Title (en)
PERSONALIZATION ENGINE FOR BUILDING A USER PROFILE

Title (de)
PERSONALISIERUNGSMASCHINE FÜR DIE ERSTELLUNG EINES BENUTZERPROFILS

Title (fr)
MOTEUR DE PERSONNALISATION POUR LA CRÉATION D'UN PROFIL UTILISATEUR

Publication
EP 2384476 A4 20130123 (EN)

Application
EP 09839446 A 20091028

Priority
- US 2009062318 W 20091028
- US 36284009 A 20090130

Abstract (en)
[origin: WO2010087882A1] Users of electronic documents are classified for profiling and targeting of additional relevant content. Behavioral data is gathered from user registration information and user activity, and user documents and actions are categorized. Registration information is combined with collaborative and editorial data to provide user profile information. Author-generated document classification information is analyzed and assigned a first taxonomic noun to characterize the document. User-generated tags characterizing a portion of the document are assigned a second taxonomic noun. Search terms that resulted in the user accessing the document are identified and assigned a third taxonomic noun. Attributes related to how the document was accessed are evaluated and assigned a fourth taxonomic noun. The document is processed using pattern rules to extract a fifth taxonomic noun. The taxonomic nouns are aggregated to determine a composite set of taxonomic nouns, and the user is categorized using the taxonomic nouns, and/or the author-generated classification.

IPC 8 full level
G06F 17/30 (2006.01); **G06F 7/00** (2006.01)

CPC (source: EP)
G06F 16/9535 (2018.12)

Citation (search report)
- [IY] WO 2005103883 A1 20051103 - NERVANA INC [US], et al
- [IY] WO 03073374 A2 20030904 - BRANDS MICHAEL RIK FRANS [BE], et al
- [IY] US 2006053098 A1 20060309 - GARDNER STEPHEN P [GB], et al
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- See references of WO 2010087882A1

Designated contracting state (EPC)
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