

COMPUTER-IMPLEMENTED COMMUNICATIONS BY SOCIAL MEDIA APPLICATION

TECHNICAL FIELD

This application claims priority to and the benefit of U.S. Application Serial No. 16/175,323, U.S. Application Serial No. 16/175,372, U.S. Application Serial No. 16/175,527, and U.S. Application Serial No. 16/175,616, each of which was filed on October 30, 2018. The contents of each of the foregoing applications are incorporated here by reference in their entirety.

TECHNICAL FIELD

This description generally relates to social media applications deployed in computer networks.

BACKGROUND

Operators of social media applications, such as social network applications (e.g., Facebook®, Twitter®) and dating applications (e.g., Bumble®, Badoo®) have an interest in heightened user engagement. Many individuals avoid social media applications that prompt a user to input extensive information about himself or herself. Therefore, several popular social media applications include only basic information, such as age preference, location range and a photo.

SUMMARY

In general, in a first aspect, a computer implemented method includes supplying to a client device prompts for a first individual to provide a vote for a preference that relates to an activity during an ephemeral time period. The vote is collected. Matches between the first individual and a pool of individuals are generated based upon common votes and matching criteria. The matches are supplied to the client device. A match acceptance is collected from the client device for a second individual. Network communication is enabled between the first individual and the second individual.

Implementations may include one or a combination of two or more of the following features. The vote may be collected from a gesture applied to the client device. The gesture may be collected from a screen tap in a graphical user interface supplied to the client device. Enabling network communication may include enabling network communication between the first individual and the second individual for the ephemeral time period. The common votes may include a first weight and the matching criteria may include a second weight, the first weight being greater than the second weight during the ephemeral time period causing the matches to be compatible and accelerated.

In general, in a second aspect, combinable with the first aspect, a computer implemented method includes supplying to a client device prompts for a first individual to specify matching criteria for a potential introduction to a second individual. The matching criteria includes a filter to sort a pool of individuals by a facial feature categorized by a facial recognition module. Matching criteria from the client device are collected. Matches between the first individual and a pool of individuals are generated based upon the matching criteria. The matches are supplied to the client device. A match acceptance by the first individual of the second individual is collected. Attributes of the second individual are verified to selectively establish a verified status. Network communication between the first individual and the second individual are enabled in response to the verified status.

Implementations may include one or a combination of two or more of the following features. The verified status may be based upon a verified profile. The verified profile may include a minimum number of profile parameters. The verified profile may include parameters verified via a social network. The verified profile may include parameters verified via a computer network identity resource. Enabling may include assigning a received message a priority value. The priority value may be associated with one of a plurality of discrete message priority categories. Enabling may include supplying to a client device a designated emoticon, in which selection of the designated emoticon overrides a communication restriction associated with enabling network communication. The communication restriction may include a feature that a female initiate network communication.

In general, in third aspect, combinable with any of the previously listed aspects, a computer implemented method includes receiving from a client device, via a network, a description of a social media event. The description of the social media event specifies a video streaming event and a level of support for initiating the social media event. The description of the social media event is broadcasted via the network to client devices. Support pledges from the client devices are collected via the network. Final event details are established after the level of support for initiating the social media event is received. The final event details are broadcasted via the network to the client devices. The social media event is received from the client device via the network. The social media event is broadcasted via the network to the client devices. A dynamic leader board characterizing individuals generating the largest support for the social media event is supplied.

In general, in a fourth aspect, combinable with any of the previously listed aspects, a computer implemented method includes supplying to a user at a client device a prompt to contact a matched individual. A proposed communication from the user to the matched individual is monitored. The proposed communication is compared to a set of effective communication policies to selectively identify an effective communication policy violation. A warning is supplied to the user in response to the effective communication policy violation. A signal is received from the user to send a completed communication to the matched individual. Network routing of the completed communication from the client device to the matched individual is enabled.

Implementations may include one or a combination of two or more of the following features. The computer implemented method may include supplying communication suggestions likely to produce a communication that satisfies the set of effective communication policies. The set of effective communication policies may include a list of ineffective words. The set of effective communication policies may include a list of ineffective emoticons. The set of effective communication policies may include a list of ineffective phrases.

