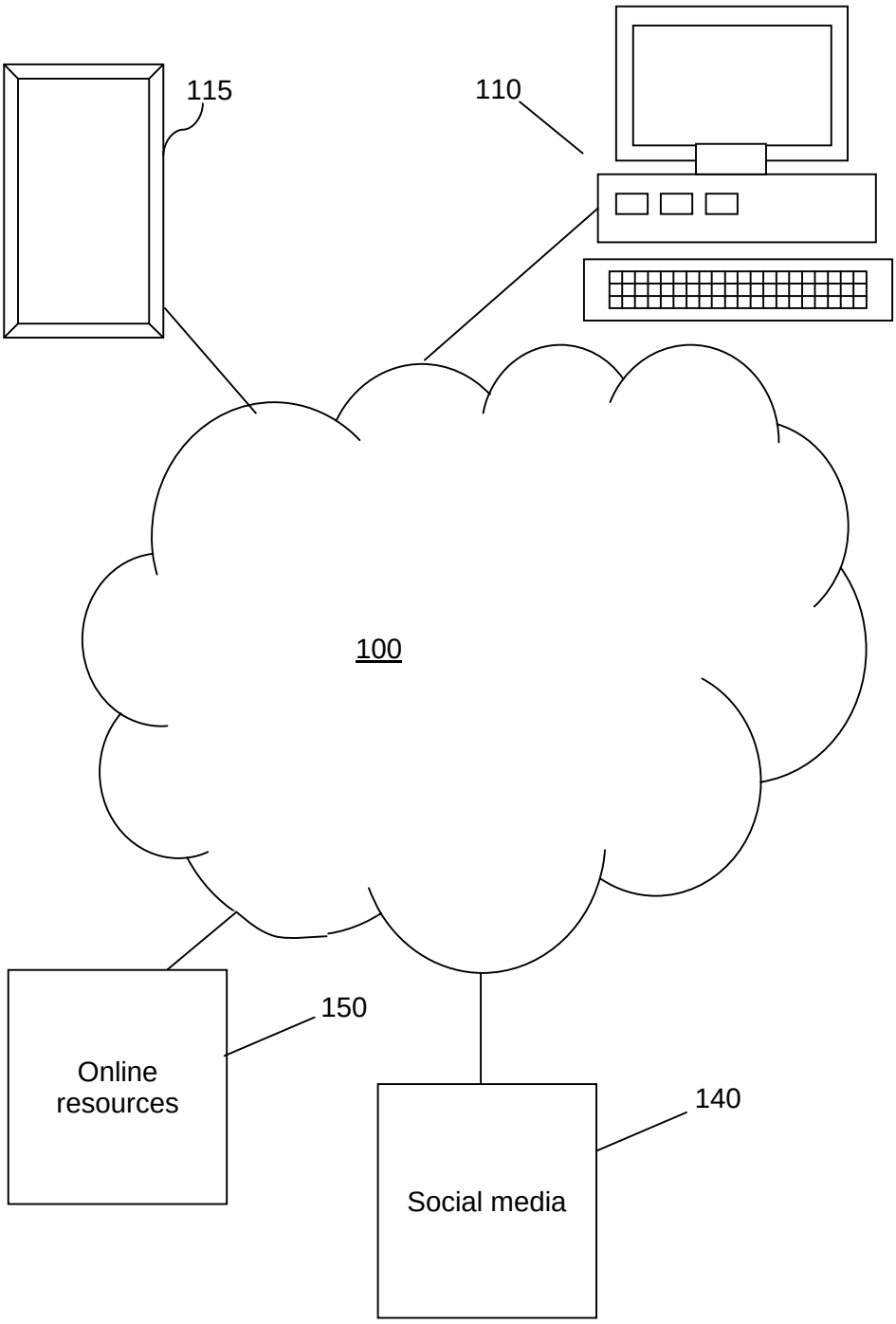


Figure 1

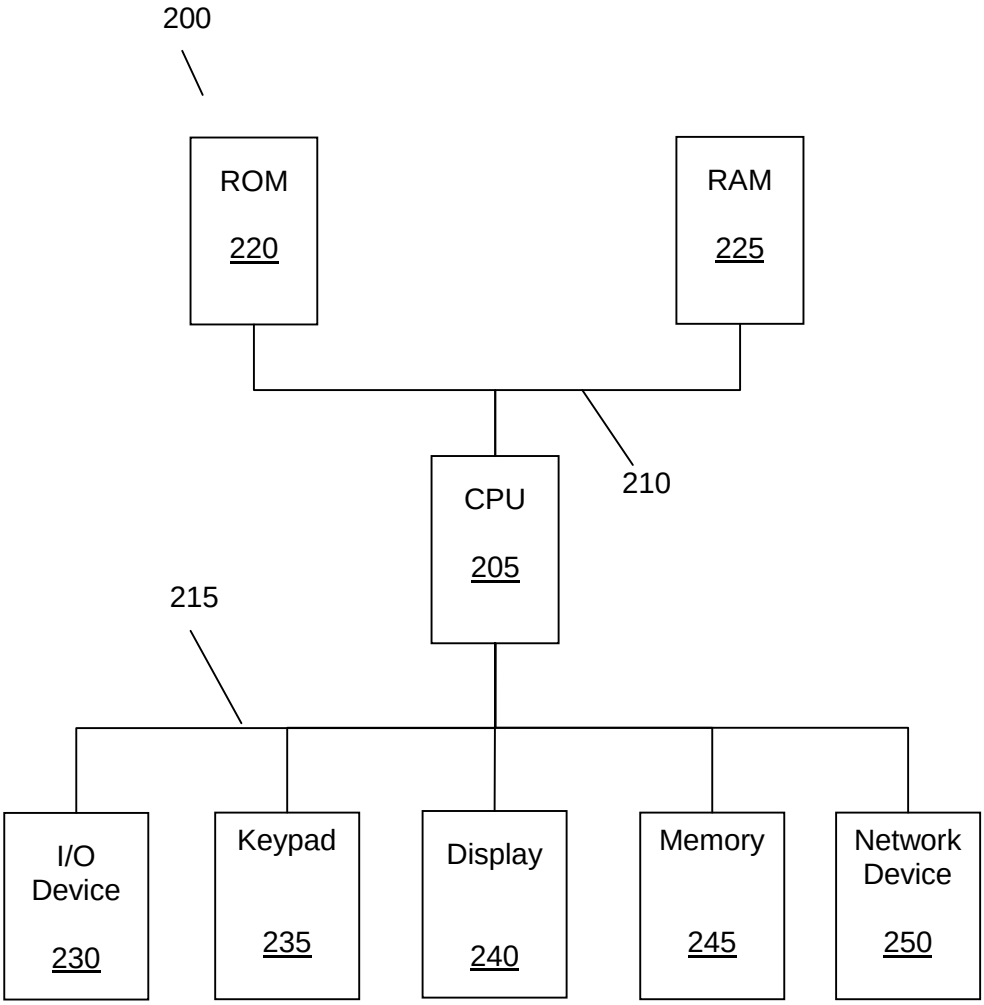

200
ROM
220
RAM
225
210
CPU
205
215
I/O
Device
230
Keypad
235
Display
240
Memory
245
Network
Device
