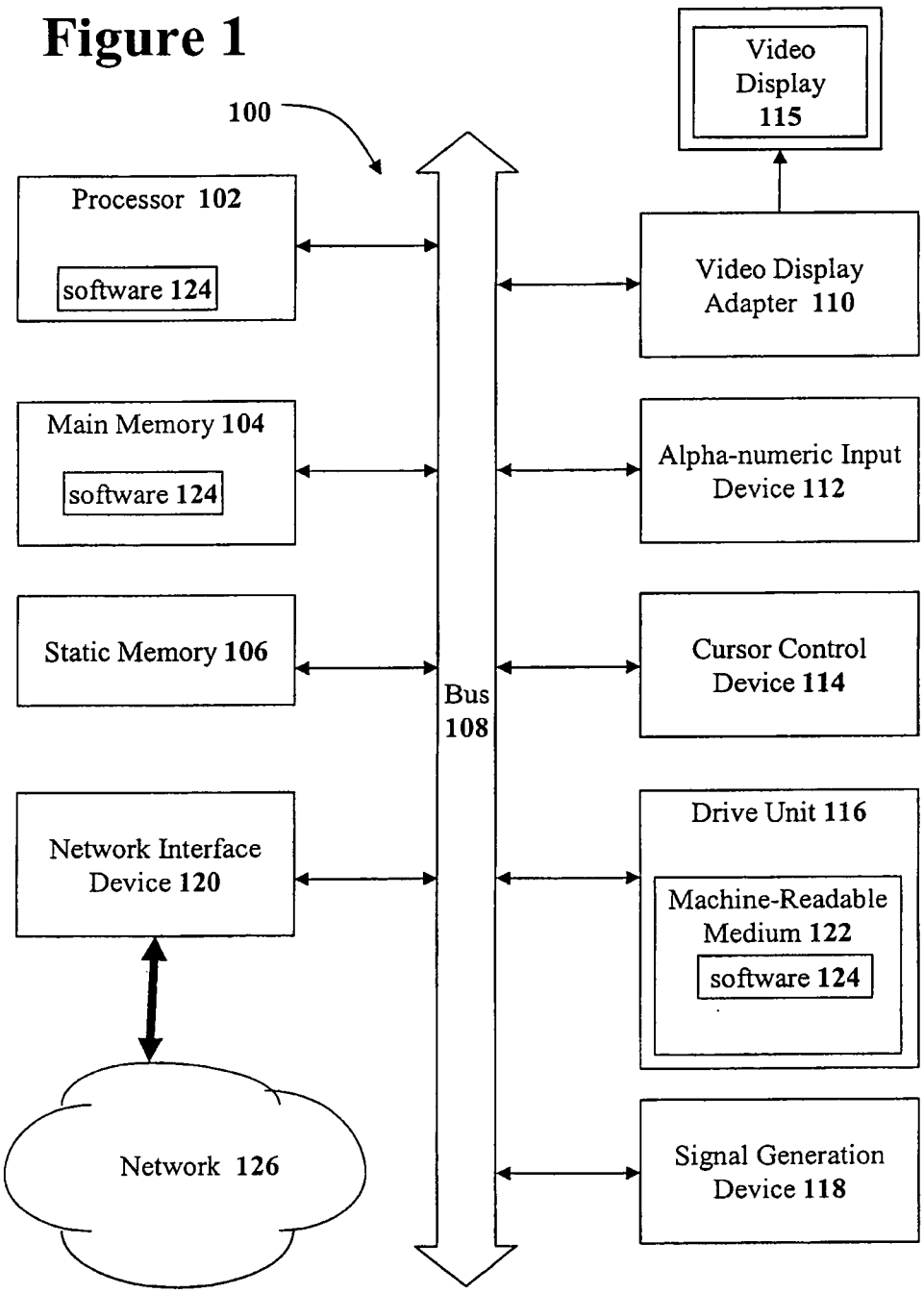
Figure 1


100
Video Display 115
Processor 102
software 124
Video Display Adapter 110
Main Memory 104
software 124
Alpha-numeric Input Device 112
Static Memory 106
Cursor Control Device 114
Bus 108
Network Interface Device 120
Drive Unit 116
Machine-Readable Medium 122
software 124
Network 126
Signal Generation Device 118