In general, in a fifth aspect, combinable with any of the previously listed aspects, a system includes one or more processors coupled to a memory, the one or more processors configured to supply, to a client device, one or more prompts for a first individual to provide a vote for a preference that relates to an activity during an

ephemeral time period, collect the vote, generate matches between the first individual and a pool of individuals based upon common votes and matching criteria, supply the matches to the client device, collect a match acceptance from the client device for a second individual, and enable network communication between the first individual and the second individual.

Implementations may include one or a combinations of two or more of the following features. The vote may be collected from a gesture applied to the client device. The gesture may be collected from a screen tap in a graphical user interface supplied to the client device. Enabling network communication may include enabling network communication between the first individual and the second individual for the ephemeral time period. The common votes may include a first weight and the matching criteria may include a second weight, the first weight being greater than the second weight during the ephemeral time period causing the matches to be compatible and accelerated.

In general, in a sixth aspect, combinable with any of the previously listed aspects, a system includes one or more processors coupled to a memory, the one or more processors configured to supply, to a client device, one or more prompts for a first individual to specify matching criteria for a potential introduction to a second individual, wherein the matching criteria includes a filter to sort a pool of individuals by a facial feature categorized by a facial recognition module, collect matching criteria from the client device, generate matches between the first individual and a pool of individuals based upon the matching criteria, supply the matches to the client device, collect a match acceptance by the first individual of the second individual, verify attributes of the second individual to selectively establish a verified status, and enable network communication between the first individual and the second individual in response to the verified status.

Implementations may include one or a combination of two or more of the following features. The verified status may be based upon a verified profile. The verified profile may include a minimum number of profile parameters. The verified profile may include parameters verified via a social network. The verified profile may include parameters verified via a computer network identity resource. Enabling may include assigning a received message a priority value. The priority value may be associated with one of a plurality of discrete message priority categories. Enabling may include supplying

to a client device a designated emoticon, in which selection of the designated emoticon overrides a communication restriction associated with enabling network communication. The communication restriction may include a feature that a female initiate network communication.

5 In general, in a seventh aspect, combinable with any of the previously listed aspects, a system includes one or more processors coupled to a memory, the one or more processors configured to receive from a client device, via a network, a description of a social media event, wherein the description of the social media event specifies a video
10 streaming event and support required to initiate the social media event, broadcast, via the network, the description of the social media event to a plurality of client devices, collect, via the network, support pledges from the plurality of client devices, establish final event details after the support required to initiate the social media event is received, broadcast, via the network, the final event details to the plurality of client devices, receive, from the client device via the network, the social media event, broadcast, via the network, the
15 social media event to the plurality of client devices, and supply a dynamic leader board characterizing individuals generating the largest support for the social media event.

 In general, in an eighth aspect, combinable with any of the previously listed aspects, a system includes one or more processors coupled to a memory, the one or more processors configured to supply to a user at a client device a prompt to contact a matched
20 individual, monitor a proposed communication from the user to the matched individual, compare the proposed communication to a set of effective communication policies to selectively identify an effective communication policy violation, supply a warning to the user in response to the effective communication policy violation, receive a signal from the user to send a completed communication to the matched individual, and enable
25 network routing of the completed communication from the client device to the matched individual.

 Implementations may include one or a combination of two or more of the following features. The one or more processors may be configured to supply communication suggestions likely to produce a communication that satisfies the set of
30 effective communication policies. The set of effective communication policies may include a list of ineffective words. The set of effective communication policies may

include a list of ineffective emoticons. The set of effective communication policies may include a list of ineffective phrases.

In general, in a ninth aspect, combinable with any of the previously listed aspects, a non-transitory computer readable medium stores instructions for causing a computing system to supply, to a client device, one or more prompts for a first individual to provide a vote for a preference that relates to an activity during an ephemeral time period, collect the vote, generate matches between the first individual and a pool of individuals based upon common votes and matching criteria, supply the matches to the client device, collect a match acceptance from the client device for a second individual, and enable network communication between the first individual and the second individual

Implementations may include one or a combination of two or more of the following features. The vote may be collected from a gesture applied to the client device. The gesture may be collected from a screen tap in a graphical user interface supplied to the client device. Enabling network communication may include enabling network communication between the first individual and the second individual for the ephemeral time period. The common votes may include a first weight and the matching criteria may include a second weight, the first weight being greater than the second weight during the ephemeral time period causing the matches to be compatible and accelerated.