250

Figure 2

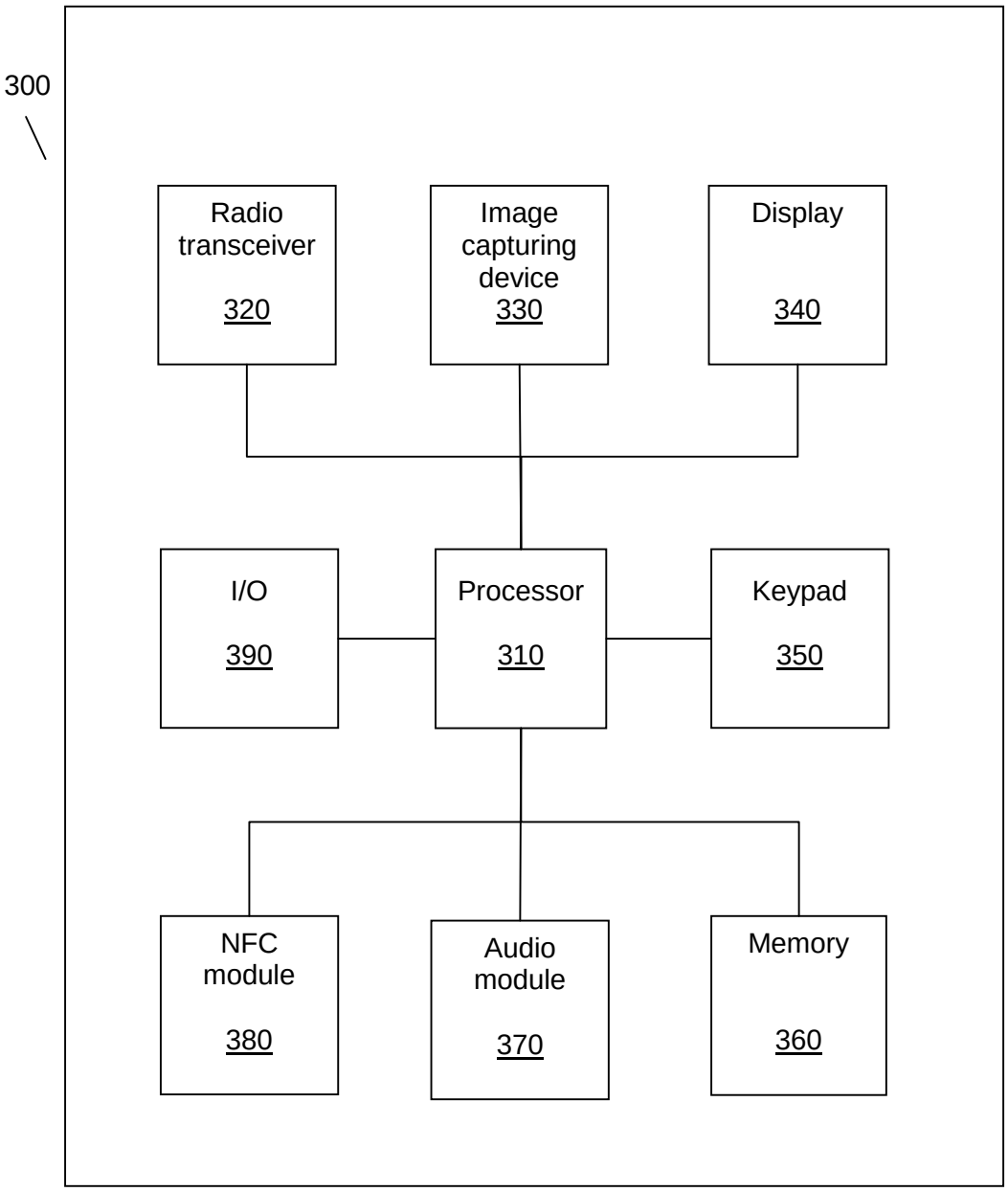

300
Radio transceiver 320
Image capturing device 330
Display 340
I/O 390
Processor 310
Keypad 350
NFC module 380
Audio module 370
Memory 360

