A method, system and program product for a social website comprises communicating with a server over a network connection for exchanging social media information in which the server processes the social media information for at least storage in a database. A contest is received, from the server, for a user to engage in. The user’s inputs to the contest are transferred to the server in which the server processes the user’s inputs and determines a result for the contest. The result of the contest is received from the server.
FIG. 3A
FIG. 4
FIG. 5

- Secondary Storage (508)
- CD-ROM Storage (514)
- Primary Storage (506)
- ROM (504)
- Network (512)
- N PROCESSORS (510)
- I/O (502)
METHOD, SYSTEM AND PROGRAM PRODUCT FOR A SOCIAL WEBSITE

FEDERALLY SPONSORED RESEARCH OR DEVELOPMENT

[0001] Not applicable.

REFERENCE TO SEQUENCE LISTING, A TABLE, OR A COMPUTER LISTING APPENDIX

[0002] Not applicable.

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[0003] A portion of the disclosure of this patent document contains material that is subject to copyright protection. The copyright owner has no objection to the facsimile reproduction by anyone of the patent document or patent disclosure as it appears in the Patent and Trademark Office, patent file or records, but otherwise reserves all copyright rights whatsoever.

FIELD OF THE INVENTION

[0004] One or more embodiments of the invention generally relate to communication systems. More particularly, one or more embodiments of the invention relate to communication systems for social websites.

BACKGROUND OF THE INVENTION

[0005] Games may be played online for fun and entertainment purposes.

[0006] In view of the foregoing, it is clear that these traditional techniques are not perfect and leave room for more optimal approaches.

BRIEF DESCRIPTION OF THE DRAWINGS

[0007] The present invention is illustrated by way of example, and not by way of limitation, in the figures of the accompanying drawings and in which like reference numerals refer to similar elements and in which:

[0008] FIG. 1A illustrates an example test implementation associated with a system, in accordance with an embodiment of the present invention;

[0009] FIG. 1B illustrates an example test question results presentation associated with a system, in accordance with an embodiment of the present invention;

[0010] FIG. 1C illustrates an example test question tie results presentation associated with a system, in accordance with an embodiment of the present invention;

[0011] FIG. 1D illustrates an example test implementation with true and false answer selections associated with a system, in accordance with an embodiment of the present invention;

[0012] FIG. 1E illustrates an example game implementation associated with a system, in accordance with an embodiment of the present invention;

[0013] FIG. 2 illustrates an example system, in accordance with an alternative embodiment of the present invention;

[0014] FIGS. 3A-B illustrate an example method for operation of the system as described with reference to FIGS. 1-2, in accordance with an embodiment of the present invention;

[0015] FIG. 4 illustrates a block diagram depicting a conventional client/server communication system, and

[0016] FIG. 5 illustrates a typical computer system that, when appropriately configured or designed, may serve as a computer system for which the present invention may be embodied.

[0017] Unless otherwise indicated illustrations in the figures are not necessarily drawn to scale.

DETAILED DESCRIPTION OF SOME EMBODIMENTS

[0018] Embodiments of the present invention are best understood by reference to the detailed figures and description set forth herein.

[0019] Embodiments of the invention are discussed below with reference to the Figures. However, those skilled in the art will readily appreciate that the detailed description given herein with respect to these figures is for explanatory purposes as the invention extends beyond these limited embodiments. For example, it should be appreciated that those skilled in the art will, in light of the teachings of the present invention, recognize a multiplicity of alternate and suitable approaches, depending upon the needs of the particular application, to implement the functionality of any given detail described herein, beyond the particular implementation choices in the following embodiments described and shown. That is, there are numerous modifications and variations of the invention that are too numerous to be listed but that all fit within the scope of the invention. Also, singular words should be read as plural and vice versa and masculine as feminine and vice versa, where appropriate, and alternative embodiments do not necessarily imply that the two are mutually exclusive.

[0020] It is to be further understood that the present invention is not limited to the particular methodology, compounds, materials, manufacturing techniques, uses, and applications, described herein, as these may vary. It is also to be understood that the terminology used herein is used for the purpose of describing particular embodiments only, and is not intended to limit the scope of the present invention. It must be noted that as used herein and in the appended claims, the singular forms "a," "an," and "the" include the plural reference unless the context clearly dictates otherwise. Thus, for example, a reference to "an element" is a reference to one or more elements and includes equivalents thereof known to those skilled in the art. Similarly, for another example, a reference to "a step" or "a means" is a reference to one or more steps or means and may include sub-steps and sub-element means. All conjunctions used are to be understood in the most inclusive sense possible. Thus, the word "or" should be understood as having the definition of a logical "or" rather than that of a logical "exclusive or" unless the context clearly necessitates otherwise. Structures described herein are to be understood also to refer to functional equivalents of such structures. Language that may be construed to express approximation should be so understood unless the context clearly dictates otherwise.

[0021] Unless defined otherwise, all technical and scientific terms used herein have the same meanings as commonly understood by one of ordinary skill in the art to which this invention belongs. Preferred methods, techniques, devices, and materials are described, although any methods, techniques, devices, or materials similar or equivalent to those described herein may be used in the practice or testing of the present invention. Structures described herein are to be understood also to refer to functional equivalents of such structures.
The present invention will now be described in detail with reference to embodiments thereof as illustrated in the accompanying drawings.

[0022] From reading the present disclosure, other variations and modifications will be apparent to persons skilled in the art. Such variations and modifications may involve equivalent and other features which are already known in the art, and which may be used instead of or in addition to features already described herein.

[0023] Although Claims have been formulated in this Application to particular combinations of features, it should be understood that the scope of the disclosure of the present invention also includes any novel feature or any novel combination of features disclosed herein either explicitly or implicitly or any generalization thereof, whether or not it relates to the same invention as presently claimed in any Claim and whether or not it mitigates any or all of the same technical problems as does the present invention.

[0024] Features which are described in the context of separate embodiments may also be provided in combination in a single embodiment. Conversely, various features which are, for brevity, described in the context of a single embodiment, may also be provided separately or in any suitable subcombination. The Applicants hereby give notice that new Claims may be formulated to such features and/or combinations of such features during the prosecution of the present Application or of any further Application derived therefrom.

[0025] References to “one embodiment,” “an embodiment,” “example embodiment,” “various embodiments,” etc., may indicate that the embodiment(s) of the invention so described may include a particular feature, structure, or characteristic, but not every embodiment necessarily includes the particular feature, structure, or characteristic. Further, repeated use of the phrase “in one embodiment,” or “in an exemplary embodiment,” do not necessarily refer to the same embodiment, although they may.