In general, in a tenth aspect, combinable with any of the previously listed aspects, a non-transitory computer readable medium stores instructions for causing a computing system to supply, to a client device, one or more prompts for a first individual to specify matching criteria for a potential introduction to a second individual, wherein the matching criteria includes a filter to sort a pool of individuals by a facial feature categorized by a facial recognition module, collect matching criteria from the client device, generate matches between the first individual and a pool of individuals based upon the matching criteria, supply the matches to the client device, collect a match acceptance by the first individual of the second individual, verify attributes of the second individual to selectively establish a verified status, and enable network communication between the first individual and the second individual in response to the verified status.

Implementations may include one or a combination of two or more of the following features. The verified status may be based upon a verified profile. The verified

profile may include a minimum number of profile parameters. The verified profile may include parameters verified via a social network. The verified profile may include parameters verified via a computer network identity resource. Enabling may include assigning a received message a priority value. The priority value may be associated with one of a plurality of discrete message priority categories. Enabling may include supplying to a client device a designated emoticon, in which selection of the designated emoticon overrides a communication restriction associated with enabling network communication. The communication restriction may include a feature that a female initiate network communication.

10 In general, in an eleventh aspect, combinable with any of the previously listed aspects, a non-transitory computer readable medium stores instructions for causing a computing system to receive from a client device, via a network, a description of a social media event, wherein the description of the social media event specifies a video streaming event and support required to initiate the social media event, broadcast, via the network, the description of the social media event to a plurality of client devices, collect, via the network, support pledges from the plurality of client devices, establish final event details after the support required to initiate the social media event is received, broadcast, via the network, the final event details to the plurality of client devices, receive, from the client device via the network, the social media event, broadcast, via the network, the social media event to the plurality of client devices, and supply a dynamic leader board characterizing individuals generating the largest support for the social media event.

20 In general, in a twelfth aspect, combinable with any of the previously listed aspects, a non-transitory computer readable medium stores instructions for causing a computing system to supply to a user at a client device a prompt to contact a matched individual, monitor a proposed communication from the user to the matched individual, compare the proposed communication to a set of effective communication policies to selectively identify an effective communication policy violation, supply a warning to the user in response to the effective communication policy violation, receive a signal from the user to send a completed communication to the matched individual, and enable network routing of the completed communication from the client device to the matched individual.

Implementations may include one or a combination of two or more of the following features. The non-transitory computer readable medium may store instructions for causing the computing system to supply communication suggestions likely to produce a communication that satisfies the set of effective communication policies. The set of
5 effective communication policies may include a list of ineffective words. The set of effective communication policies may include a list of ineffective emoticons. The set of effective communication policies may include a list of ineffective phrases.

The approaches described here can have one or more of the following advantages. In some embodiments, a user-friendly social media application entry process may be
10 maintained while collecting sufficient information to establish appropriate matches that are consistent with a user's designated preferences. In this way, fewer inappropriate or undesirable matches are transmitted across a network, less memory and power is utilized by the social media application, and fewer processing cycles are consumed by a processor of the device executing the application. In some embodiments, communications between
15 matched individuals are improved by appropriately prioritizing received messages in the application and encouraging messages that are statistically more likely to solicit a reply from a matched individual. These approaches improve the social media application experience for the user and allow the user to spend less time on the application by reducing the number of ineffective messages received by the user, resulting in less power
20 and processor cycle consumption by the application. In some embodiments, user engagement with a social media application is heightened by, for example, allowing a user to solicit dynamic group support for an event, such as a video streaming event. As a result, the user may entertain followers while obtaining support from the followers. Further, by initiating an event only after a specified level of support is reached, less data
25 may be transmitted over a network and the memory, power, and processing cycles utilized by the social media application may be reduced.

These and other aspects, features, and implementations can be expressed as methods, apparatus, systems, components, program products, methods of doing business, means or steps for performing a function, and in other ways, and will become apparent
30 from the following descriptions, including the claims.