Figure 3

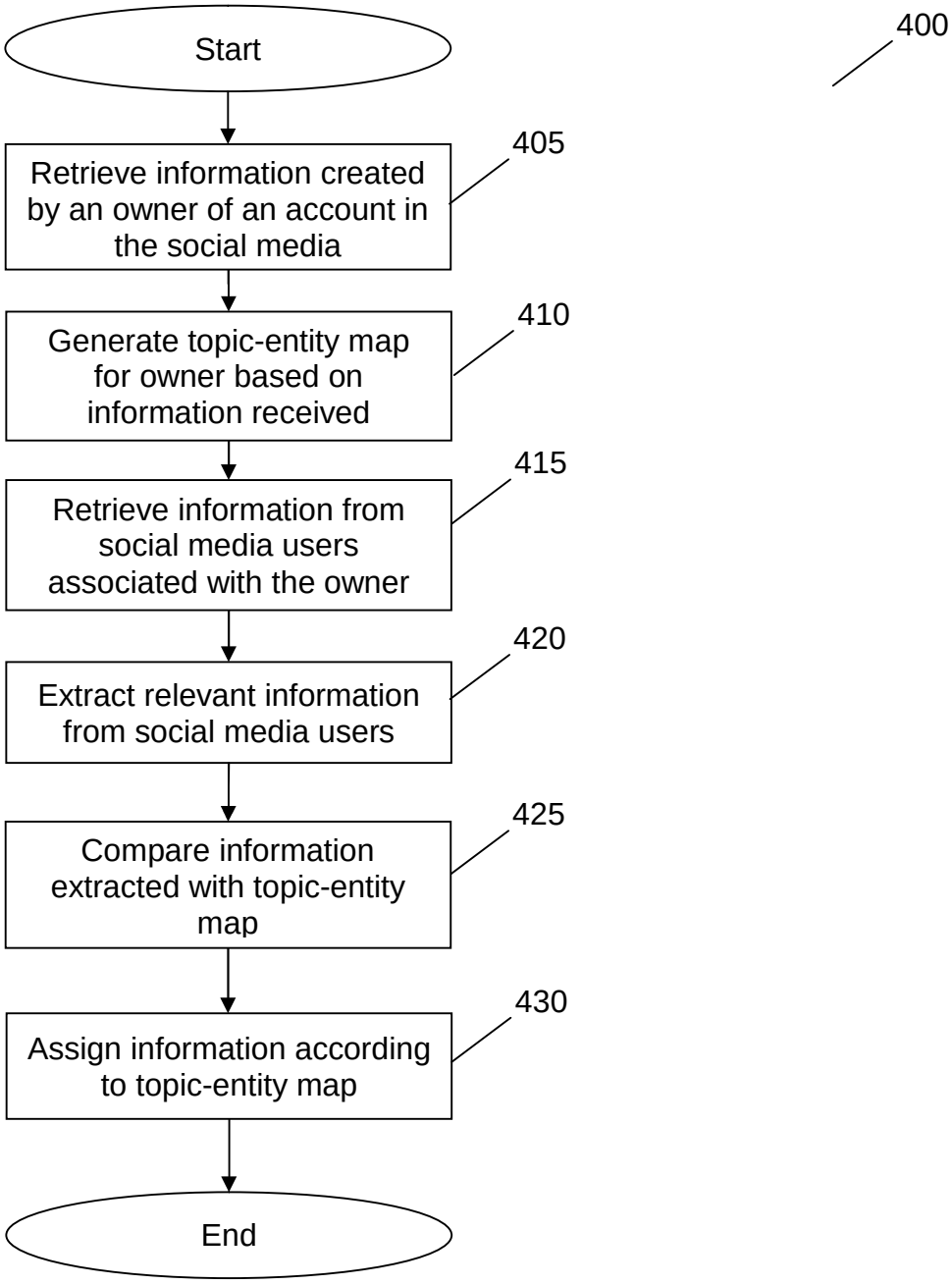

400
Start
405
Retrieve information created by an owner of an account in the social media
410
Generate topic-entity map for owner based on information received
415
Retrieve information from social media users associated with the owner
420
Extract relevant information from social media users