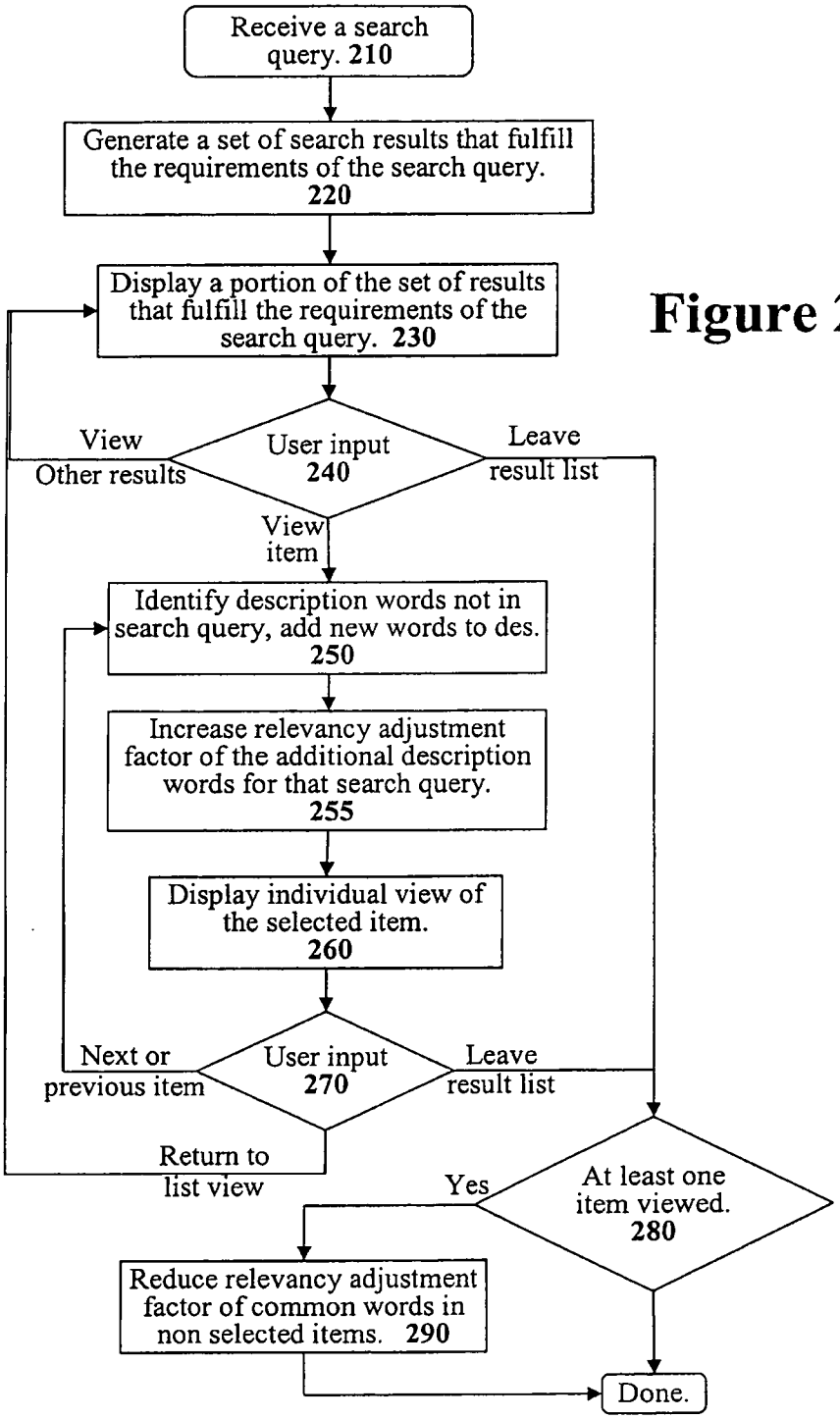

Receive a search query. 210
Generate a set of search results that fulfill the requirements of the search query. 220
Display a portion of the set of results that fulfill the requirements of the search query. 230
User input 240
View Other results
Leave result list
View item
Identify description words not in search query, add new words to des. 250
Increase relevancy adjustment factor of the additional description words for that search query. 255
Display individual view of the selected item. 260
User input 270
Next or previous item
Leave result list
Return to list view
At least one item viewed. 280
Yes
Reduce relevancy adjustment factor of common words in non selected items. 290
Done.