DESCRIPTION OF DRAWINGS

FIG. 1 illustrates a system.

FIG. 2 illustrates processing operations.

FIGS. 3 and 4 illustrate user interfaces.

5 FIG. 5 illustrates processing operations.

FIGS. 6-8 illustrate user interfaces.

FIG. 9 illustrates a system.

FIG. 10 illustrates processing operations.

FIG. 11 illustrates a user interface.

10 Like reference symbols in the various drawings indicate like elements.

DETAILED DESCRIPTION

The technology described here relates to computer-implemented communications by social media applications, such as dating applications. In some embodiments, the techniques described here can improve the matching of users of a social media application during an ephemeral time period based upon voting and matching criteria. 15 Once a match is established, the techniques described here can improve the communications between matched individuals by, for example, monitoring for ineffective communications and suggesting alternatives. Further, in some embodiments, the techniques described here can allow users of a social media application to solicit dynamic group support for an event, such as a video streaming event. These and other aspects of 20 the technology may reduce the amount of data transmitted across a network, reduce the memory and power utilized by a social media application, and result in fewer processing cycles being consumed by a processor of a device executing the application.

In general, a user of a client device may create a personal profile to participate in a dating application, social network, etc.. A user's personal profile may include a name, 25 age, city, photographs, biographical text, links to social media profiles on other networks, and a range of other fields that allow the user to characterize himself or herself. Once a profile is complete, a user can begin to view the profiles of other users, while the user's own profile is circulated among the user base.

In some embodiments, a user is able to filter the profiles of other users that are served to them for viewing through setting restrictions upon the age, location, or potentially any other personal attribute.

5 In some embodiments, a server can invite users to vote on a preference for an activity during an ephemeral time period. Users have an option to join or not join. The ephemeral time period may be a pre-determined time of a day (e.g., “Happy Hour between 5 and 7 pm”).

10 A user may receive profiles of other users who have met the filtering criteria or who have cast a common vote, or both. The user is able to explore the personal information that has been added to a profile. Profiles may be served to the user one-by-one, with the option to look through multiple pictures per profile, expand text, and click through to external information and profiles on other social networks. To ascertain the mutual agreement to connect two users together, every profile viewed may be ‘selected’ on. Having viewed the personal profile of another user, the viewing user may select ‘yes’
15 by, for example, swiping (i.e., clicking and dragging the profile using their finger) the served profile off the screen in a certain direction (e.g., right or up) if they would like to connect with that specific user, or selecting ‘no’ by swiping in another direction (e.g., left or down) if they are not interested in connecting.

20 In some embodiments, once a user selected ‘yes’ on the profile of another user, a matching module may place the profile of the first user into the queue of profiles to be viewed by the second user. Through this mechanism the matching module is able to accelerate the pace with which two users may view each other’s profiles than would happen in a purely organic system of profile selection.

25 In some embodiments, when one user selects ‘yes’ but the other user selects ‘no’, no further connection is established between the two users, and their profiles may not be shown to each other again (or they may be shown again depending on changes within their profile, location, search parameters, or because of time elapsed). When two users both mutually select ‘yes’ upon the other user’s profile, a connection (sometimes referred to as a “match”) is established between the two accounts. In this way, the operation of the
30 matching module can enable the intention of each user to be communicated to one or more other users within the social network.

Once a match is established, the matching module may supply a notification of the match to either of both of the matched individuals with a prompt to contact the other matched individual. In some embodiments, matched users are directed to a direct messaging system supported by, for example, a server to contact the other matched individual. Once users are within the direct messaging system, they can send direct messages back and forth to one-another. In some embodiments, the messaging system can display elements of a user's profile in order to increase recognition of the other user (e.g., name, age, photograph, etc.). Within the messaging system, users may also be able to modify the status of the connection by 'unmatching,' which is to revoke their side of the mutual agreement to be connected. Users can also 'block' the other user, which serves the same purpose as 'unmatching,' but ensures their profile will not be served to the 'blocking' user again.