[0026] As is well known to those skilled in the art many careful considerations and compromises typically must be made when designing for the optimal manufacture of a commercial implementation any system, and in particular, the embodiments of the present invention. A commercial implementation in accordance with the spirit and teachings of the present invention may be configured according to the needs of the particular application, whereby any aspect(s), feature(s), function(s), result(s), component(s), approach(es), or step(s) of the teachings related to any described embodiment of the present invention may be suitably omitted, included, adapted, mixed and matched, or improved and/or optimized by those skilled in the art, using their average skills and known techniques, to achieve the desired implementation that addresses the needs of the particular application.

[0027] A “computer” may refer to one or more apparatus and/or one or more systems that are capable of accepting a structured input, processing the structured input according to prescribed rules, and producing results of the processing as output. Examples of a computer may include: a computer; a stationary and/or portable computer; a computer having a single processor, multiple processors, or multi-core processors, which may operate in parallel and/or not in parallel; a general purpose computer; a supercomputer; a mainframe; a super mini-computer; a mini-computer; a workstation; a microcomputer; a server; a client; an interactive television; a web appliance; a telecommunications device with internet access; a hybrid combination of a computer and an interactive television; a portable computer; a tablet personal computer (PC); a personal digital assistant (PDA); a portable telephone; application-specific hardware to emulate a computer and/or software, such as, for example, a digital signal processor (DSP), a field-programmable gate array (FPGA), an application specific integrated circuit (ASIC), an application specific instruction-set processor (ASIP), a chip, chips, a system on a chip, or a chip set; a data acquisition device; an optical computer; a quantum computer; a biological computer; and generally, an apparatus that may accept data, process data according to one or more stored software programs, generate results, and typically include input, output, storage, arithmetic, logic, and control units.

[0028] “Software” may refer to prescribed rules to operate a computer. Examples of software may include: code segments in one or more computer-readable languages; graphical and/or textual instructions; applets; pre-compiled code; interpreted code; compiled code; and computer programs.

[0029] A “computer-readable medium” may refer to any storage device used for storing data accessible by a computer. Examples of a computer-readable medium may include: a magnetic hard disk; a floppy disk; an optical disk, such as a CD-ROM and a DVD; a magnetic tape; a flash memory; a memory chip; and/or other types of media that can store machine-readable instructions thereon.

[0030] A “computer system” may refer to a system having one or more computers, where each computer may include a computer-readable medium embodying software to operate the computer or one or more of its components. Examples of a computer system may include: a distributed computer system for processing information via computer systems linked by a network; two or more computer systems connected together via a network for transmitting and/or receiving information between the computer systems; a computer system including two or more processors within a single computer; and one or more apparatuses and/or one or more systems that may accept data, may process data in accordance with one or more stored software programs, may generate results, and typically may include input, output, storage, arithmetic, logic, and control units.

[0031] A “network” may refer to a number of computers and associated devices that may be connected by communication facilities. A network may involve permanent connections such as cables or temporary connections such as those made through telephone or other communication links. A network may further include hard-wired connections (e.g., coaxial cable, twisted pair, optical fiber, waveguides, etc.) and/or wireless connections (e.g., radio frequency waves, free-space optical waveforms, acoustic waveforms, etc.). Examples of a network may include: an internet, such as the Internet; an intranet; a local area network (LAN); a wide area network (WAN); and a combination of networks, such as an internet and an intranet.

[0032] Exemplary networks may operate with any of a number of protocols, such as Internet protocol (IP), asynchronous transfer mode (ATM), and/or synchronous optical network (SONET), user datagram protocol (UDP), IEEE 802.x, etc.

[0033] Embodiments of the present invention may include apparatuses for performing the operations disclosed herein. An apparatus may be specially constructed for the desired purposes, or it may comprise a general-purpose device selectively activated or reconfigured by a program stored in the device.
Embodiments of the invention may also be implemented in one or a combination of hardware, firmware, and software. They may be implemented as instructions stored on a machine-readable medium, which may be read and executed by a computing platform to perform the operations described herein.

In the following description and claims, the terms “computer program medium” and “computer readable medium” may be used to generally refer to media such as, but not limited to, removable storage drives, a hard disk installed in hard disk drive, and the like. These computer program products may provide software to a computer system. Embodiments of the invention may be directed to such computer program products.

An algorithm is here, and generally, considered to be a self-consistent sequence of acts or operations leading to a desired result. These include physical manipulations of physical quantities. Usually, though not necessarily, these quantities take the form of electrical or magnetic signals capable of being stored, transferred, combined, compared, and otherwise manipulated. It has proven convenient at times, principally for reasons of common usage, to refer to these signals as bits, values, elements, symbols, characters, terms, numbers or the like. It should be understood, however, that all of these and similar terms are to be associated with the appropriate physical quantities and are merely convenient labels applied to these quantities.

Unless specifically stated otherwise, and as may be apparent from the following description and claims, it should be appreciated that throughout the specification descriptions utilizing terms such as “processing,” “computing,” “calculating,” “determining,” or the like, refer to the action and/or processes of a computer or computing system, or similar electronic computing device, that manipulate and/or transform data represented as physical, such as electronic, quantities within the computing system’s registers and/or memories into other data similarly represented as physical quantities within the computing system’s memories, registers or other such information storage, transmission or display devices.

In a similar manner, the term “processor” may refer to any device or portion of a device that processes electronic data from registers and/or memory to transform that electronic data into other electronic data that may be stored in registers and/or memory. A “computing platform” may comprise one or more processors.

A non-transitory computer readable medium includes, but is not limited to, a hard drive, compact disc, flash memory, volatile memory, random access memory, magnetic memory, optical memory, semiconductor based memory, phase change memory, optical memory, periodically refreshed memory, and the like; however, the non-transitory computer readable medium does not include a pure transitory signal per se.

Systems will be described which provides means and methods for providing social websites associated with social media marketing via test (e.g. trivia) and/or games enabling user to compete. Non-limiting examples for which competition is based upon include knowledge, skill and speed. As a non-limiting example, a winner of a test or game may be awarded a prize. Non-limiting examples for system providing capability include web based or application based. Systems may allow members to add groups/teams to compete via tests with other groups/teams and may award a prize on a groups/teams overall result which is based on knowledge, skill and speed.

FIGS. 1A-E illustrate an example implementation associated with a system, in accordance with an embodiment of the present invention.

FIG. 1A illustrates an example test implementation associated with a system, in accordance with an embodiment of the present invention.

An implementation 100 includes a multiplicity of users with a sampling noted as a user 102, a test 104 and a presentation 106.

Implementation 100 provides capability for a multiplicity of users to execute a test. As a non-limiting example, implementation 100 may provide capability for a history test. In some embodiments implementation 100 may provide capability for user to execute a game.

