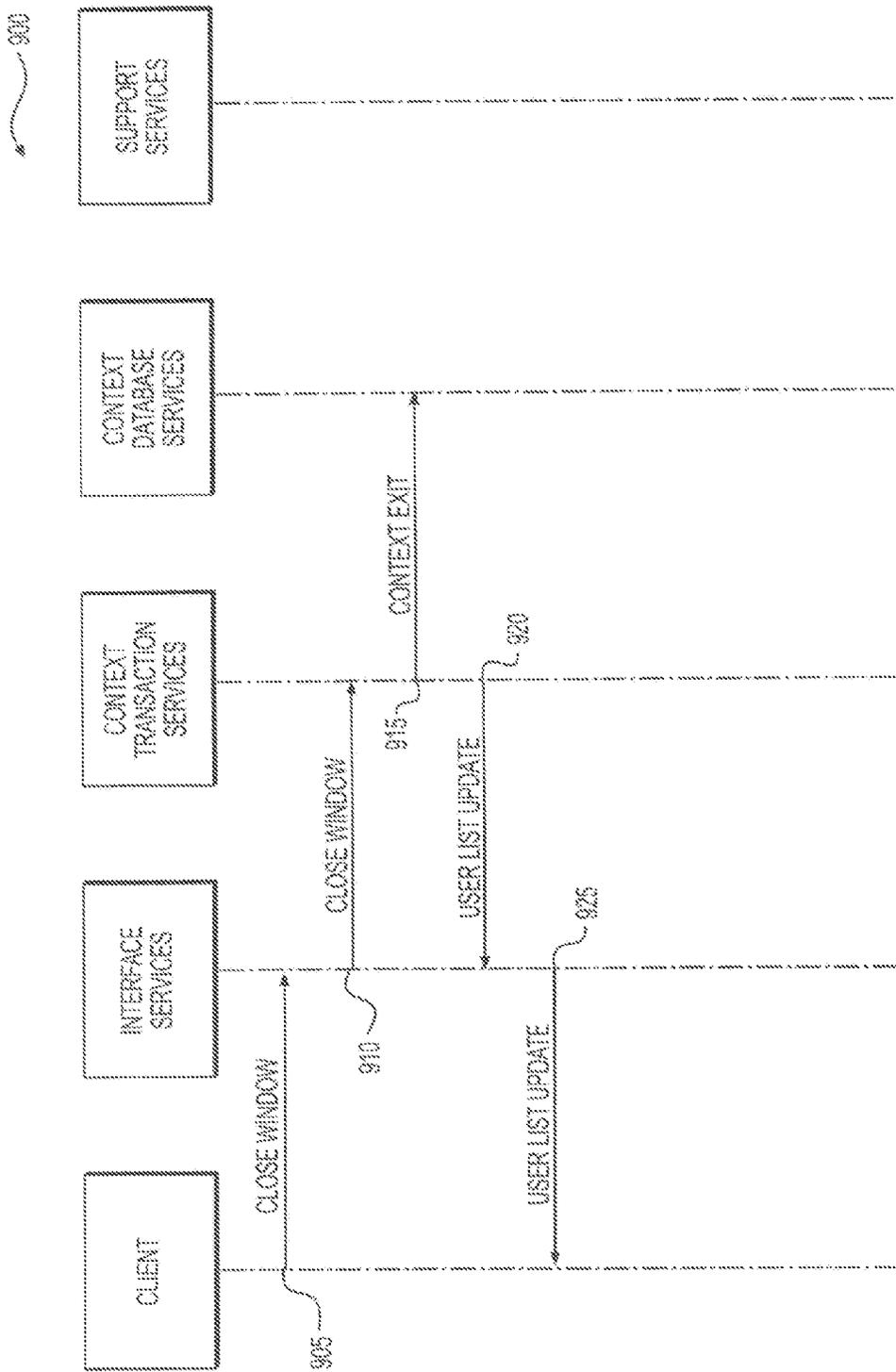


FIG. 9

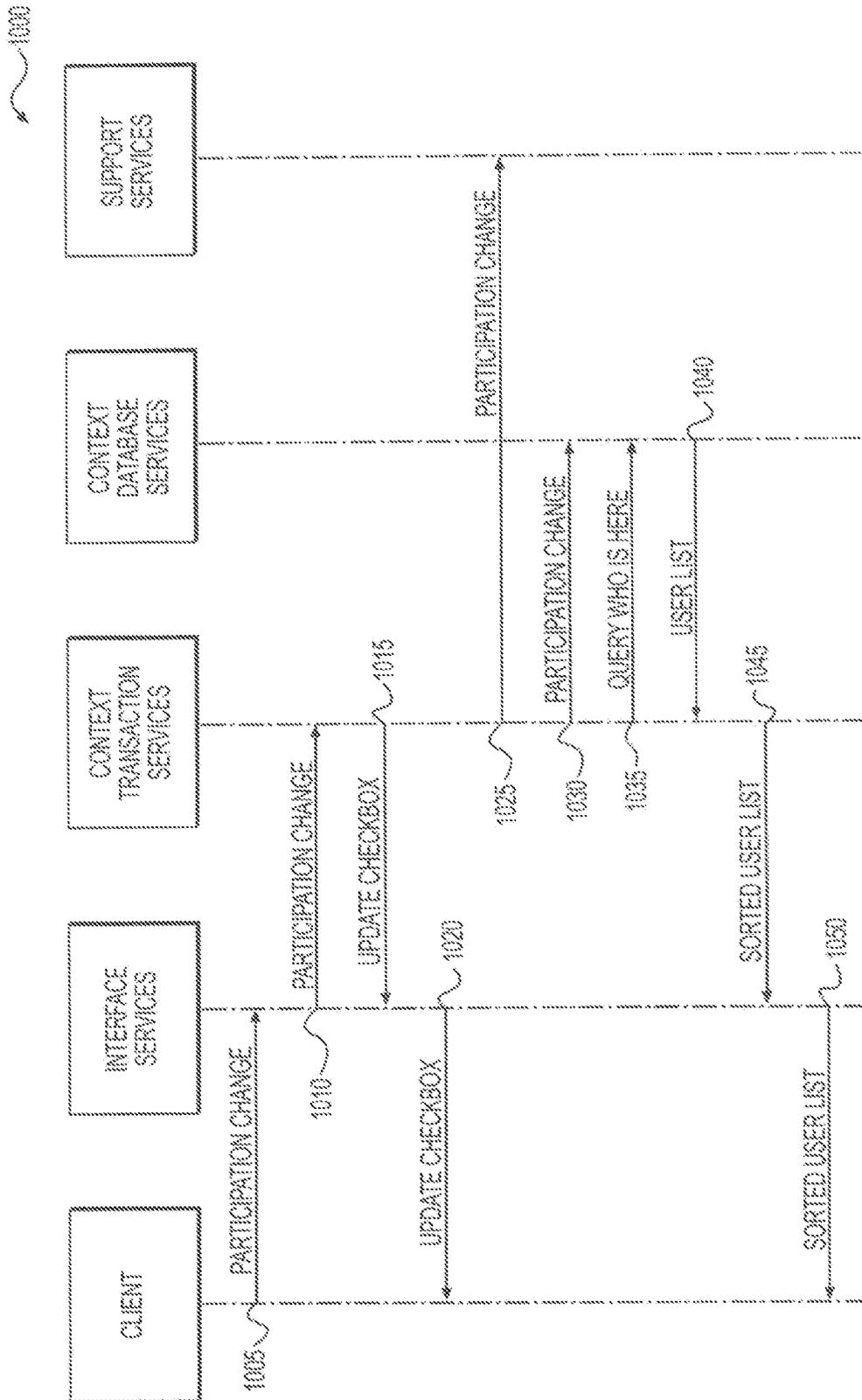


FIG. 10

## DYNAMIC IDENTIFICATION OF OTHER USERS TO AN ONLINE USER

### CROSS REFERENCE TO RELATED APPLICATIONS

**[0001]** This present application is a continuation of U.S. application Ser. No. 13/023,256, filed Feb. 8, 2011, which is a continuation of U.S. application Ser. No. 10/715,211, filed Nov. 18, 2003, now issued as U.S. Pat. No. 7,899,862, which claims priority to and benefit of U.S. Provisional Application No. 60/488,749, filed Jul. 22, 2003; U.S. Provisional Application No. 60/488,376, filed Jul. 21, 2003; U.S. Provisional Application No. 60/488,388, filed Jul. 21, 2003; U.S. Provisional Application No. 60/428,263, filed Nov. 22, 2002; U.S. Provisional Application No. 60/428,262, filed Nov. 22, 2002; U.S. Provisional Application No. 60/427,947, filed Nov. 21, 2002; and U.S. Provisional Application No. 60/426,806, filed Nov. 18, 2002. Each of the aforementioned patents and applications are hereby incorporated by reference in their entirety.

### TECHNICAL FIELD

**[0002]** This invention relates to identification of online users.

### BACKGROUND

**[0003]** Online users of the Internet have virtually on-demand access to information such as news, weather, financials, sports, and entertainment as well as the ability to generate electronic messages and to participate in online discussion groups. Many online users may access simultaneously the same or similar online locations and may desire information regarding other individuals accessing those locations. The wealth of available online locations, the large quantity of users who may access the online locations, and the wealth of information associated with the users may impede an online service provider's ability to provide the desired information.

### DESCRIPTION OF DRAWINGS

**[0004]** FIG. 1 is a schematic diagram of a system for dynamically identifying other users to an online user.

**[0005]** FIG. 2 is a flow diagram of a process implementable by the system of FIG. 1.

**[0006]** FIG. 3 is a schematic diagram of a user identification system.

**[0007]** FIG. 4 is a schematic diagram of a WholsHere service that may be used to implement the user identification system of FIG. 3.

**[0008]** FIG. 5 is a schematic diagram of a support service that may be used to implement the user identification system of FIG. 3.

**[0009]** FIG. 6 illustrates an exemplary window that may be used by the system of FIG. 3 to identify other users to an online user.

**[0010]** FIG. 7 is a flow diagram illustrating an exemplary process implementable by the user identification system of FIG. 3.

**[0011]** FIGS. 8-10 are transaction diagrams illustrating additional exemplary processes implementable by the user identification system of FIG. 3.

