

METHOD, DEVICE AND COMPUTER READABLE MEDIUM FOR RENDERING ORGANIC AND PAID CONTENT

Abstract

The present application provides methods, devices and computer readable media for rendering organic and paid content. In an embodiment, there is provided a method for rendering organic and paid content. The method comprises: receiving a request for content from a user of a social networking system; in response to the request, determining one or more organic content providers and one or more paid content providers for the user based on the user's historical data on the social networking system, and ranking the one or more organic content providers and the one or more paid content providers together, the ranking comprising: ranking revenue scores of the one or more organic content providers and revenue scores of the one or more paid content providers, wherein the revenue score of each of the one or more organic content providers is associated with one or more features of the corresponding organic content provider, and wherein the revenue score of each of the one or more paid content providers is associated with one or more features of the corresponding paid content provider; optimizing weights of features of the one or more organic content providers and features of the one or more paid content providers based on a single objective optimization or a multi-objective optimization; computing final revenue scores for the one or more organic content providers and the one or more paid content providers based on optimized weights of the features of the one or more organic content providers and the features of the one or more paid content providers; and re-ranking an order of the one or more organic content providers and the one or more paid content providers according to their final revenue scores.

(Figure 3)