Figure 2

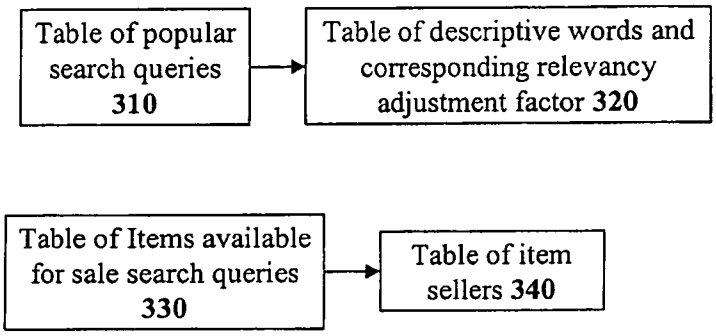

Table of popular search queries 310
Table of descriptive words and corresponding relevancy adjustment factor 320
Table of Items available for sale search queries 330
Table of item sellers 340

Figure 3

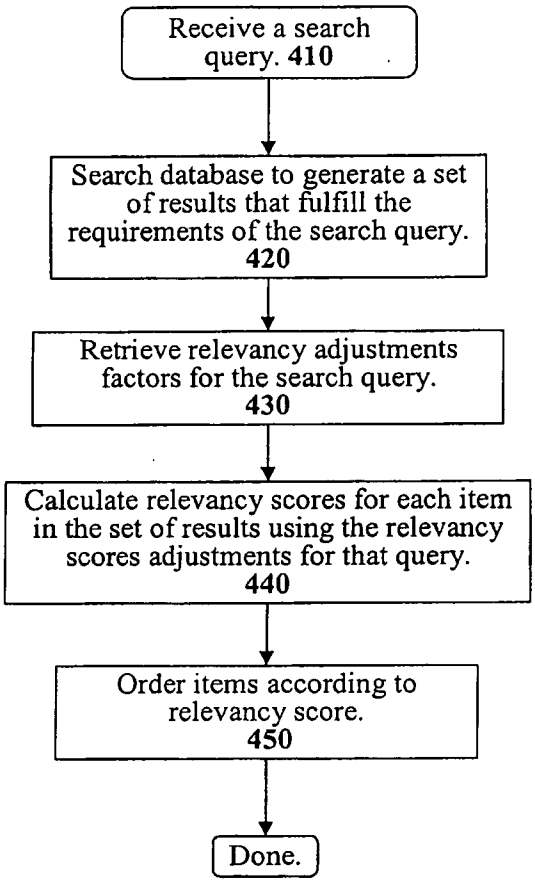

Receive a search query. 410
Search database to generate a set of results that fulfill the requirements of the search query. 420
Retrieve relevancy adjustments factors for the search query. 430
Calculate relevancy scores for each item in the set of results using the relevancy scores adjustments for that query. 440
Order items according to relevancy score. 450
Done.