**[0012]** Like reference symbols in the various drawings indicate like elements.

### DETAILED DESCRIPTION

**[0013]** An online service provider may display dynamically and in real time information of other users presently viewing the same web page as the user. For instance, the user may perceive when buddy list members view a web page concurrently with the user, or may perceive when other users having a shared trait with the user (e.g., male over 35) view a web page concurrently with the user, or combination of connectivity criteria and trait matching information may be used to identify others who concurrently perceive common web pages or other contact such as television programming. The user may perceive other users based on a trait of the other users and/or based on a trait of the user.

**[0014]** Referring briefly to FIG. 6, a graphical user interface (GUI) 600 displays dynamically and in real time a list of other users presently accessing the same online NFL sports channel as the user. The GUI indicates numerical counts of the number of other users accessing the channel. The GUI may display and order the list of users based on traits, such as, for example, expertise, age and/or gender. The GUI also may be configured to rank and order the other users based on expertise. In any event, the GUI 1000 will update dynamically as the user navigates to other sites on the, presenting to the user in real-time the other users accessing those sites concurrently with the user.

**[0015]** FIG. 1 shows a generalized system 100 used to identify dynamically to an online user 105 other individuals 110 within an online context 115 of the user 105. The system 100 identifies the other individuals 110 to the user 105 using a dynamic user identification system 120. The dynamic user identification system 120 is configured to be scalable and includes a context determination service 125, an identification service 130, an information storage service 135, and an informing service 140.

**[0016]** The context determination service 125 may be configured to determine the online context 115 of the user 105, and to communicate information indicative of the online context 115. The online context 115 may be based upon an online presence of the user 105, such as, for example, a presence of the user 105 at a particular URL (uniform resource locator), chat-room, message board, or newsgroup. The online context 115 also may be based upon a focus of the user 105 upon a particular web page or portion of a web page at which the user 105 is present. To facilitate the determination of the online context 115, various online locations and/or information sources may be aggregated, for example, by hierarchy or topic, and may be designated accordingly.