User 102 is a person taking a test or an exam. Test 104 represents a test taken by user 102. Presentation 106 represents information presented to user 102 associated with test 104. As a non-limiting example, information associated with a grand prize test/game may be presented via presentation 106. As a non-limiting example, presentation 106 may be presented for viewing via a Graphical User Interface (GUI).

Presentation 106 includes a presentation area 108, and a test presentation area 110.

Presentation area 108 presents information for viewing by user 102. Test presentation area 110 presents information associated with the test (e.g. test 104) being performed by user 102.

Test presentation area 110 includes an information area 112, a question area 114, an image/video area 116, a multiplicity of answers with a sampling noted as an answer selection 118 and a next selection 120.

Information area 112 presents information for viewing. Non-limiting examples for information include date, time and question number. As a non-limiting example, the time information may initiate when a test/game begins and terminates once the test/game is completed. Furthermore, time information may be presented in minute, seconds and milliseconds format. Question area 114 presents information associated with a question to be answered. Image/video area 116 presents image and/or video information associated with the question related to question area 114. Answer selection 118 provides for reception of an answer to the question information presented via question area 114. Next selection 120 provides capability for selecting to transition from answer the question to the next phase. Non-limiting examples of the next phase include presenting another question, presenting test results and determining a winner. In some embodiments next selection 120 may be presented as “Submit” when presented with the last test for a series of test questions.

In operation user 102 is presented with test 104 in which test presentation area 110 is presented for user 102 to answer. User 102 reviews information presented via question area 114 and image/video area 116 and selects an answer such as answer selection 118. When user 102 is satisfied with answer provided, user 102 selects next selection 120 to proceed to the next phase of the process.

FIG. 1A illustrates an example test implementation associated with a system where a test is provided to a user with question information and other information with user selecting an answer to question and selecting to advance to the next phase of the test process.
FIG. 1B illustrates an example test question results presentation associated with a system, in accordance with an embodiment of the present invention.  

Implementation 100 includes the elements as described with reference to FIG. 1A plus a results area 122, a continue selection 124 and a winner determination portion 126. Results area 122 presents information associated with the results of a test or exam question as presented in FIG. 1A. As a non-limiting example, results area 122 may be presented via a pop-up box. As a non-limiting example, results area 122 may present the results of a test or game following completion of executing the test/game. Furthermore, correct answer may be presented, time for answering question and/or taking test may be presented and total score may be presented. Continue selection 124 provides capability for selecting to continue to the next phase or step of a process. Winner determination portion 126 determines a winner from the users (e.g. user 102) participating in the contest. 

In operation, user 102 selects answer selection 118 followed by selection of next selection 120. Furthermore, information associated with results area 122 is presented to user 102. Non-limiting examples of information presented include pass or fail as related to the answer selected for the question, if the test is complete, a winner may be determined and communicated via winner determination portion 126. Following presents of results information for the question or for the test, user selects continue selection 124 to continue to the next phase of the process or to continue to the next game. 

FIG. 1B illustrates an example test question results presentation associated with a system where results associated with answering a question are presented and a winner may be determined. 

FIG. 1C illustrates an example test question tie results presentation associated with a system, in accordance with an embodiment of the present invention. 

Implementation 100 includes the elements as described with reference to FIGS. 1A-B plus a tie portion 128 and a tie breaker portion 130. Tie portion 128 performs processing to determine if a tie has occurred for a test or exam. Tie breaker portion 130 represents performing a tie breaker to determine a winner. 

In operation, winner determination portion 126 determines a winner or winners. If multiple winners are determined, then tie portion 128 determines a tie has occurred. Furthermore, tie breaker portion 130 is performed associated with a tie breaker to determine a winner. If a winner is determined, then winner may be communicated via winner determination portion 126. If a winner is not determined, then the tie breaker procedure may be performed again until a winner is determined. 

FIG. 1C illustrates an example test question tie results presentation associated with a system where a tie is determined and a tie breaker is performed to determine a winner. 

FIG. 1D illustrates an example test implementation with true and false answer selections associated with a system, in accordance with an embodiment of the present invention. 

Implementation 100 includes some of the elements as described with reference to FIG. 1A plus a true test answer 132 and a false test answer 134. True test answer 132 may be selected by a user when selecting for a true response to question area 14. False test answer 134 may be selected by a user when selecting for a false response to question area 14. 

In operation user 102 is presented with test 104 in which test presentation area 110 is presented for user 102 to answer. User 102 reviews information presented via question area 114 and image/video area 116 and selects true test answer 132 or false test answer 134. When user 102 is satisfied with answer provided, user 102 selects next selection 120 to proceed to the next phase of the process. 

FIG. 1D illustrates an example test implementation with true and false answer selections associated with a system where a true selection or a false selection may be performed. 

FIG. 1E illustrates an example game implementation associated with a system, in accordance with an embodiment of the present invention. 

Implementation 100 includes some of the elements as described with reference to FIG. 1A plus a game portion 136 and a game presentation/reception area 138. 

Game portion 136 provides a game to be played by user 102. Game presentation/reception area 138 provides for presentation and reception of information associated with game portion 136. 

In operation user 102 is presented with game portion 136 in game presentation/reception area 138 is presented for user to view information associated with playing game and receives information from user associated with playing the game. User reviews information presented via game presentation/reception area 138 and provides information via game presentation/reception area 138. When user 102 has completed game, user 102 selects next selection 120 to proceed to the next phase of the process. 

FIG. 1E illustrates an example game implementation associated with a system where game information may be presented and received. 

FIG. 2 illustrates an example system, in accordance with an alternative embodiment of the present invention. 

A system 200 includes user 102, a multiplicity of GUls with a sampling noted as a GUI portion 202, a multiplicity of clients with a sampling noted as a client portion 204 and a server 206. 

System 200 provides support for social media and processing for tests/games as described with reference to FIGS. 1A-E. 

User 102 communicates bi-directionally with GUI portion 202 via an audio/visual communication channel 208. GUI portion 202 communicates bi-directionally with client portion 204 via a communication channel 210. Client portion 204 communicates bi-directionally with server 206 via a communication channel 212. 

GUI portion 202 provides a GUI for presenting and receiving information. Client portion 204 provides for receipt, transmission, storage and processing of information. Server 206 provides for receipt, transmission, storage and processing of information. Furthermore, server 206 provides for social media, game and test processing. 

Server 206 includes a processor portion 214, a social media portion 216, a test portion 218, a game portion 220, a results portion 222, a tie portion 224, a tie breaker portion 226, a winner portion 228, a prize portion 230 and a database portion 232. 