425
Compare information extracted with topic-entity map
430
Assign information according to topic-entity map
End

Figure 4

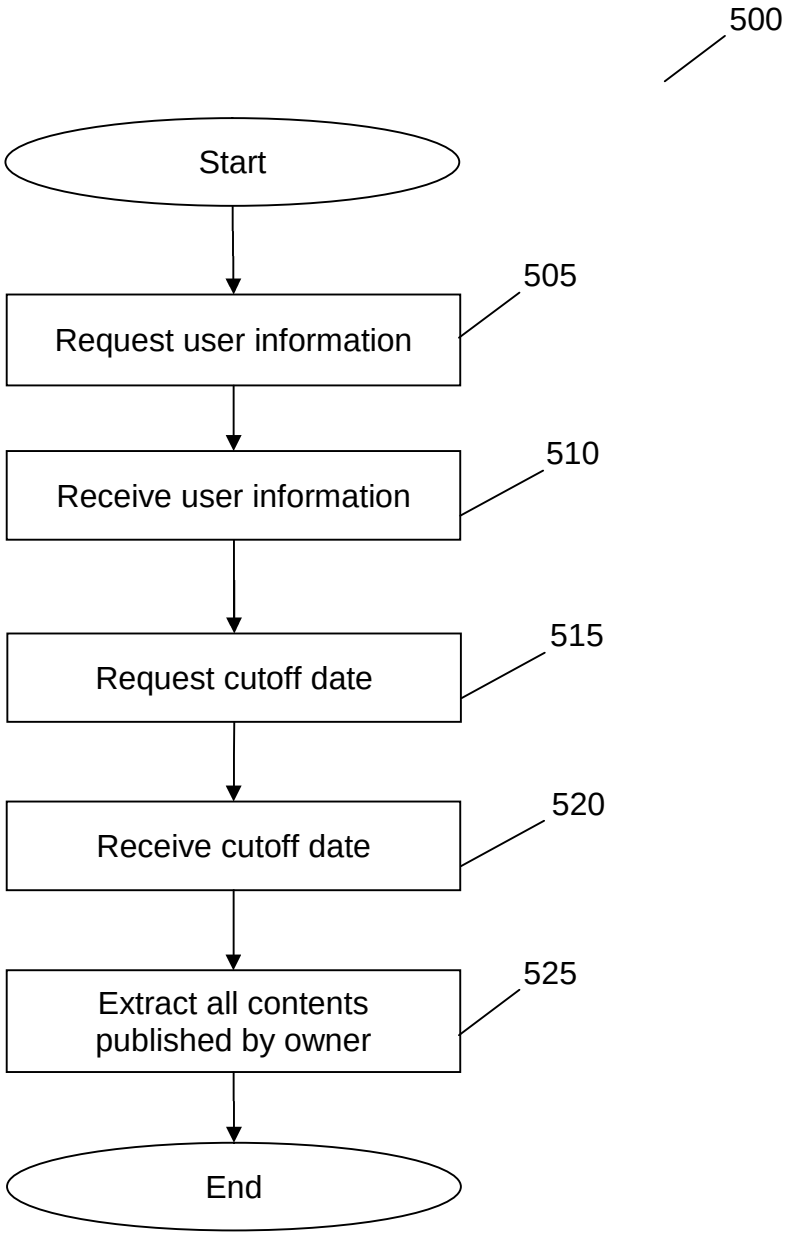

500
Start
505
Request user information
510
Receive user information
515
Request cutoff date
520
Receive cutoff date
525
Extract all contents published by owner
End