Fig. 1 illustrates a system 100 for improving matches and communication among users of a social media dating application. The system 100 includes a set of client devices 102_1 through 102_N in communication with a server 104 via a network 106, which may be any combination of wired and wireless networks. Each client device 102 includes a processor (e.g., central processing unit) 110 in communication with input/output devices 112 via a bus 114. The input/output devices 112 may include a keyboard, mouse, touch display and the like. A network interface circuit 116 is also connected to the bus 114 to provide connectivity to network 106. A memory 120 is also connected to the bus 114. The memory 120 stores instructions executed by the processor 110. In particular, the memory 120 stores a dating application 122, which communicates with server 104 to coordinate introductions between individuals that have been identified as potential matches, and where at least one individual has accepted the potential match. Typically, each client device 102_1 through 102_N is a mobile device (e.g., smart phone, laptop, tablet, etc.) executing the dating application 122. Different client devices 102_1 through 102_N are operated by different individuals that subscribe to the same dating application 122.

Server 104 includes standard components, such as a processor 130, bus 132, input/output devices 134 and a network interface circuit 136 to provide connectivity to network 106. A memory 140 is connected to the bus 132. The memory 140 stores a

matching module 142 with instructions executed by the processor 130 to implement operations disclosed in connection with Fig. 2.

Turning to Fig. 2, a flow chart is presented that illustrates operations of the matching module 142. In some embodiments, the matching module 142 may supply a prompt for a vote (200). For instance, the matching module 142 supplies to a client device operated by a first individual data to render a user interface with a prompt that is used to collect a vote for a preference of the first individual. In some embodiments, the server 104 sends a push notification message to the client device 102 to invite the individual to vote on a preference for an activity during a specified time period. The preference relates to an activity during an ephemeral time period. The ephemeral time period may be a pre-determined time of a day (e.g., “Happy Hour between 5 and 7 pm”). For example, the first individual may be asked to vote on the following: “Today, during 5-7 pm ‘Happy Hour’, would you prefer (1) Pizza, (2) Tacos, (3) Martinis, or (4) None of These.”

Fig. 3 illustrates a user interface 300 that may be supplied from the matching module 142 to a client device 102. The user interface 300 includes a prompt 301 for a first individual to provide a vote on a question of an activity during an ephemeral time period. The prompt 301 includes multiple choices or preferences 302_1 through 302_N from which the first individual can choose. The preferences may be the “Happy Hour” preferences listed in the prior paragraph. The first individual may provide an input (e.g., a tap on the screen of the client device) to the user interface 300 to vote for the preference on the question. Thus, the interface 300 can be considered as providing a user-friendly social media dating application entry process that collects personal preferences to establish compatible, accelerated and improved matches.

Returning to Fig. 2, in some embodiments, the matching module 142 may supply filters or rules for matching criteria (204). For instance, the matching module 142 may supply to a client device operated by a first individual a user interface with prompts that are used to collect matching criteria for a potential introduction to a second individual. In this way, the user is able to filter the profiles of other users that are served to them for viewing through setting rules that define the matching criteria. The matching criteria may include filters or rules to sort a pool of individuals by a facial feature categorized by a

facial recognition module. For example, the matching module 142 may store images of individuals that subscribe to the dating application. The matching module 142 includes a facial recognition module to categorize facial features of individuals that subscribe to the data application. The facial feature category may be one or more of eye color, eye size,
5 hair color, hair colors, hair volume, hair shape, eyeglasses, eye brow prominence, cheek shape and the like.

Fig. 4 illustrates a user interface 400 that may be supplied from the matching module 142 to a client device 102. The user interface 400 includes individual prompts 402_1 through 402_N for different filter criteria or rules. The different filter criteria or
10 rules may be any of the facial feature categories identified above. A gesture (e.g., a swiping motion) is applied to the user interface 400 to specify an applicable filter or rule (e.g., by selecting to activate a filter or to set a rule or criteria applied by the filter). Filters or rules may also specify a search radius (e.g., individuals within 10 miles), an age range, or potentially any other personal attribute.

15 The interface 400 can be considered as providing a user-friendly social media dating application entry process that collects sufficient information to establish improved matches. The facial feature filters sort images that are consistent with a user's designated image attribute preferences, without the user having to do so. Consequently, fewer images are communicated across network 106, less memory is utilized by dating
20 application 122 and fewer processing cycles are consumed by processor 110 of client device 102. Further, electrical power consumed by the dating application 122 is reduced, which may be particularly useful in implementations where the client device 102 executing the dating application 122 is a mobile device. In addition, user satisfaction increases as a user receives better and fewer recommendations.