**[0017]** The identification service 130 may be configured to identify other individuals 110 present within the online context 115 of the user 105. The identification service 130 may include mechanisms to log entry within and exit from the online context 115 of the other individuals 110. The identification service 130 may employ one or more protocols to transfer information internally or to communicate with other components of the dynamic user identification system 120.

**[0018]** The information storage service 135 stores information (e.g., trait information, identification information, and/or contact information) indicative of the user and/or of the other individuals 110 identified as within the online context 115 of the user 105. For example, the information storage service 135 may store, in relation to the online context 115, information indicative of another individual

**110** indicated by the identification service **130** to have entered within the online context **115**. Similarly, the information storage service **135** may remove from storage the information indicative of the individual **110** when the identification service **130** indicates that the other individual **110** has left the online context **115**. Storing trait or other information of essentially only individuals presently within the online context **115** may improve scalability of the system **100**.

**[0019]** The trait information of the other individuals **110** may include, for example, information indicative of an age, gender, nationality, race, disability and/or other demographic identifier of the individual, and/or information indicative of an expertise, interest, preference, education, profession, avocation, user type and/or other quality of the other individual **110**. In the primary implementation described herein, the trait information does not include “heavy” items such as the extensive information associated with a history of the online activity or correspondence of the other individual **110**. While “heavy” items may be stored and communicated as other information in a manner similar to that described for trait information, heavy information items are distinguished from trait information for purposes of this description to better explain one possible implementation in which the system **120** is not burdened and scalability is not impeded. Hence, the trait information is merely a subset of all other available information. The information storage service **135** may store the trait information, the identification information and/or the contact information or may store a reference used to access the information.

**[0020]** The informing service **140** uses the trait, identification, or contact information of the information storage service **135** to inform the user **105** of at least one of the other individuals **110** within the online context **115**. The informing service **140** may be configured to identify the other individuals **110** to the user **105** in association with the online context **115**. For example, the other individuals **110** may be identified in a pop-up window associated with a web page upon which the user **105** is focused. To provide a more focused and relevant disclosure, the informing service **140** may identify the other individuals **110** to the user **105** based on a common age grouping or other common demographic identifier. For example, the informing service **140** may inform a user **105** between the ages of 25 and 32 of other individuals **110** within the online context **115** who also are between the ages of 25 and 32 years.

**[0021]** The informing service **140** also may provide the user **105** with trait information indicating interests or characteristics of the other individuals **110**, and may enable the user **105** easily to communicate with one or more of the other individuals **110** based on the identification and contact information. The informing service **140** may enable the user **105** to modify the presentation of information related to the other individuals **110** (e.g., to determine ordering of the information), to obtain related follow-on information, and/or to select or filter information based on various criteria (e.g., based on a postal code or a telephone area code).

**[0022]** The elements of system **100** (the system elements) may include additional mechanisms for delivering or processing data. The mechanisms may include, for example, any applications, protocols, devices, or networks used to facilitate communication or processing of electronic data. The system elements also may include or be included in a general-purpose or a special-purpose computer, a database,

a local area network (LAN), and/or a wide area network (WAN). The response to and execution of instructions received by the system elements may be controlled by, for example, a program, a piece of code, an instruction, a device, a computer system, or a combination thereof, for independently or collectively instructing the system elements to interact and operate as described.

**[0023]** FIG. 2 illustrates a flow diagram of a process **200** implementable by system **100** of FIG. 1 to identify dynamically to the online user **105** at least one of the other individuals **110** within the online context **110**. The context determination service **125** determines the online context **115** of the user **105** (step **205**). To this end, the context determination service **125** may monitor the online activity of the user **105** and may determine the online context **115** based, for example, on a web page or portion of a web page presently visited and/or focused upon by the user **105**.

**[0024]** The identification service **130** identifies one or more other individuals **110** within the online context **115** of the user **105** (step **210**). For example, the identification service **130** may track the entry into and exit from the online context **115** of individuals to determine the other individuals **110** presently within the context **115**.

**[0025]** The information storage service **135** stores trait information, identification information and/or contact information related essentially only to the other individuals **110** in a context store, such as, for example, a database record associated with the online context **115** (step **215**).

**[0026]** Finally, the informing service **140** informs the user **105** dynamically of at least one of the other individuals **110** based on the stored trait, identification and/or contact information of the identification service **130** (step **220**). The informing service **140** may inform the user **105** of the other individuals **110** using, for example, a pop-up window, a list, a graph, or any other appropriate mechanism. The informing service **140** may inform the user **105** of the other individuals **110** in a fashion associated with the online context **115** of the user **105** and may enable the user **105** to interact online with at least one of the other individuals **110** based on information of the information storage service **135**.

**[0027]** Referring to FIG. 3, a generalized system **300** is illustrated that uses a dynamic user identification system **320** having a WholsHere service **330** to identify dynamically to the user **105** at a client service **305** at least one other individual **110** also within an online context **315** of a large scale network **317**. Exemplary components of the notification system **300** are described in greater detail below.

**[0028]** The client service **305** may be configured to provide the user **105** with online access to the network **317** and may include a context window **307** associated with the online context **315** and a WholsHere window **309** associated with the WholsHere service **330**. More generally, the client service **305** may include any device, system, and/or piece of code that relies on another service to perform an operation. For example, the client service **305** may include a device such as a notebook computer, a telephone, a pen-enabled computer, a personal digital assistant (PDA) or mobile telephone, and/or a desktop computer. The client service **305** also may include a Web browser, an email client, a synchronization client (e.g., a calendar synchronization client, or a task list synchronization client), an instant messaging (IM) client, a business productivity application (e.g., a word processor or a spreadsheet program), and/or an operating system or operating system kernel residing on a device. The

client service **305** may be arranged to operate within or in concert with one or more other systems, such as, for example, one or more LANs and/or one or more WANs.

**[0029]** The client service **305** may receive and present information to the user **105** using a standard protocol, such as, for example, the standard generalized markup language (SGML), the extensible markup language (XML), the hypertext markup language (HTML), the extensible hypertext markup language (XHTML), the compact hypertext markup language (cHTML), the virtual reality markup language (VRML), the wireless markup language (WML), the voice extensible markup language (VXML), the short message service (SMS), a document object model (DOM), the simple object access protocol (SOAP), or the dynamic hypertext markup language (DHTML). The client service **305** may present the information to the user **105** in a manner that enables the user **105** to respond to, or to interact with, the presented information.