Figure 5

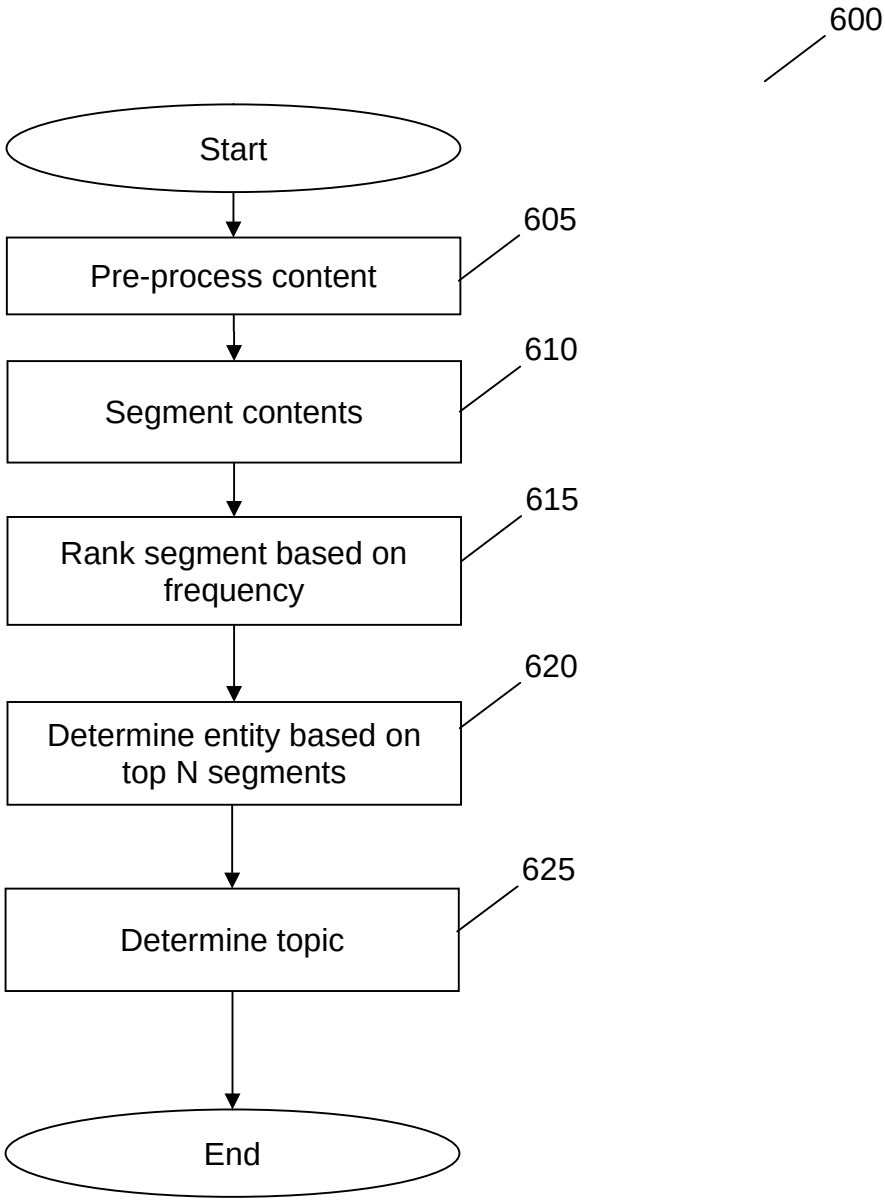

600
Start
605
Pre-process content
610
Segment contents
615
Rank segment based on frequency
620
Determine entity based on top N segments
625
Determine topic
End