25 Returning to Fig. 2, the vote (202) or the matching criteria (206), or both, are collected from client devices 102_1 through 102_N at the server 104. The matching module 142 then generates matches based upon common votes and matching criteria (208). The common votes represent the same preferences voted by different individuals. The matching criteria may be based upon any number of factors (e.g., age, gender,
30 geographical area, height, weight, appearance, or combinations of them, among others). By generating matches based on the common votes and matching criteria, better

recommendations and fewer images are communicated across the network 106, less memory and power is utilized by the dating application and fewer processing cycles are consumed by the processor 110 of the client device 102.

5 The matching module 142 may use any number of techniques including applied rules, collaborative filtering, or machine learning, or combinations of them, among others, to generate matches. In some embodiments, when generating the matches, the common votes have a weight greater than a weight of the matching criteria during an ephemeral time period. This mechanism enables the matches to be compatible and accelerated. In some embodiments, once the ephemeral time period passes, matches are
10 generated based solely on the matching criteria. In some embodiments, once the ephemeral time period passes, matches can be generated based on the matching criteria with a greater weight and the common votes with less weight. In some embodiments, certain factors of the matching criteria, such as the facial feature attributes preferred by the user, may receive greater weight.

15 The matches are then supplied 210 from the matching module 142 at the server 104 to one or more client devices 102. A match acceptance for a second individual is then collected 212 from client devices 102. For example, a photograph of an individual may be presented and a first gesture (e.g., a swipe down on the screen or a swipe to the left on the screen) may indicate no interest, while a second gesture (e.g., a swipe up on the
20 screen or a swipe to the right on the screen) may indicate interest. In some embodiments, both users do not need to be online at the same time for a match to be suggested.

In some embodiments, an additional operation is performed after a match acceptance, namely verification of match acceptances 214. Verification may be in various forms. For example, verification may be verification of a user profile to create a verified
25 user profile. For example, verification may include determining whether a minimum number of profile parameters have been completed (e.g., name, age, intelligible user image, etc.). Verification may be in the form of user information being verified, such as through a social network (e.g., Facebook®) or computer network identity resource (e.g., a server with White Page identity listings). This additional operation results in fewer
30 images being communicated across network 106, less memory and power utilized by dating application 122 and fewer processing cycles consumed by processor 110 of client

device 102. In addition, user satisfaction increases as a user receives better and fewer recommendations.

Network communication is then enabled between matched and accepted individuals 216. For example, network communication in the form of a text message may be enabled between a first individual and a second individual in response to a match between the first individual and the second individual and a match acceptance by at least one of the first individual and the second individual. The criteria to enable communication may be configured in a variety of manners. For example, it may be specified that only one gender may initiate communication. For example, the dating application 122 may be configured with a feature that a female initiate communication. In some embodiments, the dating application supplies a designated emoticon (e.g., a smiling face). Selection of the designated emoticon by the female results in the emoticon being sent to the matched individual and overrides the communication restriction that the female to communicate first. While the emoticon is a form of communication, it can be considered less complex to send than a formulated textual message. Thus, the female is in a position to allow the matched individual to set the tone of the initial substantive communication.

Enabling communication may be predicated upon a single individual accepting a match. Alternately, enabling communication may be predicated upon a condition that both a first individual and a second individual accept a match. Communication may be enabled for an ephemeral time period (e.g., an hour). During the ephemeral time period, the first individual or the second individual may communicate with each other via the network. Once the ephemeral time period passes, the matching module 142 may generate matches based upon the matching criteria only, and not based upon the vote.

Thus, the matching module 142 can facilitate a digital service that can connect individual users through mutual agreement (matching) for purposes including, but not limited to, socialising, networking, and dating. The dating application 122 enables communication for an ephemeral time period between users who share a common interest (i.e., a common vote). Such matching mechanisms may facilitate the subsequent communication and accelerate the connecting between the users. In addition, the matching mechanisms may result in fewer images being communicated across network

106, less memory and power utilized by dating application 122 and fewer processing cycles consumed by processor 110 of client device 102. The dating application 122 may be implemented as an application for a mobile device, a website or a standalone computer application.