Figure 4

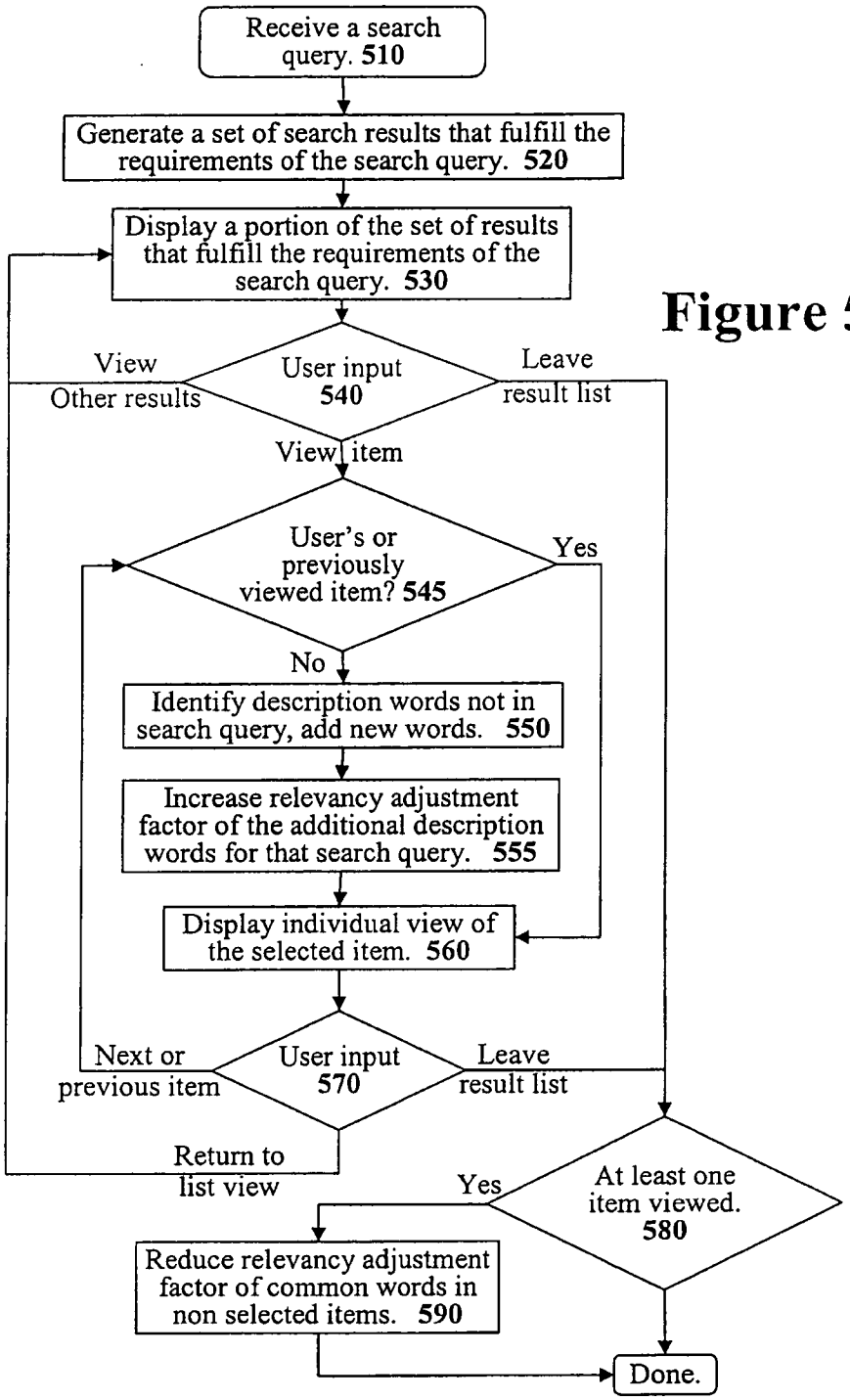

Receive a search query. 510
Generate a set of search results that fulfill the requirements of the search query. 520
Display a portion of the set of results that fulfill the requirements of the search query. 530
User input 540
View Other results
Leave result list
View item
User's or previously viewed item? 545
Yes
No
Identify description words not in search query, add new words. 550
Increase relevancy adjustment factor of the additional description words for that search query. 555
Display individual view of the selected item. 560
User input 570
Next or previous item
Leave result list
Return to list view
At least one item viewed. 580
Yes
Reduce relevancy adjustment factor of common words in non selected items. 590
Done.