Figure 6

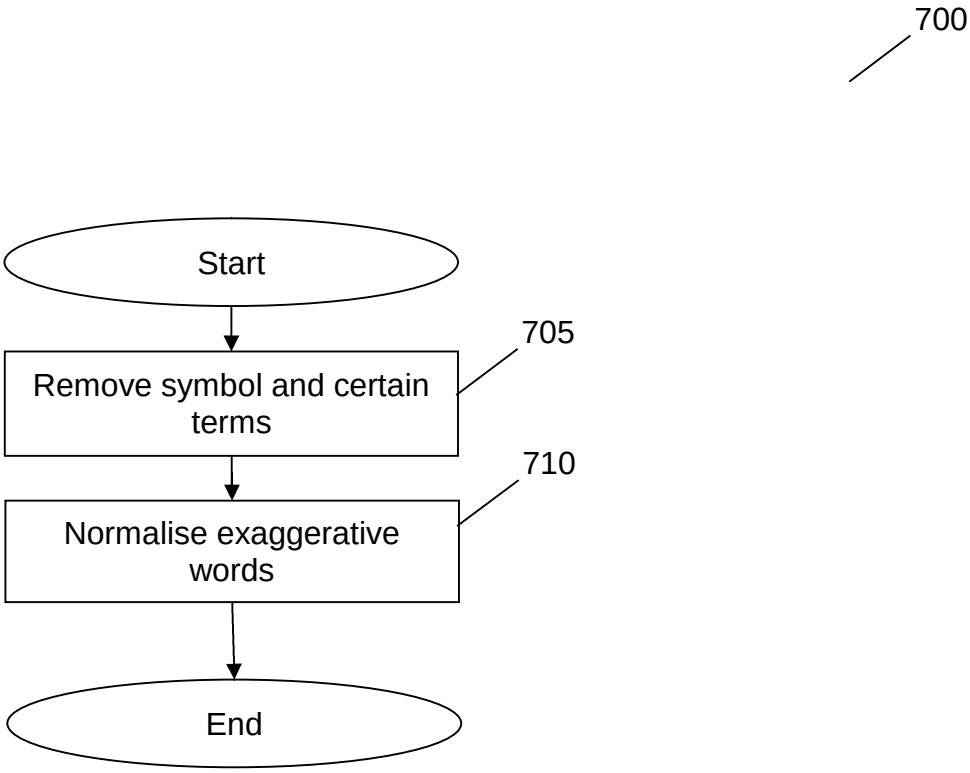

700
Start
705
Remove symbol and certain terms
710
Normalise exaggerative words
End

Figure 7

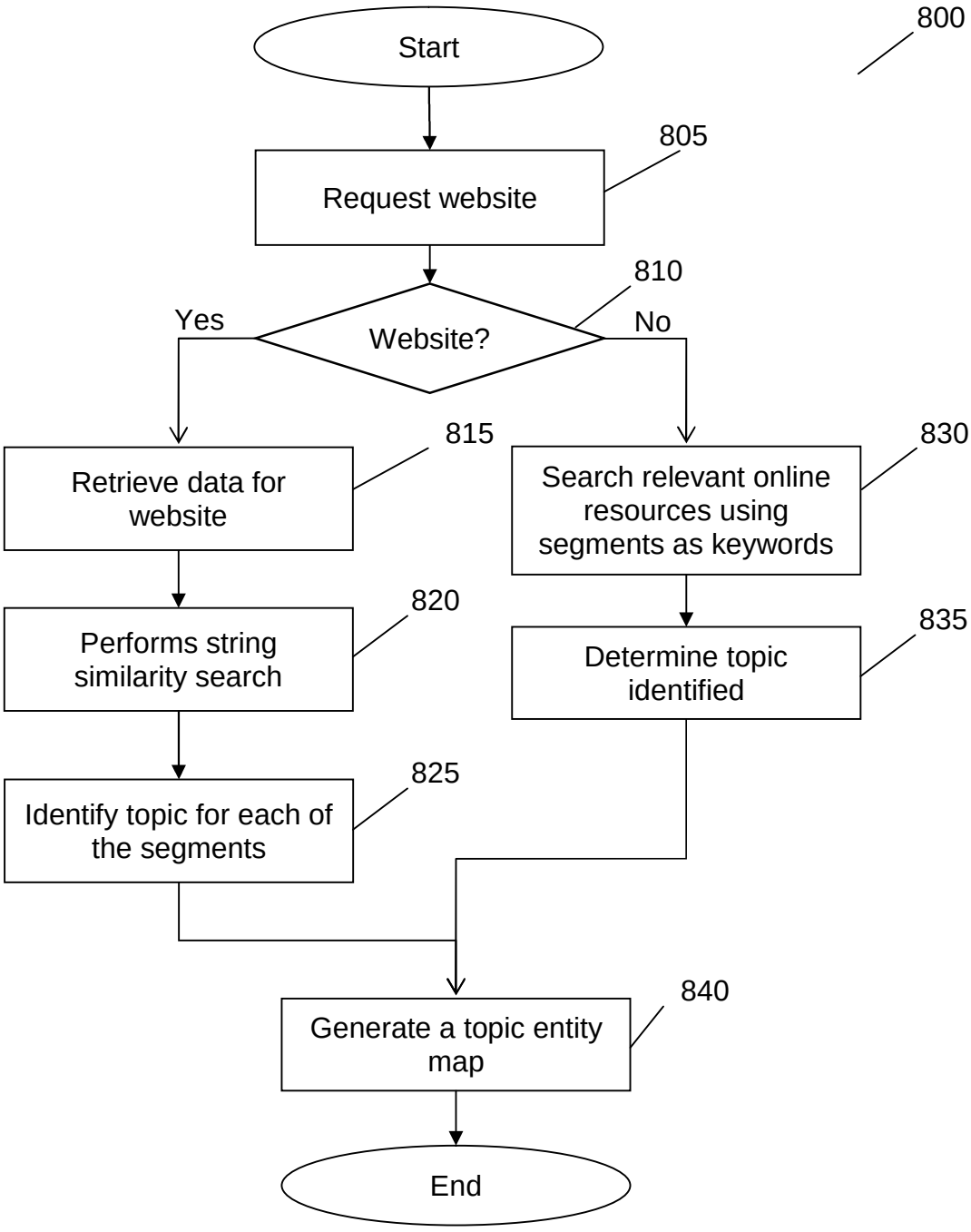

800
Start
805
Request website
810
Website?
Yes
No
815
Retrieve data for website
820
Performs string similarity search
825
Identify topic for each of the segments
830
Search relevant online resources using segments as keywords
835
Determine topic identified
840
Generate a topic entity map
End