Processor portion 214 communicates bi-directionally with client via communication channel 212, with social media portion via a communication channel 234, with test portion 218 via a communication channel 238, with game
portion 220 via a communication channel 240 and with database portion 232 via a communication channel 241. Results portion 222 receives information from game portion 220 via a communication channel 242 and from test portion 218 via a communication channel 244. Tie portion 224 receives information from results portion 222 via a communication channel 246. Tie breaker portion 226 receives information from tie portion 224, winner portion 228 receives information from results portion 222 via a communication channel 250 and from tie breaker portion 226 via a communication channel 252. Prize portion 230 receives information from winner portion 228 via a communication channel 254. Processor portion 214 receives information from prize portion 230 via a communication channel 256.

[0079] Processor portion 214 receives, transmits and processes information. Furthermore, processor portion 214 may receive computer instruction code for performing processing. Social media portion 216 performs processing associated with social media. Furthermore, social media portion 216 may perform processing associated with marketing. Test portion 218 performs processing associated with a test or tests. Game portion 220 performs processing associated with a game or games. Results portion 222 performs results processing associated with a game, games, test and/or tests. Tie portion 224 performs processing associated with a tie between various participants in a test, tests, game and/or games. Tie breaker portion 226 performs processing associated with determining a tie breaker between various participants. Winner portion 228 performs processing associated with determining a winner for a game, games, test and/or tests. Database portion 232 receives stores, retrieves and transmits information. As a non-limiting example, information stored in database portion 232 may include test and/or test information for test execution. Furthermore, database portion 232 may contain information associated with test results (e.g., score, time to execute test/game, etc.). Furthermore, test information may be uploaded to database portion 232 via an administrator.

[0080] In operation, GUI receives information from social media portion 216, test portion 218 and/or game portion 220 by way of client portion 204 and processor portion 214. Furthermore, GUI presents received information to user 102. User 102 provides information to GUI portion 202. Furthermore, GUI portion 202 communicates the information to processor portion 214 and database portion 232 by way of client portion 204. Information provided by user 102 and received by processor portion 214 and database portion 232 is provided to social media portion 216, test portion 218 and/or game portion 220. Social media portion 216, test portion 218 and game portion 220 receive and process the received information provided by user 102. As a non-limiting example, test portion 218 may process an answer or answers associated with a test. As a non-limiting example, game portion 220 may process an answer or answers associated with a game. As a non-limiting example, social media portion 216 may process information associated with social media and/or social media marketing. Results portion 222 performs processing associated test or game results. Tie portion 224 receives results information and determines if a tie condition exists. Tie breaker portion 226 receives information with a tie and determines a tie breaker in order to determine a winner. Winner portion 228 receives tie break information and/or results information and determines a winner. Prize portion 230 receives winner information and performs processing associated delivering a prize to the winner.

[0081] FIG. 2 illustrates an example system where social media, test and/or game is presented to a user, user response to social media, test and/or game is processed, test, game and/or social media response is processed, results for game and/or test are determined, tie processing is performed, tie break processing is performed, winner processing is performed and information associated with a prize is processed.

[0082] FIGS. 3A-B illustrate an example method for operation of the system as described with reference to FIGS. 1-2, in accordance with an embodiment of the present invention.

[0083] FIGS. 3A-B present a method 300 with a process initiating in a step 302.

[0084] Referring to FIG. 3A, in a step 304, system performs social media processing.

[0085] As a non-limiting example, user 102 (as shown in FIGS. 1-2) interacts with social media portion 216 (as shown in FIG. 2). Non-limiting examples of processing performed by social media portion 216 (as shown in FIG. 2) include point accumulation, performing surveys and tests, receipt of information and communication with subsidiary social media sites.

[0086] Referring to FIG. 3A, in a step 306, registration is performed.

[0087] As a non-limiting example, user 102 & client 204 (as shown in FIGS. 1-2) provides personal and user identification information. Furthermore, the personal and user identification information is received and processed by processor portion 214 (as shown in FIG. 2) and stored via database portion 232 (as shown in FIG. 2). Non-limiting examples of information processed include user identification, password, name, address, telephone number and credit card details.

[0088] Referring to FIG. 3A, in a step 308, user(s) access system.

[0089] As a non-limiting example, user 102 (as shown in FIGS. 1-2) enters user identification and password and processor portion 214 (as shown in FIG. 2) verifies provided user identification and password with user identification and password stored in database portion 232 (as shown in FIG. 2).

[0090] Referring to FIG. 3A, in a step 310, authorization is performed.

[0091] As a non-limiting example, a “captcha” may be requested to be entered by user 102 (as shown in FIGS. 1-2) and verified via processor portion 214 (as shown in FIG. 2) and database portion 232 (as shown in FIG. 2).

[0092] A captcha is a type of challenge-response test used in computing as an attempt to ensure the response is generated by a person. The process usually involves a computer asking a user to complete a simple test which the computer is able to grade. These tests are designed to be easy for a computer to generate, but difficult for a computer to determine a solution, so that if a correct solution is received, the probability the answer is provided by a human is high. Captcha’s aid in preventing a computer from gaining access to a website.

[0093] Referring to FIG. 3A, in a step 312 a determination for executing a test is performed.

[0094] As a non-limiting example, user 102 (as shown in FIGS. 1-2) may be presented with performing a test, a type of test or other type of procedure (e.g., game). User 102 (as shown in FIGS. 1-2) may then select to perform a test.

[0095] Referring to FIG. 3A, for a determination for executing a test in step 312, then in a step 314 a test is selected.
As a non-limiting example, a test may be randomly selected by test portion 218 (as shown in FIG. 2) from a set of tests stored in database portion 232 (as shown in FIG. 2) for presentation to user 102 (as shown in FIGS. 1-2). Furthermore, in some embodiments, a test previously taken by a user may not be selected for a subsequent test.

Referring to FIG. 3A, in a step 316, a question is presented.

As a non-limiting example, test portion 218 (as shown in FIG. 2) presents a test question to user 102 (as shown in FIGS. 1-2) via GUI portion 202 (as shown in FIG. 2). Furthermore, format of test question presented may be configured as presented via presentation 106 (as shown in FIG. 1). As a non-limiting example, test may be based upon an algorithm. Non-limiting timeframes for taking test(s) include daily and monthly. As a non-limiting example, the number of test questions may range from one to ten. Furthermore, the number of questions may be revised higher or lower via the administrator.

Referring to FIG. 3A, in a step 318, an answer is received.

As a non-limiting example, test portion 218 receives and processes answer provided by user 102 (as shown in FIGS. 1-2). Furthermore, user may answer selection 118 (as shown in FIG. 1) for performing selection of answer. Furthermore, user may select next selection 120 (as shown in FIG. 1) for continuing to the next phase of processing. Furthermore, user 102 (as shown in FIGS. 1-2) may be presented with results of question via results area 122 (as shown in FIG. 1D). In some embodiments, for a user receiving a test question and not submitting an answer, the question is considered for determining test results. Furthermore, user may be blocked from performing further tests associated with the same category.

