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(54) **Title:** A METHOD AND APPARATUS FOR TRACKING MICROBLOG MESSAGES FOR RELEVANCY TO AN ENTITY IDENTIFIABLE BY AN ASSOCIATED TEXT AND AN IMAGE

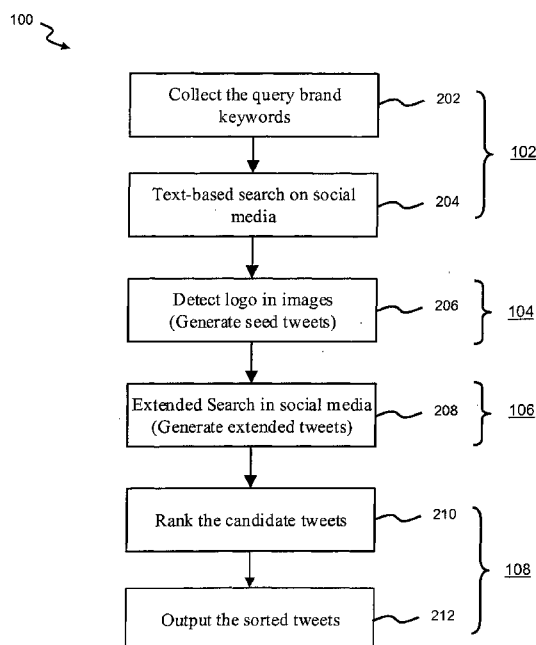


FIG. 2

(57) **Abstract:** A method (100) of tracking microblog messages for relevancy to an entity identifiable by an associated text and an image is disclosed. The method comprises (i) performing a search (102) on the microblog messages based on the associated text to obtain a first set of results; (ii) performing image detection (104) on the first set of results based on the associated image to obtain a set of seed messages; (iii) performing a search (106) on the microblog messages based on a set of characteristics derived from the seed messages to obtain a second set of results; and (iv) selecting entries (108) from the first and second sets of results based on relevancy to the entity, wherein the set of characteristics are associated to the entity. A related apparatus is also disclosed.



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