Figure 8

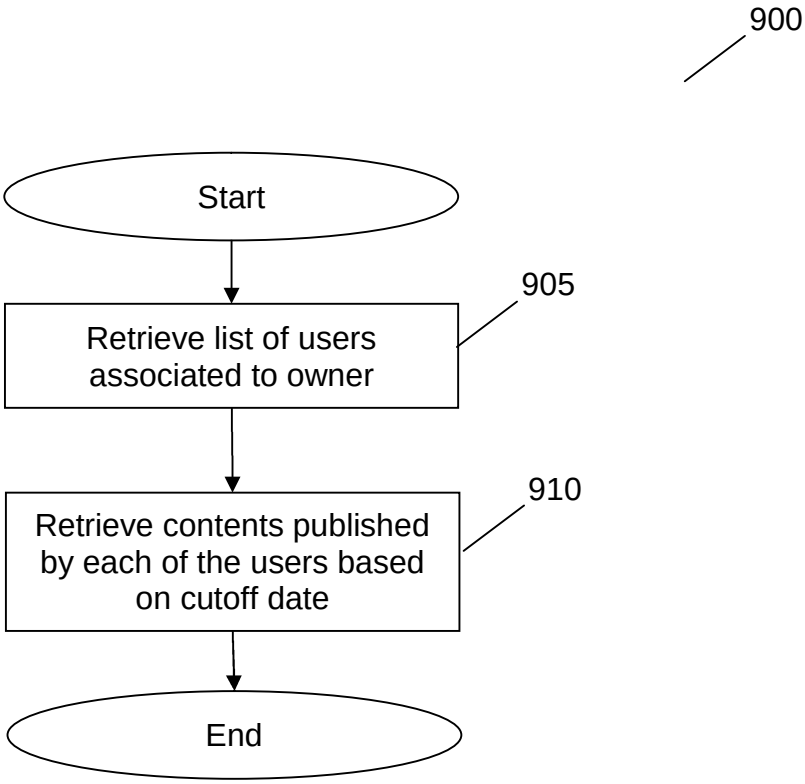

900
Start
905
Retrieve list of users associated to owner
910
Retrieve contents published by each of the users based on cutoff date
End