**[0030]** The large scale network **317** typically allows direct or indirect communication between the client service **305** and the dynamic user identification system **320**, irrespective of physical or logical separation. Although not shown in FIG. 3, the large scale network **317** also may allow direct or indirect communication between the client service **305**, the other individuals **110**, and/or the support service **350**. The large scale network **317** may access or include various sources of information, such as, for example, third party information or services, email, a discussion group, a chat room, a news service, a broker service, a banking service, a shopping service, a weather service, the World Wide Web, or other Internet information sources.

**[0031]** The large scale network **317** may employ, one or more protocols (i.e., standards, formats; conventions, rules, and structures) to transfer information internally or deliver information to one or more users. The protocols may include, for example, the Internet protocol (IP), the transfer connection protocol (TCP), the hypertext transfer protocol (HTTP), the file transfer protocol (FTP), the user datagram protocol (UDP), the layer two tunneling protocol (L2TP) and/or the simple mail transfer protocol (SMTP). The large scale network **317** may include, for example, the Internet, the World Wide Web, a WAN, a LAN, analog or digital wired and wireless telephone networks (e.g., PSTN, ISDN, or xDSL), radio, television, cable, satellite, and/or any other delivery mechanism for carrying data. The network **317** may be secured or unsecured, public or private.

**[0032]** The online context **315** may be defined by context definition information of the WholsHere service **330** and/or by meta data of the online context **315** that itself defines in whole or in part a scope of the context **315**. The WholsHere service **330** may include or may access context definition information that may define an online context based on a hierarchical relationship of online locations and/or user relationships. For example, the context definition information may indicate that the scope of the online context **315** includes an online news site and web pages hierarchically associated with that site, or that the scope of the online context **315** includes a television channel and programming associated with that channel. The context definition information also may indicate that the scope of the online context **315** is limited according to a language or a geographic access region. For example, the scope of the online context **315** may be limited to include only English version pages of a web site and to exclude individuals accessing the website

from outside of a predetermined geographic region (e.g., outside of the metropolitan area of the user's residence). In addition, or in the alternative, web pages of the online news site may include a label or tag indicating that they are within the same online context.

**[0033]** The dynamic user identification system **320** may be configured to indicate the number of other individuals **110** within the online context **315** based on trait information (e.g., a participation preference, a common age, and/or a similar demographic identifier) of the user **105** and of the other individuals **110**. The dynamic user identification system **320** may identify the online context **315** automatically based upon an intelligent process that correlates derived parameters (e.g., location, language and/or subject matter) of a URL to a related context definition. The dynamic user identification system **320** also may identify the online context **315** based, for example, on a meta tag embedded of the online context **315** that defines the online context **315**. The dynamic user identification system **320** also may be configured to show online identifiers (e.g., screen names) of other individuals **110** within the context **315**, and may present the online identifiers sorted according to commonality of interest with the user **105**.

**[0034]** The user **105** and the other individuals **110** (collectively the users) each may specify certain trait information, such as, for example, participation preferences, to be used by the dynamic user identification system **320**. For example, the users may choose to opt-in or opt-out of participation, and may be allowed to do so dynamically during an online session. When opted-in, users may see and be seen using the dynamic user identification system **320**. Users also may specify to opt-in or to opt-out of participation on a context-by-context basis, according to categories of contexts, and/or based on trait information, such as, for example, an age or other demographic identifier. For example, users may opt-in or opt-out of some or all: 1) message boards, 2) web sites, and/or 3) chat rooms. Similarly, users may opt-in or opt-out with respect to other individual users and/or with respect to an age or other demographic identifier. For example, a user may opt-in with respect to one or more individuals with whom the user wishes to share presence information, or may opt-out with respect to a list of individuals with whom the user does not wish to be seen. Nevertheless, even when opted-out, a user's un-named presence within a context still contributes toward the aggregate count of individuals within that context. Additionally, certain classes of users automatically may be opted-out based on trait information, such as, for example, users classified as "Kids," or users classified as "Young Teens," or "Mature Teens" for whom a parental control setting indicates that participation is not permitted.

**[0035]** Subject to the participation preferences or other trait information, the dynamic user identification system **320** may enable the user **105** to interact online with one or more of the other individuals **110** within the online context **315**, for example, by adding the other individual **110** to a contact list (e.g., a buddy list), or by using instant messaging or email. The dynamic user identification system **320** also may enable the user **105** to interact with one or more of the other individuals **110** using a voice communication provided, for example, using a wireless mobile device. The dynamic user identification system **320** may allow the user **105** to view a

profile of the other individual **110** so that the user **105** may determine further the desirability of communicating with the other individual **110**.

[0036] In one implementation, the dynamic user identification system **320** may work to identify the viewers of a television program. While the user **105** views the television program, the dynamic user identification system **320** may identify to the user **105** other viewers **110** presently viewing the same program and who also are included in a contact list (e.g., a buddy list) of the user **105** and/or who have similar or complementary trait information. The dynamic user identification system **320** may enable the user **105** to interact during the television program with one or more of the other individuals **110**, using, for example, instant messaging and/or any other appropriate form of electronic messaging. The ability to interact dynamically and in real time with other viewers of a television program may significantly enhance the real and perceived value of television programming by aiding viewers to build communities of other individuals having common interests.

[0037] Moreover, certain television programming lends itself to viewer interaction, such as, for example, performance or reality based programming. In reality based programming the viewers generally select favorite participants, and may be enabled to participate in the program by voting. The interactivity provided by the dynamic user identification system **320** enables viewers of reality based programs to interact with each other regarding their favorite or most disliked reality program participants, or to organize voting blocks or other activities to further invest the viewers' role in and contribution to the reality program.

[0038] Based on the trait information, the dynamic user identification system **320** may distinguish visually user-rated experts whose expertise is relevant, for example, to the online context **315**, or an interest of the user **105**. For example, in a financial context, the dynamic user identification system **320** may distinguish visually an individual who is a financial expert; if the online context **315** relates to health, the dynamic user identification system **320** may distinguish as experts only those individuals having a health related expertise. In like manner, the dynamic user identification system **320** may distinguish visually other individuals based on other trait information, such as, for example, age or another demographic identifier. The dynamic user identification system **320** generally may include any device, system, and/or piece of code configured to perform an operation related to activity associated with the network **317** or requested by the client service **305**.