5 Turning to Fig. 5, in some embodiments, the matching module 142 may supply a match to a client device 102 with a prompt to contact a matched individual (500). Fig. 6 illustrates a user interface 600 that may be used to supply the match and the prompt to the client device 102. In this example, the user interface 600 states that there is a match and then provides a user icon 602 and a matched individual icon 604. The user icon 602 and
10 matched individual icon 604 may include, for example, a photo, a name, and selected profile information. Activation of the matched individual icon 604 may lead to complete profile information for the matched individual. The user interface 600 may also include contact information 606, in this case specifying an ephemeral time period in which to contact the matched individual. The user interface 600 also includes a keyboard 608.
15 Input to the keyboard is shown in text entry box 610.

 Returning to Fig. 5, the keyboard input is monitored (502). More particularly, a proposed communication from the user to the matched individual is monitored by comparing the proposed communication to a set of effective communication policies to selectively identify an effective communication policy violation. In the case of an
20 ineffective communication (504 - Yes), a warning is supplied 206.

 Fig. 7 illustrates a user interface 700 where a user has entered into the text box 610 an ineffective communication. The interface 700 supplies a warning 702, which may have a textual component 704 and an information tab 706. Activation of the information tab 706 may result in user interface 800 of Fig. 8, with a text box 802 that indicates that
25 sending the communication will reduce the likelihood of a reply. A send tab 804 and a change tab 806 are supplied to respectively send or reformulate the message.

 Returning to Fig. 5, the warning can be overridden (508 - Yes) by activating the send tab 804, in which case the message is sent 510. If the change tab 806 is activated, control returns to block 502. If the user formulates an effective communication (504 -
30 No) and presses a send button, the message is sent 510. Sending a message may involve the matching module 142 coordinating network routing of a completed communication

(e.g., a text message) from a first client device (e.g., 102_1) to a second client device (e.g., 102_N).

The effective communication policies may be in various forms. An effective communication policy may be based upon common sense communication etiquette. An effective communication policy may be based upon statistical analysis of prior communications in a dating application and the segmenting of those prior communications into statistically definitive effective and ineffective communications.

One effective communication policy is in the form of a list of ineffective words. Example ineffective words include hey, hay, hi, hi there, hey there, hello, hullo, howdy, yo oy, oi, lo what 's up, whats up, wassup, wuddup , sup, how are you, so and ello. Another effective communication policy is a list of ineffective emoticons, such as negative sentiment emoticons. Another effective communication policy is a list of ineffective phrases, such as “I am the real deal,” “I am so hungover,” and “You are super hot.”

The matching module 142 may also supply communication suggestions likely to produce a communication that satisfies the set of effective communication policies. For example, the suggestion may say one or more of, “If you like this match, ask a more open-ended question,” “Comment on the profile of the match,” “A more personal statement increases odds of a reply,” or “Reference a fact from the bio of the match.” The disclosed techniques improve the quality of messages in a social network, particularly a dating application. Improved communications facilitate more social interactions and therefore a better user experience. The disclosed techniques may be more successfully employed during an initial match stage, but may also be used to monitor and improve all communications.

In some embodiments, the matching module 142 may assign a priority value to a received message. Messages may then be presented in a ranked priority order. Alternatively, the priority value may be used to sort messages into discrete message priority categories (e.g., high priority, medium priority, low priority, probably unnecessary to review, dispose message, etc.). This ranking mechanism allows a user to focus on the most important messages and possibly ignore others. Thus, a user potentially

spends less time on the dating application and the client device 102 consumes fewer cycles of the processor 110 and utilizes less power.

The priority value may be based on any number of considerations. The matching module 142 may predict a match compatibility value for each proposed match, which
5 may be used to establish a priority value when one individual of the match contacts the other. The priority value may be based upon the dating application status of the matched individual, dating application behavior of the matched individual, along with other considerations. In some embodiments, the priority criteria is configurable by a user.