Figure 5

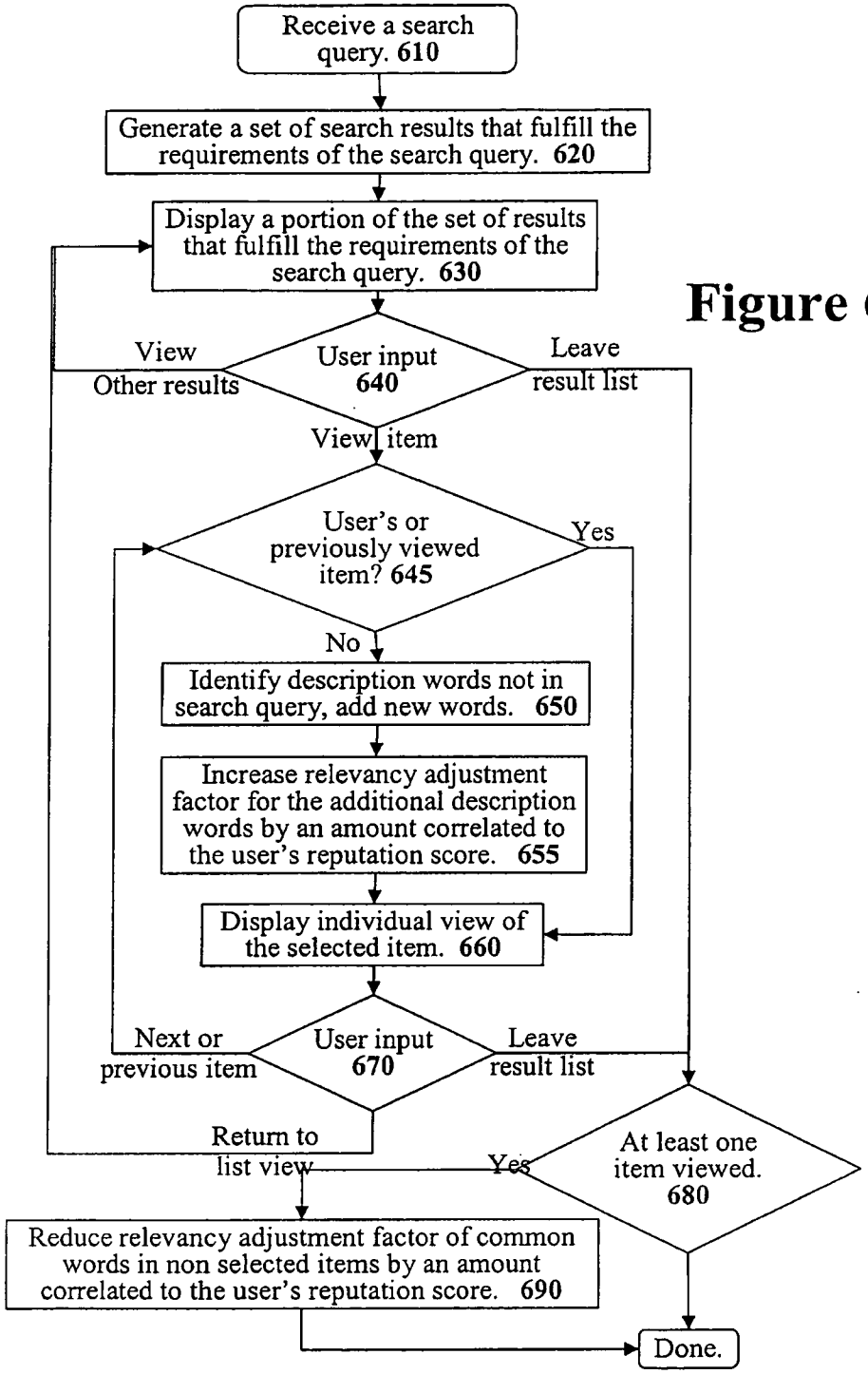

Receive a search query. 610
Generate a set of search results that fulfill the requirements of the search query. 620
Display a portion of the set of results that fulfill the requirements of the search query. 630
User input 640
View Other results
Leave result list
View item
User's or previously viewed item? 645
Yes
No
Identify description words not in search query, add new words. 650
Increase relevancy adjustment factor for the additional description words by an amount correlated to the user's reputation score. 655
Display individual view of the selected item. 660
User input 670
Next or previous item
Leave result list
Return to list view
At least one item viewed. 680
Yes
Reduce relevancy adjustment factor of common words in non selected items by an amount correlated to the user's reputation score. 690
Done.

Figure 6