[0039] The dynamic user identification system **320** includes a front-end **321** and a back-end **323**. The front-end **321** and the back-end **323** may or may not be incorporated within the same hardware or software device, depending, for example, on an anticipated workload of the dynamic user identification system **320**. Structuring the dynamic user identification system **320** to include front-end **321** and back-end **323** portions may improve the ability of the dynamic user identification system **320** to serve the many users of a large scale network such as the Internet. In other words, the front-end/back-end structure may improve the scalability of the dynamic user identification system **320**.

[0040] Referring more specifically to the front-end **321**, the front end may include one or more interface services **325**. The interface services **325** may communicate online activity of the user **105** or of the other individuals **110** to one

or more WholsHere services **330** or support services **350** of the back-end **323**. The interface services **325** also may communicate service requests from the client service **305** to the back-end **323** and communicate information to the client **305** informing of one or more of the other individuals **110**.

[0041] The interface services **325** of the front-end **321** communicate between the client services **305** and the WholsHere services **330**. The interface services **325**, for example, communicate information to the WholsHere services **330** identifying the online context **315** of the user **105**. The interface services **325** may communicate to the WholsHere services **330** information based upon a current online location or online activity of the user **105**. For example, the interface services **325** may communicate a context identifier (e.g., a meta tag) embedded in an information item accessed by the user **105**. The interface services **325** also communicate to the user **105** information informing of the other individuals **110** as determined by the WholsHere services **330**. The interface services **325** may include a print service, a file access service, an IM service, an operating system, an operating system kernel, an authentication service, an authorization service, and/or any combination of these or other services.

[0042] In an alternative implementation, the interface services **325** may be included in whole or in part as a component of the client service **305**.

[0043] The back-end **323** includes one or more WholsHere services **330** that determine the other individuals **110** presently within the online context **315** and are configured to inform the user **105** of at least one of the other individuals **110**. One or more support services **350** are configured, for example, to communicate information to the WholsHere service **330** indicative of online activity and/or preferences of the other individuals **110**. The WholsHere services **330** and the support services **350** each are described in greater detail below.

[0044] The WholsHere services **330** communicate trait, identification and/or contact information of the other individuals **110** to the interface services **325** for suggestion to the user **105** through the client service **305**. The WholsHere services **330** determine the other individuals within the online context **315** and inform the user **105** of at least one of the other individuals **110**. The WholsHere services **330** may be configured to receive information indicating the current online context of the user **105** from the interface services **325**.

[0045] The WholsHere services **330** may communicate to the interface services **325** a WholsHere list of other individuals **110** within the online context of the user **105**. The WholsHere services **330** may communicate the WholsHere list to the interface services **325** automatically after a change in the online context of the user **105** and also at any time that the WholsHere list changes. The WholsHere services **330** also may communicate the WholsHere list to the interface services **325** at short periodic intervals, such as, for example, every 30 or 60 seconds. Alternatively or in addition, the WholsHere services **330** may communicate the WholsHere list to the interface services **325** in response to a request of the interface services **325**. The interface services **325** may be configured to request from the WholsHere services **330** an updated WholsHere list at set periodic intervals or upon a change in the online context of the user **105**.

[0046] The WholsHere services **330**, alone or in conjunction with other services, may perform sorting, prioritizing,

or other types of organizational processing on the trait, identification and/or contact information underlying the WholsHere list so that the WholsHere list is provided in a desired fashion. Typically, the WholsHere services 330 will include a software program or a piece of code to cause the WholsHere services 330 to operate as described above.

[0047] The support services 350 are configured, for example, to communicate with the WholsHere service 330 and to provide the WholsHere service with information related to the other individuals 110. The network 317 includes one or more online contexts. In general, the support services 350 determine dynamically the online contexts and online locations that each of the other individuals 110 access (e.g., by opening a Web page of the network 317), and/or upon which they focus (e.g., by clicking on an open Web page or a portion thereof). To make this determination, the support services 350 may monitor dynamically the online activities of the other individuals 110 and/or may communicate with client services of the other individuals 110 to obtain relevant activity information. The support services 350 also may determine trait information (e.g., information of an interest, a preference, or an expertise), identification information and/or contact information of each of the other individuals 110. The support service 350 may determine this information by communicating with the other individuals 110, through online activity of the other individuals 110, and/or through the use of user profiles describing the other individuals 110.

[0048] Having determined information related to online activity of one or more of the other individuals 110, the support services 350 may communicate that information to the WholsHere services 330. The WholsHere services 330 include records representative of various online contexts of the network 317. The WholsHere services 330 record information related to online activity communicated by the support services 350 using the records representative of the online contexts. For example, the WholsHere services 330 may include a record for online context A, and may add to an internal list trait, identification and/or contact information of an individual who has accessed or focused upon a web page within online context A. The WholsHere services 330 may remove the individual from the internal list, for example, upon receipt of information indicating that the individual has exited online context A by closing the web page within context A or by logging out. For individuals who are opted-out or who are globally excluded, the WholsHere services 330 may store only anonymous presence information for contribution to a total presence count of the online context 315.

[0049] Each of the client service 305, the network 317, and the dynamic user identification system 320 may include further mechanisms for delivering data, such as, for example, the short message service (SMS), the wireless application protocol (WAP), the transport connection protocol (TCP), the Internet protocol (EP), the World Wide Web, one or more LANs, and/or one or more WANs. The client service 305, the network 317, and the dynamic user identification system 320 also may include analog or digital wired and wireless telephone networks, such as, for example, public switched telephone networks (PSTN), integrated services digital networks (ISDN), various types of digital subscriber lines (xDSL), advance mobile telephone service (AMPS), global system for mobile communications (GSM), general packet radio service (GPRS), code division

multiple access (CDMA), radio, cable, satellite, and/or other delivery mechanisms for carrying data.