Referring to FIG. 3A, in a step 320 a determination for completion of test is performed.

As a non-limiting example, test portion 218 (as shown in FIG. 2) determines if the set of test questions have been presented to user 102 (as shown in FIGS. 1-2) and a corresponding set of test questions have been received from user 102 (as shown in FIGS. 1-2).

Referring to FIG. 3A, for a determination of not completing test in step 320, execution of method 300 transitions to step 316.

Referring to FIG. 3A, for a determination of not executing a test in step 312, then in a step 322 a determination for executing a game is performed.

As a non-limiting example, game portion 220 (as shown in FIG. 2) determines if a game is to be performed.

Referring to FIG. 3A, for a determination of not executing a game in step 322, then execution of method 300 transitions to step 312.

Referring to FIG. 3A, for a determination of executing game in step 322, then selection of game is performed in a step 324.

As a non-limiting example, game portion 220 (as shown in FIG. 2) selects a game to be executed. As a non-limiting example, game may be selected at random from a group of games.

Referring to FIG. 3A, then execution of game is performed in a step 325.

As a non-limiting example, game portion 220 (as shown in FIG. 2) presents game to user 102 (as shown in FIGS. 1-2) for execution. Furthermore, execution of game may be based upon an algorithm.

Referring to FIG. 3A, following execution of game in step 325 and for a determination of conclusion of testing in step 320, then in a step 326, results of test and/or game are determined.

As a non-limiting example, results portion 222 (as shown in FIG. 2) receives test information from test portion 218 (as shown in FIG. 2) and/or game information from game portion 220 (as shown in FIG. 2). Furthermore, results portion 222 (as shown in FIG. 2) determines the results associated with the participating users.

Referring to FIG. 3A, then in a step 328 determination of results are presented.

As a non-limiting example, results portion 222 (as shown in FIG. 2) presents the results associated with the test(s) or the game(s) to user 102 (as shown in FIGS. 1-2).

Referring to FIG. 3B, then a determination for a tie condition is performed in a step 330.

As a non-limiting example, tie portion 224 (as shown in FIG. 2) receives results information from results portion 222 (as shown in FIG. 2) and determines a tie condition exists.

Referring to FIG. 3B, for a determination of a tie condition in step 330, then in a step 332 a tie breaker is performed.

As a non-limiting example, tie breaker portion 226 (as shown in FIG. 2) receives tie information from tie portion 224 (as shown in FIG. 2) and determines a winner. Furthermore, additional tests or tests may be performed in order to break a tie. Furthermore, speed of test execution may be used for breaking a tie. Furthermore, user may be directed to a link for taking another test or a multiplicity of tests until tie is broken.

Referring to FIG. 3B, following performance of a tie breaker in step 332 and for a determination of no tie in step 330, then a winner is selected in a step 334.

As a non-limiting example, for a condition of no tie, winner portion 228 (as shown in FIG. 2) receives results information from results portion 222 (as shown in FIG. 2) and determines a winner. Furthermore, for a tie condition, winner portion 226 (as shown in FIG. 2) receives results of tie breaker portion 226 (as shown in FIG. 2) for determining winner. Furthermore, winner may be determined via highest score and/or least amount of time. Furthermore, a user may be declared the winner if the user achieves the highest score in the fastest amount of time during the timeframe for taking the test or playing the game.

Referring to FIG. 3B, then in a step 336 prize processing is performed.

As a non-limiting example, prize portion 230 (as shown in FIG. 2) receives winner information from winner portion 228 (as shown in FIG. 2) and presents prize to winner. As a non-limiting example, results of test are emailed to users. Furthermore, winner may be requested to provide information needed for mailing prize to winner.

Referring to FIG. 3B, then a determination for executing a test for a grand prize is performed in a step 338.

As a non-limiting example, conditions for executing test for grand prize may include previously taken 15 tests, user 102 (as shown in FIGS. 1-2) adding five friends or a combination of number of previous tests and number of friends added (e.g. 3 prior tests and one friend added). Furthermore, following execution of a grand prize test, condi-
tions may reset and may be configured as conditions for taking grand prize test again (e.g., 15 prior tests or 5 friends added since previous execution of the grand prize test).

[0125] Referring to FIG. 3B, for a determination of executing a grand prize in step 338, then in a step 340 a grand prize test is performed.

[0126] Referring to FIG. 3B, then a determination for a winner of the grand prize is performed in a step 342.

[0127] As a non-limiting example, test portion 218 (as shown in FIG. 2) provides grand prize test to user 102 (as shown in FIGS. 1-2).

[0128] Referring to FIG. 3B, for a determination of a grand prize winner in step 342, then in a step 344 grand prize processing is performed.

[0129] As a non-limiting example, information associated with grand prize test is communicated to results portion 222 (as shown in FIG. 2). Furthermore, grand prize results information is communicated to winner portion 228 (as shown in FIG. 2). Furthermore, grand prize winner information is communicated to prize portion 230 (as shown in FIG. 2). Prize portion 230 (as shown in FIG. 2) communicates prize information to winner.

[0130] Referring to FIG. 3B, for a determination of not a grand prize winner in step 342 and following grand prize processing in step 344, a determination for exiting method 300 is performed in a step 346.

[0131] Referring to FIG. 3B, for a determination of not exiting method 300 in step 346, execution of method 300 transitions to step 312 as described with reference to FIG. 3A.

[0132] Referring to FIG. 3B, for a determination of exiting method 300 in step 346, then execution of method 300 terminates in a step 348.

[0133] FIGS. 3A-3B illustrate an example method for operation of the system as described with reference to FIGS. 1-2 where social media processing is performed, registration is performed, system access is performed, authorization is performed, a test is selected, test is performed, a game is selected, a game is performed, results are determined, results are presented, tie processing is performed, tie breaker processing is performed, a winner is determined, prize processing is performed, a grand prize test is performed, grand prize winner is determined and grand prize processing is performed.

[0134] Systems have been described which provide means and methods for providing a social website associated with social media marketing via test (e.g., trivia) and/or games enabling user to compete. Non-limiting examples for which competition is based upon include knowledge, skill and speed. As a non-limiting example, a winner of a test or game may be awarded a prize. Non-limiting examples for system providing capability include web based or application based.

[0135] In some embodiments, system requires less time of user for competing test as compared to conventional systems.

