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(57) Abstract: A system for accurately modeling of buyer/purchaser psychology and ranking of content objects within a channel for user initiated browsing and presentation contains a neuropsychological modeling engine, a ranking application, and a behavior modeler which communicate with each other and a presentation system over communication networks. The neuropsychological modeling engine utilizes metafiles associated with content objects, a purchaser/viewer model and a channel model to derive a value Ψ representing an individual's mood and a value m representing an individual's motivational strength to select a content object. If the value Ψ is within an acceptable predetermined range, the value m is used to determine a ranking for the content object relative to other content objects associated with the channel model. Also disclosed are a system and technique for simultaneously presenting multiple, s content object data streams on the user interface in a manner which encourages multidimensional browsing using traditional navigation commands.



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