Figure 9

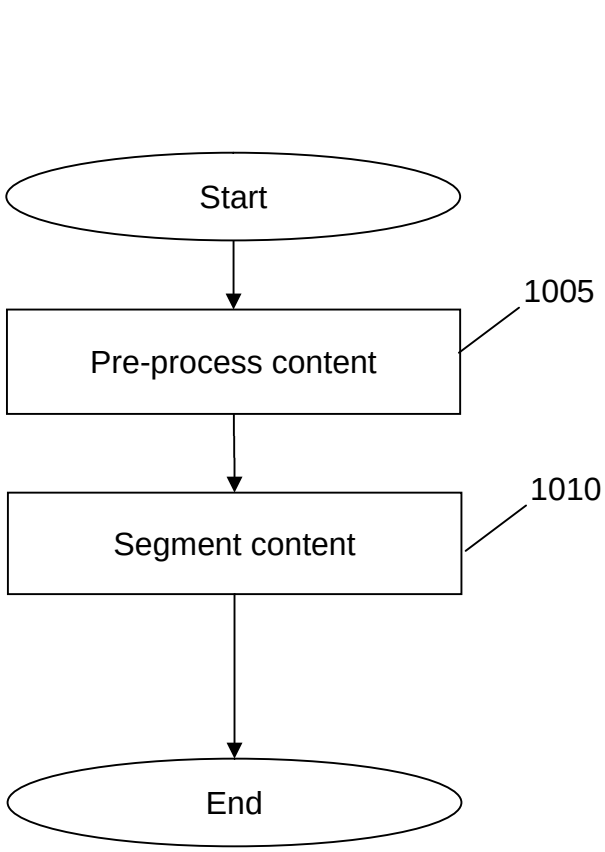

1000
Start
1005
Pre-process content
1010
Segment content
End

Figure 10

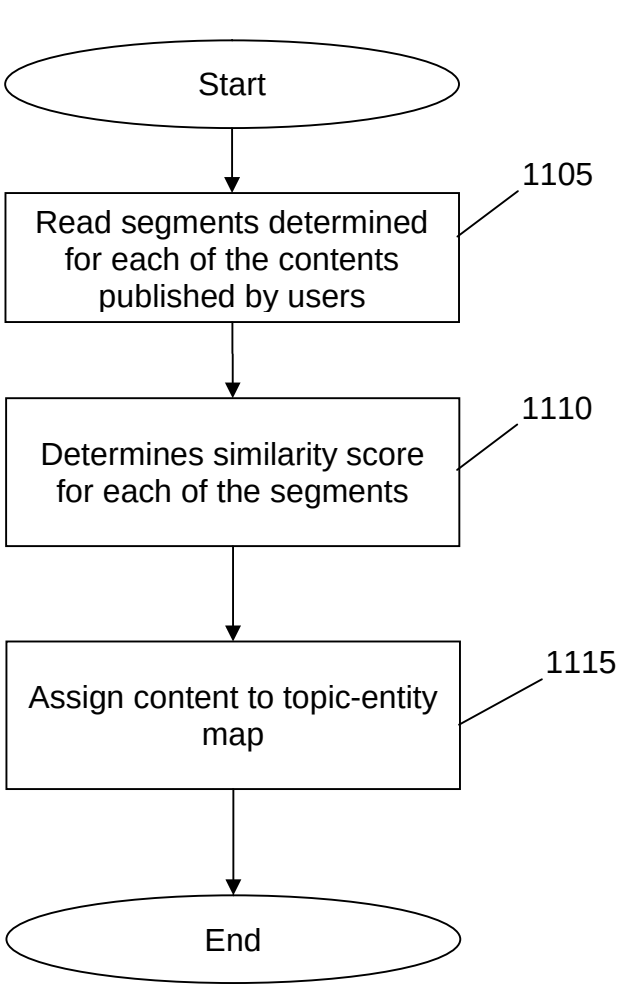

1100
Start
1105
Read segments determined for each of the contents published by users
1110
Determines similarity score for each of the segments
1115
Assign content to topic-entity map
End

Figure 11

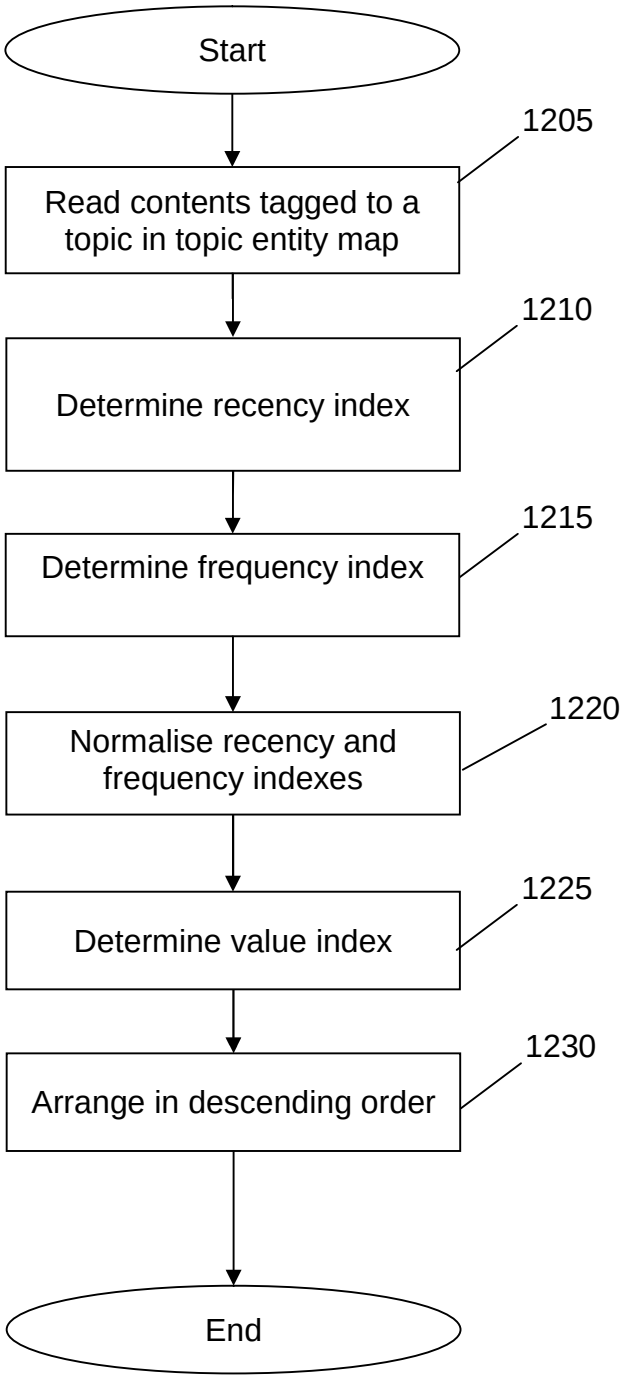

Start
1200
1205
Read contents tagged to a topic in topic entity map
1210
Determine recency index
1215
Determine frequency index
1220
Normalise recency and frequency indexes
1225
Determine value index
1230
Arrange in descending order
End

Figure 12