[0050] One or more other services may be included in the components of system 300 and/or these components (hereinafter the system services) may be included as part of one or more other services. For example, the system services may include or be included in a general-purpose or a special-purpose computer (e.g., a personal computer, a PDA, or a device specifically programmed to perform certain tasks), a local area network, and/or a wide area network. In either case, the response to and execution of instructions received by any or all of the system services may be controlled by, for example, a program, a piece of code, an instruction, a device, a computer system, or a combination thereof, for independently or collectively instructing the services to interact and operate as described herein.

[0051] FIG. 4 illustrates a dynamic user identification system 420 that includes a WholsHere service 430 implemented using one or more context transaction services 435 and one or more context database services 440. Each context database service 440 may be configured to communicate with every context transaction service 435 and with every other context database service 440. The context transaction services 435 and the context database services 440 may or may not be incorporated within the same hardware and/or software device, depending, for example, on an anticipated workload of the WholsHere service 430. Structuring the WholsHere service 430 to include a separable context transaction services 435 and context database services 440 may improve the scalability of the WholsHere service 430.

[0052] The context transaction services 435 may determine information indicative of online presence and may communicate that information with the context database services 440. The context database services 440 may maintain a list of individuals presently within the online context 315 based on the information indicative of online presence communicated by the context transaction services 435. In general, the information indicative of online presence includes information, such as, for example, an indication that a LURL has been accessed by an individual or departed by an individual. The context transaction services 435 may indicate presence information for only a first presence of an individual who is multiply present within the online context 315. For example, if an individual has open simultaneously three instances of the same web page, the context transaction services 435 may indicate to the context database services 440 only one of those presences (e.g., the first presence). Alternatively, the context database services 440 may receive indication of each presence and itself may filter out instances of redundant presence.

[0053] The context transaction services 435 also may obtain from the support service 350 trait information related to an individual. The trait information may include preference and/or privacy information associated with the individual, such as, for example, information indicative of a participation status, an instant messaging (IM) visibility preference, an IM status (e.g., an active status, an idle time, an away status, and/or a mobile status), a user class (e.g., "Kids," "Young Teen," "Mature Teen," or "General"), and/or a parental control (e.g., allowed or disallowed).

[0054] The trait information also may include information indicative of an interest, expertise, age or other demographic identifier of the individual. The trait information indicative of interest, expertise, or age may be associated with one or

more categories. In one implementation subject matter or demographic categories are used including, for example, Autos, Careers and Work, Computing Center, Entertainment, Games, Health, House and Home, Internal, International, Kids Only, Live, Local, Men, Music, Network Programming, News, Parenting, People Connection, Personal Finance, Relationships, Research and Learning, Rewards, Senior Living, Shopping, Sports, Teens, Travel, Welcome, What's New, Women, Workplace, and Miscellaneous. Categories also may be based upon a relevant geography or a language. The categories may be predetermined or they may be determined dynamically based on an intelligent process.

[0055] The online context 315 also may be associated with a category. For example, the online context 315 may include a corresponding category identifier (e.g., a meta tag) embedded in a location of the online context 315. Alternatively, the context transaction services 435 may categorize the online context 315 automatically based upon an intelligent process to correlate the online context 315 to a most closely matching category. The context transaction services 435 also may be configured to generate dynamically one or more additional categories if already existing categories do not adequately describe one or more online contexts of importance. The context transaction services 435 may coordinate categorization with the support services 350.

[0056] The context database services 440 may include a database, such as, for example, a relational database, for storing or referencing trait, identification and/or contact information associated with the individuals identified to be present within the online context 315. The trait information, for example, may include or be derived from an individual profile, WholsHere participation information, and/or individual location information.

[0057] The context database services 440 use the information indicative of presence communicated by the context transaction services 435 to maintain a context record of individuals present within the online context 315. To improve scalability, the context database services 440 may include in each context record essentially only information related to individuals presently within the online context associated with the context record.

[0058] In one implementation, the context database services 440 store information within the context record indicative of an individual based on a communication of the context transaction services 435 that the individual has opened a web page within the online context 315. Similarly, the context database services 440 may remove from the context record the information indicative of the individual 110 when the context transaction services 435 communicate that the individual 110 has closed the web page within the online context 315.

[0059] The context database services 440 may indicate that certain individuals listed are excluded globally from WholsHere participation based on information communicated by the context transaction services 435. For example, an individual may be indicated as globally excluded based on trait information indicating that the individual is not opted into WholsHere, that the individual is categorized as a "Kid," "Young Teen," or a "Mature Teen" ● for whom a parental control prohibits participation. To prevent lurking (e.g., observing others without being observed), an individual also may be indicated as globally excluded who, although opted into WholsHere, indicates a preference to remain invisible to other WholsHere participants.

[0060] The context database services 440 may communicate to the context transaction services 435 a list of individuals within the online context 315. The context transaction services 435 may cache the list of individuals to reduce communication with the context database services 440. The context database services 440 may compose the list from the information stored in the context record based on preference information or other trait information of the requesting user 105. For example, the user 105 may prefer that the list of individuals 110 present within the context 315 be sorted according to a relevant expertise or a commonality of interest with the requesting user 105. The commonality of interest may include a direct interest match between the user 105 and an other individual 110, or an indirect interest match between the user 105 and an individual selected as an associate by the other individual 110 (e.g., by listing the individual to a contact list).

[0061] For individuals not indicated as globally excluded, the context database services 440 may indicate in the list trait, identification and/or contact information of those individuals. Otherwise, for an individual indicated as globally excluded, the context database services 440 indicate the presence of that individual generically by incorporating their presence only in a count of total users within the context 315. To the extent that a particular individual 110 has indicated a desire to exclude themselves from visibility to the user 105, that individual 110 will not be identified on the list. In any event, the context database services 440 may provide the list automatically to the context transaction services 435 at certain periods or in response to a request of the context transaction services 435.

[0062] The online context 315 may experience periods of high use that may cause a server of the context database services 440 or the context record of the context database services 440 to exceed a usage threshold value. To redistribute the load in response to the exceeded usage threshold value, the context record of the context database services 440 may be migrated to another server of the context database services 440 that is less busy. Where the usage threshold value exceeded is associated particularly with the context record, the context record may be divided between one or more servers of the context database services 440. Should the activity associated with the divided context record fall sufficiently, the context record may be unified again upon a single server of the context database services 440. Migration, division, or unification of a context record may be performed automatically. Information indicative of any migration, division, or unification of the context record may be communicated to the context transaction services 435.

