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(54) Title: COMPUTER-IMPLEMENTED METHOD FOR GENERATING A SORTED LIST OF RICH MEDIA PRODUCT
REVIEWS OF A SOCIAL COMMERCE PLATFORM

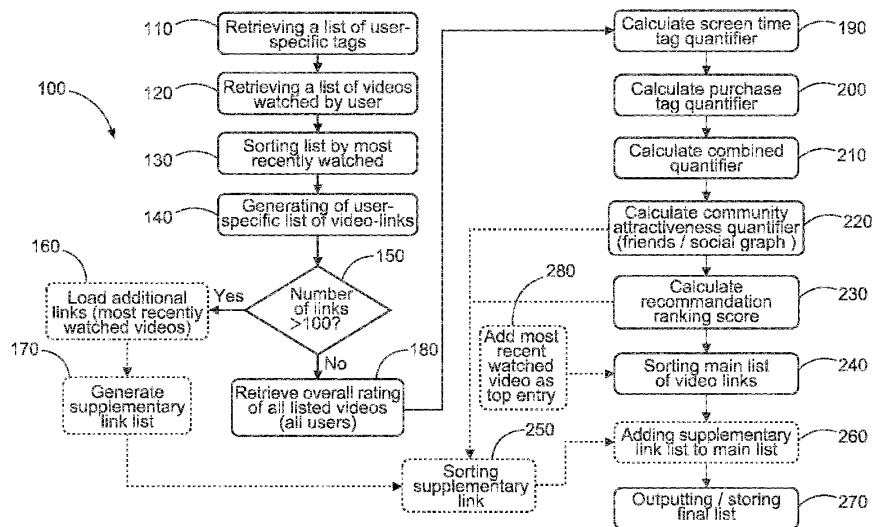


Fig. 3

(57) Abstract: The present invention concerns a software method (100), a computer program and computer system for generating user-specific lists of product reviews, in particular links to user-created rich media product review videos, to users of a social commerce platform (10). The method (100) provides improved processing performance and increased relevancy of the top-ranked product reviews (230) to users by intelligently analyzing multiple influencing factors such as user preferences (110, 120), the user's browsing and purchasing history (190, 200) and ratings of the user's online friends community (220) increasing attractiveness and relevancy of suggested rich media objects.

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