[0136] In some embodiments, a point system/algorithm may be used for calculating user scores. As a non-limiting example, points may be accumulated via web marketing strategies such as surveys, online forms, online tests and visitation of websites. In some embodiments, results may be based upon usage of system. In some embodiments, a prize may be awarded instantly. In some embodiments, an activation code may be requested for executing test/game. In some embodiments, questions may be presented via audio and/or video. In some embodiments, a pop up box may be supplied associated with a correct or incorrect answer to a question. In some embodiments, time may be calculated from start of test to end of test. In some embodiments, time may be calculated based upon the time needed to answer a question. In some embodiments, personal information may be requested prior to user answering a question or executing a test. In some embodiments, users may not need to register prior to participating. In some embodiments, an application may be supplied to a group for execution of test/game. In some embodiments, method for determining winner and assigning prize may be performed via an application. In some embodiments, questions and answers may be uploaded and provided by users. Furthermore, in some embodiments, users providing questions/answers may participate. Furthermore, in some embodiments, users providing questions/answers may not participate. In some embodiments, a multiplicity of tests may be performed prior to determining a winner. In some embodiments, a non-limiting example, system may be applied for a company, contest, sweepstake and/or social network. In some embodiments, users may be ranked based upon results associated with test/game. In some embodiments, as a non-limiting example, real or virtual money may be used for purchasing or accessing tests/games and/or grand prize test/game. Furthermore, virtual money may be accumulated via web marketing such as surveys, online forms, visitation and/or subsidiary websites. In some embodiments, the largest number of correct answers in a time period may be determined as the winner. Non-limiting examples for time periods include hour, day and month. In some embodiments, the order in which users execute tests/games may be used for score calculation (e.g., first come has a larger number of points considered, last come has lower number of points considered). In some embodiments, winner selection may be randomly determined. In some embodiments, winner for daily and/or monthly tests may be selected using an automated or manual algorithm. In a non-limiting example, algorithms that run continuously in a live environment may be considered to be automated. Algorithms that are only run periodically and initiated by, but not limited to, a site administrator may be considered a manual algorithm. In some embodiments, a question or questions may be selected as a winning question for which a correct answer determines a winner. Furthermore, question may be randomly selected for presentation. Furthermore, winning question may be selected by administrator. In some embodiments, a question or questions may be selected as value/money/price questions for which a correct answer results in user being rewarded with value/money/price. Furthermore, question or questions may be selected for presentation at random. In some embodiments, tie breaking may be performed based upon parameters associated with user. Non-limiting examples of parameters include site activity, social connections, initial site registration and prior winnings. In some embodiments, a single winner may be selected as opposed to a multiplicity of winners. Furthermore, single winner may be selected based upon points, money, virtual money, test taken per time period, first come first serve, random, winning question and question associated with value/money/price. In some embodiments, tie breaking may be performed based upon points, money, virtual money, test taken per time period, first come first serve, random, winning question and question associated with value/money/price. In some embodiments, system does not include a computerized system for operating a skill or knowledge based interactive game with several new modes of play associated with the game. In some embodiments, system does not include a web-based game where sponsors provide prizes and rewards. Fur-
thermore, the prizes and awards are made available to the higher-scoring players where the winning players select the prizes while non-winners earn points toward rewards for which the non-winners may choose. In some embodiments, system does not include an online backing system whereby a participant backs a contestant in a competitive game of skill for the chance to win additional virtual currency, if the backed contestant satisfies predetermined performance criteria. In some embodiments, members compete with tests/games via online and the host of the website decides the winners or bases members in a draw to declare winner so there are no ties. In some embodiments, members compete and system declares more than 1 winner so there are no ties. In some embodiments, members compete via online with 1 test/game and automatically win a prize no matter what the outcome is for the member. In some embodiments, the system may be used on a social network by adding members via social network and having them compete online with a test/games for a prize. In some embodiments, tests/games may be used for geographical locations to award members prizes. In some embodiments, members compete with tests/games daily and the monthly based results of members is recorded in a database to determine their end of month outcome and a prize is awarded to the member with the highest score. In some embodiments, members are given out codes to apply on a website to earn points while competing on test/games. Member may still compete on ranking with the test/games between other members but can achieve a higher ranking by receiving more codes to earn points which will enable them to be the winner.

FIG. 4 illustrates a block diagram depicting a conventional client/server communication system.

A communication system 400 includes a multiplicity of networked regions with a sampling of regions denoted as a network region 402 and a network region 404, a global network 406 and a multiplicity of servers with a sampling of servers denoted as a server device 408 and a server device 410.

Network region 402 and network region 404 may operate to represent a network contained within a geographical area or region. Non-limiting examples of representations for the geographical areas for the networked regions may include postal zip codes, telephone area codes, states, counties, cities and countries. Elements within network region 402 and 404 may operate to communicate with external elements within other networked regions or within elements contained within the same network region.

In some implementations, global network 406 may operate as the Internet. It will be understood by those skilled in the art that communication system 400 may take many different forms. Non-limiting examples of forms for communication system 400 include local area networks (LANs), wide area networks (WANs), wired telephone networks, cellular telephone networks or any other network supporting data communication between respective entities via hard-wired or wireless communication networks. Global network 406 may operate to transfer information between the various networked elements.

Server device 408 and server device 410 may operate to execute software instructions, store information, support database operations and communicate with other networked elements. Non-limiting examples of software and scripting languages which may be executed on server device 408 include C, C++, C# and Java.

Network region 402 may operate to communicate bi-directionally with global network 406 via a communication channel 412. Network region 404 may operate to communicate bi-directionally with global network 406 via a communication channel 414. Server device 408 may operate to communicate bi-directionally with global network 406 via a communication channel 416. Server device 410 may operate to communicate bi-directionally with global network 406 via a communication channel 418. Network region 402 and 404, global network 406 and server devices 408, 410 may operate to communicate bi-directionally and also communicate bi-directionally with other networked device located within communication system 400.

Server device 408 includes a networking device 420 and a server 422. Networking device 420 may operate to communicate bi-directionally with global network 406 via communication channel 416 and with server 422 via a communication channel 424. Server 422 may operate to execute software instructions and store information.

Network region 402 includes a multiplicity of clients with a sampling denoted as a client 426 and a client 428. Client 426 includes a networking device 434, a processor 436, a GUI 438 and an interface device 440. Non-limiting examples of devices for GUI 438 include monitors, televisions, cellular telephones, smartphones and PDAs (Personal Digital Assistants). Non-limiting examples of interface device 440 include pointing device, mouse, trackball, scanner and printer. Networking device 434 may communicate bi-directionally with global network 406 via communication channel 412 and with processor 436 via a communication channel 442. GUI 438 may receive information from processor 436 via a communication channel 444 for presentation to a user for viewing. Interface device 440 may operate to send control information to processor 436 and to receive information from processor 436 via a communication channel 446. Network region 404 includes a multiplicity of clients with a sampling denoted as a client 430 and a client 432. Client 430 includes a networking device 448, a processor 450, a GUI 452 and an interface device 454. Non-limiting examples of devices for GUI 438 include monitors, televisions, cellular telephones, smartphones and PDAs (Personal Digital Assistants). Non-limiting examples of interface device 440 include pointing devices, mouse, trackballs, scanners and printers. Networking device 448 may communicate bi-directionally with global network 406 via communication channel 414 and with processor 450 via a communication channel 456. GUI 452 may receive information from processor 450 via a communication channel 458 for presentation to a user for viewing. Interface device 454 may operate to send control information to processor 450 and to receive information from processor 450 via a communication channel 460.

