

ABSTRACT

**METHODS AND SYSTEMS FOR DETERMINING SIMILARITY BETWEEN
NETWORK USER PROFILE DATA AND FACILITATING CO-LOCATION OF
NETWORK USERS**

Methods and systems for determining similarity between user profile data, for a network having a plurality of users, are disclosed. A set of media presentation items is obtained for presentation, on user devices, to users of the network. On presentation of media presentation items from the set to a first user and to a second user of the network, respective user device inputs from the first and second users in response to each media presentation item are recorded. The first and second user response inputs for each media presentation item are then compared to determine a similarity measure for a first and second user profile data pair. The media presentation items may take the form of, for example, interactive poster advertisements. A method of facilitating co-location of first and second users of a network is also provided.

Figure 4