[0063] FIG. 5 illustrates a dynamic user identification system 520 that includes a support service 550 implemented using a rating service 555, an interest service 560, a connection service 565, and a profile service 570. The rating service 555 may be configured to determine and/or identify a rated expertise of one or more individual users. The rating service 555 may determine and store expertise ratings for individual users based on predetermined expertise categories, such as, for example, the subject matter categories previously described. The rating service 555 may be configured to communicate an expertise rating of an individual user based on a request of the WholsHere service 330.

[0064] The interest service 560 may be configured to record interest information of one or more individual users.

The interest service **560** also may be configured to communicate an interest message based on a request of the WholsHere service **330**. The interest message may include interest information of an individual user and interest information of designated contacts (e.g., buddies) of the individual user.

[0065] The connection service **565** may be configured to provide or manage access to the network **317** by one or more individual users. The connection service **565**, for example, may be configured to manage user logins and/or IM access. The connection service may be configured to determine and provide information indicative of a users online status or IM status, such as, for example, whether the user is active, idle, away, or logged-out.

[0066] The profile service **570** may be configured to manage profile information including trait, identification and/or contact information related to one or more individual users. The profile information may include, for example, client addressing information, location information, age or other demographic information, WholsHere participation information, general visibility information, user status information, user class information, and/or communication preferences related to an individual user. The profile information may be provided by an individual user and/or may be determined automatically, for example, based on online activity of the individual user. The profile service **570** may be configured to update profile information based on information communicated by the WholsHere service **330** and to communicate requested profile information to the WholsHere service **330**.

[0067] The different services of the support services **550** also may access or include various sources of information, such as, for example, third party information or services, email, a discussion group, a chat room, a news service, a broker service, a banking service, a shopping service, a weather service, the World Wide Web, or other Internet information sources. The different services of the support service **550** may employ one or more protocols (i.e., standards, formats, conventions, rules, and structures) to transfer information internally or deliver information to one or more users. Protocols employed by the support service **550** may include, the Internet protocol (IP), the transfer connection protocol (TCP), the hypertext transfer protocol (HTTP), the file transfer protocol (FTP), the user datagram protocol (UDP), the layer two tunneling protocol (L2TP) and/or the simple mail transfer protocol (SMTP).

[0068] Each of the various services of the support service **550** themselves may include front-end and back-end services. For example, the services may include a front-end interface service configured to interface with individual users or with other services or devices. The services also may include back-end processing and/or database services configured to interact and respond according to communications of the front-end services.

[0069] FIG. 6 illustrates an exemplary WholsHere window **600** that may be used by the system of FIG. 3 to identify one or more other individuals **110** to the online user **105**. The WholsHere window **600** indicates a Sports:NFL context **605** associated with the window **600**. The window provides a total count (491) **610** of the other individuals **110** within the Sports:NFL context **605**. The window **600** also indicates the number of individuals (2) **615** within the Sports:NFL context **605** who are NFL experts, and the number of other indi-

viduals (112) **620** within the context **605** whose interests match a specified interest of the user **105**.

[0070] A presentation selector **625** enables the user **105** to select a preferred presentation of one or more of the other individuals **110**. The presentation selector **625**, for example, may enable the user **105** to show experts first (as shown), to show interest matches first, or to list the other individuals **110** alphabetically.

[0071] The WholsHere window **600** also includes a display panel **630** used to show identifiers of one or more of the other individuals **110**. Online identifiers for one or more of the individuals included in the total count **610** are displayed by the display panel **630**. In this example, the two experts, InternetAnne and ChattingChuck, are displayed first according to the user preference indicated by the presentation selector **625**. Starburst symbols in the leftmost column provide a graphical indication of the expert status of InternetAnne and ChattingChuck. In addition to an online identifier, each displayed individual also has an associated graphical icon that may, for example, communicate an identity, interest or expertise of the user. Commonality of interest (e.g., an interest match) between the user **105** and a displayed individual **110** is indicated visually by highlighting the row or online identifier of the matching individual. For example, the highlighted rows of InternetAnne and SurfingDiane indicate an interest match for each. Although not shown, color may be used to provide additional indication of expertise and/or commonality of interest, age or other demographic identifier.

[0072] The WholsHere window **600** may enable the user **105** to open an IM or email to an other individual who is displayed by clicking on the displayed identifier of that other individual. For example, the user **105** may initiate an IM to SurfingSally by clicking on that individual's online identifier. Alternatively, the user **105** may select SurfingSally and may click on the Buddy Info button **635** to view buddy information related to SurfingSally.

[0073] The WholsHere window **600** also includes a check-box **640** allowing the user **105** easily to opt-in or opt-out of WholsHere. As illustrated, the user **105** has opted into WholsHere by checking the check-box **640** to allow the user **105** to see and be seen.

[0074] FIG. 7 illustrates a method **700** implementable by the dynamic user identification system of FIG. 3. The method **700** includes back-end steps used to determine other individuals within an online context of the user to be identified to the user, and front-end steps used to identify the other individuals to the user based on the online context of the user. The back-end and front-end steps may be performed asynchronously and/or concurrently to each other.

[0075] Referring to the back-end steps, online activity of other individuals is monitored (step **705**). If an entry event (e.g. an open event, a focus event) is detected (step **710**), then entry event and identification information is communicated (step **715**). Additional information, such as, for example, trait and/or contact information of the other individual is accessed from an additional information source (e.g., a user profile database) based on the identification information (step **720**). The additional information may include, for example, client addressing information, email information, interest information, age or other demographic information, and/or a WholsHere preference such as a participation status. A corresponding online context is determined based on the entry event information and context

definition information (step 725). The information related to the other individual is stored and/or associated with a context record associated with the determined context (step 730). Monitoring of the online activity of the other individuals continues (step 705).

[0076] If an exit event is detected (step 735) rather than an entry event (step 710), then exit event and identification information is communicated (step 740). A corresponding online context is determined based on the exit event information and context definition information (step 745). The information related to the other individual is removed and/or disassociated from the context record associated with the determined context (step 750). Monitoring of the online activity of the other users continues (step 705).