For example, consider the case where a user interfacing with client 426 may want to execute a networking application. A user may enter the IP (Internet Protocol) address for the networking application using interface device 440. The IP address information may be communicated to processor 436 via communication channel 446. Processor 436 may then communicate the IP address information to networking device 434 via communication channel 442. Networking device 434 may then communicate the IP address information to global network 406 via communication channel 412. Global network 406 may then communicate the IP address information to networking device 420 of server device 408 via communication channel 416. Networking
device 420 may then communicate the IP address information to server 422 via communication channel 424. Server 422 may receive the IP address information and after processing the IP address information may communicate return information to networking device 420 via communication channel 424. Networking device 420 may communicate the return information to global network 406 via communication channel 416. Global network 406 may communicate the return information to networking device 434 via communication channel 442 and processor 436 may communicate the return information to GUI 438 via communication channel 444. User may then view the return information on GUI 438.

[0146] FIG. 5 illustrates a typical computer system that, when appropriately configured or designed, may serve as a computer system 500 for which the present invention may be embodied.

[0147] Computer system 500 includes a quantity of processors 502 (also referred to as central processing units, or CPUs) that may be coupled to storage devices including a primary storage 506 (typically a random access memory, or RAM), a primary storage 504 (typically a read-only memory, or ROM). CPU 502 may be of various types including microprocessors (e.g., with embedded RAM/ROM) and microprocessors such as programmable devices (e.g., RISC or SISC based, or CPLDs and FPGA) and devices not capable of being programmed such as gate array ASICs (Application Specific Integrated Circuits) or general purpose microprocessors. As is well known in the art, primary storage 504 acts to transfer data and instructions uni-directionally to the CPU and primary storage 506 typically may be used to transfer data and instructions in a bi-directional manner. The primary storage devices discussed previously may include any suitable computer-readable media such as those described above. A mass storage device 508 may also be coupled bidirectionally to CPU 502 and provides additional data storage capacity and may include any of the computer-readable media described above. Mass storage device 508 may be used to store programs, data and the like and typically may be used as a secondary storage medium such as a hard disk. It will be appreciated that the information retained in mass storage device 508, may, in appropriate cases, be incorporated in standard fashion as part of primary storage 506 as virtual memory. A specific mass storage device such as a CD-ROM 514 may also pass data uni-directionally to the CPU.

[0148] CPU 502 may also be coupled to an interface 510 that connects to one or more input/output devices such as such as video monitors, track balls, mice, keyboards, microphones, touch-sensitive displays, transducer card readers, magnetic or paper tape readers, tablets, styluses, voice or handwriting recognizers, or other well-known input devices such as, of course, other computers. Finally, CPU 502 optionally may be coupled to an external device such as a database or a computer or telecommunications or internet network using an external connection shown generally as a network 512, which may be implemented as a hardwired or wireless communications link using suitable conventional technologies. With such a connection, the CPU might receive information from the network, or might output information to the network in the course of performing the method steps described in the teachings of the present invention.

[0149] Those skilled in the art will readily recognize, in light of and in accordance with the teachings of the present invention, that any of the foregoing steps and/or system modules may be suitably replaced, reordered, removed and additional steps and/or system modules may be inserted depending upon the needs of the particular application, and that the systems of the foregoing embodiments may be implemented using any of a wide variety of suitable processes and system modules, and is not limited to any particular computer hardware, software, middleware, firmware, microcode and the like. For any method steps described in the present application that can be carried out on a computing machine, a typical computer system can, when appropriately configured or designed, serve as a computer system in which those aspects of the invention may be embodied.

[0150] It will be further apparent to those skilled in the art that at least a portion of the novel method steps and/or system components of the present invention may be practiced and/or located in location(s) possibly outside the jurisdiction of the United States of America (USA), whereby it will be accordingly readily recognized that at least a subset of the method steps and/or system components of the foregoing embodiments must be practiced within the jurisdiction of the USA for the benefit of an entity therein or to achieve an object of the present invention. Thus, some alternate embodiments of the present invention may be configured to comprise a smaller subset of the foregoing means for and/or steps described that the applications designer will selectively decide, depending upon the practical considerations of the particular implementation, to carry out and/or locate within the jurisdiction of the USA. For example, any of the foregoing described method steps and/or system components which may be performed remotely over a network (e.g., without limitation, a remotely located server) may be performed and/or located outside of the jurisdiction of the USA while the remaining method steps and/or system components (e.g., without limitation, a locally located client) of the foregoing embodiments are typically required to be located/perform in the USA for practical considerations. In client-server architectures, a remotely located server typically generates and transmits required information to a US based client, for use according to the teachings of the present invention. Depending upon the needs of the particular application, it will be readily apparent to those skilled in the art, in light of the teachings of the present invention, which aspects of the present invention can or should be located locally and which can or should be located remotely. Thus, for any claims construction of the following claim limitations that are construed under 35 USC §112 (6) it is intended that the corresponding means for and/or steps for carrying out the claimed function are the ones that are locally implemented within the jurisdiction of the USA, while the remaining aspect(s) performed or located remotely outside the USA are not intended to be construed under 35 USC §112 (6). In some embodiments, the methods and/or system components which may be located and/or performed remotely include, without limitation: global communication network and server.

[0151] It is noted that according to USA law, all claims must be set forth as a coherent, cooperating set of limitations that work in functional combination to achieve a useful result as a whole. Accordingly, for any claim having functional limitations interpreted under 35 USC §112 (6) where the embodiment in question is implemented as a client-server system with a remote server located outside of the USA, each such recited function is intended to mean the function of combining, in a logical manner, the information of that claim
limitation with at least one other limitation of the claim. For example, in client-server systems where certain information claimed under 35 USC §112 (6) is/are dependent on one or more remote servers located outside the USA, it is intended that each such recited function under 35 USC §112 (6) is to be interpreted as the function of the local system receiving the remotely generated information required by a locally implemented claim limitation, wherein the structures and or steps which enable, and breathe life into the expression of such functions claimed under 35 USC §112 (6) are the corresponding steps and or means located within the jurisdiction of the USA that receive and deliver that information to the client (e.g., without limitation, client-side processing and transmission networks in the USA). When this application is prosecuted or patented under a jurisdiction other than the USA, then "USA" in the foregoing should be replaced with the pertinent country or countries or legal organization(s) having enforceable patent infringement jurisdiction over the present application, and "35 USC §112 (6)" should be replaced with the closest corresponding statute in the patent laws of such pertinent country or countries or legal organization(s).