[0077] Multiple back-end steps may be performed concurrently.

[0078] Referring to the front-end steps, an online context of a user 105 is determined based on online activity of the user 105 and context definition information (step 760). The online context of the user is monitored for change (step 765), and while the online context remains unchanged, information indicative of other individuals presently within the online context is accessed (step 770). The user then is informed of one or more of the other individuals based, for example, on preference or other trait information of the user and/or of the other individuals (step 775). To the extent that a change to the online context of the user is detected (step 765), the new online context is determined and the front-end steps are repeated. Multiple front-end steps may be performed concurrently.

[0079] FIGS. 8-10 illustrate data flow diagrams showing processes that may be used to implement the system of FIG. 3.

[0080] FIG. 8 illustrates a process 800 that may be used to implement the system of FIG. 3 when the user opens a window, for example, to a web page. Upon opening a window to a web page for the user, the client communicates an “open window” message to the interface services (step 805). The interface services communicate the “open window” message to the context transaction services (step 810). Based on the “open window” message, the context transaction services issue a “query user info” message to the support services (step 815). The support services respond to the “query user info” message by passing a “user info” message to the context transaction services (step 820).

[0081] The context transaction services generate a “context entry” message based on the “open window” message and the “user info” message and communicate the “context entry” message to the context database services to indicate the presence of the user within the context (step 825). The context transaction services also communicate a “query who is here” message to the context database services (step 830). The context database services generate a “list of users” message identifying individuals within the context in response to the “query who is here” message (step 835). The context database services communicate the “list of users” message to the context transaction services (step 835). The context transaction services generate a “sorted list of users” message based on the “list of users” message and preferences of the user and communicates the “sorted list of users” message to the interface services (step 840). The interface services communicate the “sorted list of users” message to the client for presentation to the user (step 845).

[0082] FIG. 9 illustrates a process 900 that may be used to implement the system of FIG. 3 when the user closes a window, for example, to a web page. Upon closing a window to a web page for the user, the client communicates a “close window” message to the interface services (step 905). The interface services communicate the “close window” message to the context transaction services (step 910). The context transaction services communicate a “context exit” message to the context database services based on the “close window” message (step 915).

[0083] In response, and to the extent that the user does not have open other windows within the context, the context database services remove the user from the list of users within the context. The context transaction services generate a “user list update” message (step 920). The “user list update” message may indicate individuals present within another online context of the user and may be based on information cached by the context transaction services, or upon information queried from the context database services as shown in FIG. 7. The context transaction services communicate the “user list update” message to the interface services (step 920). The interface services communicate the “user list update” message to the client for presentation to the user (step 925).

[0084] FIG. 10 illustrates a process 1000 that may be used to implement the system of FIG. 3 when the user alters a participation preference while within an online context. When the user alters a participation preference (e.g., by checking an Opt-In check-box), the client communicates a “participation change” message to the interface services (step 1005). The interface services communicate the “participation change” message to the context transaction services (step 1010).

[0085] In response, the context transaction services communicate an “update check-box” message to the interface services (step 1015), which communicates the “update check-box” message to the client (step 1020). The context transaction services communicate a “participation change” message to the support services so that the support services may update stored preferences of the user (step 1025). The context transaction services also communicate a “participation change” message to the context database services (step 1030). The context transaction services modify trait information related to the user to reflect the changed participation status of the user.

[0086] Subsequently, the context transaction services communicate a “query who is here” message to the context database services (step 1035). Based upon the changed participation status of the user, the context database services generate a “user list” message based on the “query who is here” message. The context database services communicate the “user list” message to the context transaction services (step 1040). The context transaction services generate a “sorted list of users” message based on the “list of users” message and preferences of the user and communicates the “sorted list of users” message to the interface service (step 1045). The interface services communicate the “sorted list of users” message to the client for presentation to the user (step 1050).

[0087] Other implementations are within the scope of the following claims.

What is claimed is:

1. A method of informing dynamically a user of a large scale network of other network users, the method comprising:

determining dynamically an online context of the user;  
identifying other users presently within the online context of the user;  
storing trait information related essentially only to the user or to the other users in a users store related to the online context; and  
informing the user dynamically of the other users based on the stored trait information.

2. The method of claim 1 wherein determining an online context of the user comprises determining an Internet domain currently accessed by the user.

3. The method of claim 1 wherein determining an online context of the user comprises determining a newsgroup currently accessed by the user.

4. The method of claim 1 wherein determining an online context of the user comprises determining a message board currently accessed by the user.

5. The method of claim 1 wherein determining an online context of the user comprises determining a URL currently accessed by the user.

6. The method of claim 1 wherein determining an online context of the user comprises determining an online context on which the user presently is focused.

7. The method of claim 1 wherein identifying other users presently within the online context of the user comprises dynamically identifying users who enter the online context and users who leave the online context.

8. The method of claim 1 wherein the trait information comprises information related an age of the user or of another user.

9. The method of claim 1 wherein the trait information comprises information related to a demographic identifier of the user or of another user.

10. The method of claim 1 wherein the trait information comprises information related to an expertise rating of the user or of another user.

11. The method of claim 1 wherein the trait information comprises information related to an interest of the user or of another user.

12. The method of claim 1 wherein the trait information comprises information related to a participation status of the user or of another user.

13. The method of claim 12 wherein the information related to the participation status comprises a visibility preference of the user or of the other user.

14. The method of claim 12 wherein the information related to the participation status comprises information defining the participation status of the user or of the other user based on multiple online contexts.

15. The method of claim 1 wherein the trait information comprises trait information of an individual selected as an associate by the user or by another user.

16. The method of claim 1 wherein the trait information comprises information related to an online status of the user or of another user.

17. The method of claim 16 wherein the online status comprises a status of active, idle, away, and/or mobile.

18. The method of claim 1 further comprising storing other information related essentially only to the user or to the other users in the users store related to the online context; and informing the user dynamically of the other users based on the stored other information.

19. The method of claim 18 wherein the other information comprises information indicative of an identification of the user or of another user.

20. The method of claim 19 wherein the information indicative of an identification comprises an online identifier associated with the user or with the other user.

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