[0152] All the features disclosed in this specification, including any accompanying abstract and drawings, may be replaced by alternative features serving the same, equivalent or similar purpose, unless expressly stated otherwise. Thus, unless expressly stated otherwise, each feature disclosed is one example only of a generic series of equivalent or similar features.

[0153] Having fully described at least one embodiment of the present invention, other equivalent or alternative methods of a social website according to the present invention will be apparent to those skilled in the art. The invention has been described above by way of illustration, and the specific embodiments disclosed are not intended to limit the invention to the particular forms disclosed. For example, the particular implementation of the GUI may vary depending upon the particular type of computing device used. The computing devices described in the foregoing were directed to laptop computing implementations; however, similar techniques using smartphone implementations of the present invention are contemplated as within the scope of the present invention. The invention is thus to cover all modifications, equivalents, and alternatives falling within the spirit and scope of the following claims.

[0154] Claim elements and steps herein may have been numbered and/or lettered solely as an aid in readability and understanding. Any such numbering and lettering in itself is not intended to and should not be taken to indicate the ordering of elements and/or steps in the claims.

What is claimed is:

1. A method for a social website, the method comprising the steps of:
   communicating with a server over a network connection for exchanging social media information in which said server processes said social media information for at least storage in a database;
   receiving, from said server, a contest for a user to engage in;
   transferring, to said server, the user’s inputs to said contest in which said server processes the user’s inputs and determines a result for said contest; and
   receiving, from said server, said result of said contest.

2. The method as recited in claim 1, further comprising the steps of receiving, from said server, a challenge-response test to be completed by the user to gain access to the social website and transferring to said server the user’s response to said challenge-response test in which said server processes the user’s response to determine authorization for the user.

3. The method as recited in claim 1, in which the user competes against other users in said contest.

4. The method as recited in claim 1, in which the user competes as a member of a team against at least one other team.

5. The method as recited in claim 3, further comprising the steps of receiving, from said server, at least one tie breaker contest upon said server determining the user has tied at least one other user in said result to said contest, and transferring, to said server, the user’s inputs to said tie breaker contest in which said server processes the user’s inputs and determines a final result for said contest.

6. The method as recited in claim 1, further comprising the step of receiving a notification of a prize upon winning said contest.

7. The method as recited in claim 1, further comprising the steps of receiving, from said server, a grand prize contest upon said server determining the user is eligible for said grand prize contest, and transferring, to said server, the user’s inputs to said grand prize contest in which said server processes the user’s inputs and determines a result for said grand prize contest.

8. The method as recited in claim 1, in which the user’s activity in the social website further determines said result of said contest.

9. The method as recited in claim 1, in which said contest at least comprises a question and answer format.

10. A system for a social website, the system comprising:
    a client being configured to be operable for communicating over a network connection for exchanging social media information, for receiving a contest for a user to engage in, for transferring the user’s inputs to said contest, and for receiving a result of said contest; and
    a server being configured to be operable for hosting the social website, for communicating over said network connection for exchanging social media information with said client, for processing said social media information for at least storage in a database, for sending said client said contest for the user to engage in, for receiving the user’s inputs to said contest, for determining said result of said contest, and for sending said result of said contest to said client.

11. The system as recited in claim 10, in which: the user competes against other users in said contest as an individual or as a member of a team, said contest at least comprises a question and answer format or a game, and the user’s activity in the social website further determines said result of said contest;

said client is further configured to be operable for receiving a challenge-response test to be completed by the user to gain access to the social website, for transferring to said server the user’s response to said challenge-response test, for receiving at least one tie breaker contest upon determination that the user has tied at least one other user in said result for said contest, for transferring the user’s inputs to said tie breaker contest, for receiving a notification of a prize upon winning said contest, for receiving a grand prize contest, for transferring the user’s inputs to said grand prize contest, and for receiving a notification of a prize upon winning said grand prize contest; and
said server is further configured to be operable for sending said challenge-response test to said client, for receiving the user’s response to said challenge-response test, for processing the user’s response to said challenge-response test to determine authorization for the user to gain access to the social website, for determining if the user has tied at least one other user in said result for said contest, for sending said at least one tie breaker contest to said client upon said determination of a tie, for receiving the user’s inputs to said tie breaker contest, for processing the user’s inputs to determine a final result to said contest, for sending to said client said notification of said prize upon the user winning said contest, for determining if the user is eligible for said grand prize contest, for sending said grand prize contest to said client, for receiving the user’s inputs to said grand prize contest, for processing the user’s inputs to determine a result to said grand prize contest, and for sending to said client said notification of said prize upon the user winning said grand prize contest.

12. A non-transitory computer-readable storage medium with an executable program stored thereon, wherein the program instructs a processor to perform the following steps: communicating with a server over a network connection for exchanging social media information in which said server processes said social media information for at least storage in a database; receiving, from said server, a contest for a user to engage in; transferring, to said server, the user’s inputs to said contest in which said server processes the user’s inputs and determines a result for said contest; and receiving, from said server, said result of said contest.

13. The program instructing the processor as recited in claim 12, further comprising the steps of receiving, from said server, a challenge-response test to be completed by the user to gain access to the social website, and transferring to said server the user’s response to said challenge-response test in which said server processes the user’s response to determine authorization for the user.

14. The program instructing the processor as recited in claim 12, in which the user competes against other users in said contest.

15. The program instructing the processor as recited in claim 12, in which the user competes as a member of a team against at least one other team.

16. The program instructing the processor as recited in claim 14, further comprising the steps of receiving, from said server, at least one tie breaker contest upon said server determining the user has tied at least one other user in said result to said contest, and transferring, to said server, the user’s inputs to said tie breaker contest in which said server processes the user’s inputs and determines a final result for said contest.

17. The program instructing the processor as recited in claim 12, further comprising the step of receiving a notification of a prize upon winning said contest.

18. The program instructing the processor as recited in claim 12, further comprising the steps of receiving, from said server, a grand prize contest upon said server determining the user is eligible for said grand prize contest, and transferring, to said server, the user’s inputs to said grand prize contest in which said server processes the user’s inputs and determines a result for said grand prize contest.

19. The program instructing the processor as recited in claim 12, in which the user’s activity in the social website further determines said result of said contest.

20. The program instructing the processor as recited in claim 12, in which said contest at least comprises a question and answer format.