Fig. 9 illustrates a system 900 for soliciting dynamic group support for a social
10 media event. The system 900 can include one or more of the features and functions of the system 100. Thus, repetitive description of like elements is omitted for the sake of brevity.

As shown in Fig. 9, the memory 120 of each client device 102 stores a social media module 902 and a streaming module 904. In general, the social media module 902
15 may be any client side application that implements social media operations. Social media operations are defined as any application that facilitates communications between users communicating over a computer network. The social media operations may be associated with a social network (e.g., Facebook®, YouTube®, Instagram®, Twitter®, Snapchat®, Pinterest®) and/or a dating application (e.g., Bumble®, Badoo®), such as the dating
20 application 122. The streaming module 904 may implement the Real-time Transport Protocol (RTP) to deliver audio and video over Internet Protocol (IP) networks, allowing each client device 102_1 through 102_N to stream audio and video. Each of the social media module 902 and the streaming module 904 may be stored in addition to or instead of the dating application 122 described with reference to system 100.

25 Similarly, the memory 140 of the server 104 stores a social media platform 906 and a streaming platform 908. The social media platform 906 may implement any type of social media operation, including the operations carried out by the matching module 142. The streaming platform 908 may be configured to accept a streamed event from one client device (e.g., 102_1) and broadcast it to other client devices (e.g., 102_2 through
30 102_N). Alternatively, the streaming platform coordinates peer-to-peer broadcast of a streamed event from one client device to other client devices. Each of the social media

platform 906 and the streaming platform 908 may be stored in addition to or instead of the matching module 142 described with reference to system 100.

Fig. 10 illustrates operations performed by the server 104 in connection with a client device 102_1, used by an individual organizing and broadcasting a social media event, and client devices 102_2 through 102_N, which are recipients of the social media event. The social media module 902 provides prompts to the individual organizing the social media event. The prompts have the individual specify a description of the social media event (1000). The description of the social media event specifies a video streaming event and a level of support for initiating the social media event. For example, the individual may specify that she will video stream herself bungee cord jumping if support in the form of a 100 followers for the event is generated. As used herein, “support” refers to assistance to the individual streaming the event, which may be in the form of following the streaming event, a pledge of consideration (e.g., a hard currency, a virtual currency, etc.), securing new followers for the individual streaming the event and the like.

The social media event information 1000 is conveyed over the network 106 to the server 104, which broadcasts event details 1002 to a plurality of client devices 102_2 through 102_N, which may be associated with an existing social network of the individual using client device 102_1 or may be associated with a larger audience currently unknown to the individual using the client device 102_1. Support pledges are collected 1004 from the client devices 102_2 through 102_N. It is then determined whether the level of support is met (1006). If so (1006 - Yes), the event details are finalized (1008). This may be accomplished programmatically by the server 104 operating alone, e.g., setting a date, time, broadcast link, etc., or the server 104 communicating with the client device 102_1. The event details are then broadcasted 1010 to the client devices 102_2 through 102_N.

At the specified date and time, the user associated with the client device 102_1 streams an event. Server 104 broadcasts the stream 1012 to the client devices 102_2 through 102_N. The server 104 may operate as a hub for the broadcast or may coordinate a peer-to-peer broadcast of the event. The streaming platform 144 may be a separate machine than the machine hosting the social media platform 142.

During the event, a leader board may be presented. The leader board lists individuals that have generated the largest support for the social media event. Fig. 11 illustrates an interface 1100 with an exemplary leader board 1102. The leader board is dynamically updated 1014 during the event. It is determined whether the event is over 1016. If not (1016-No), control returns to block 1012. If so (1016-Yes), processing is completed.

Thus, for an entity that hosts a social media platform, the disclosed technology heightens user engagement. The disclosed technology also allow a user to entertain followers, while obtaining support from followers who may be part of a larger audience currently unknown to the user. Further, by initiating an event only after a specified level of support is reached, less video data may be transmitted over the network 106 and the memory, power, and processing cycles utilized by the social media and streaming modules may be reduced.

Various embodiments of the technology described here relate to a computer storage product with a computer readable storage medium having computer code thereon for performing various computer-implemented operations. The media and computer code may be those specially designed and constructed for the purposes of the present technology, or they may be of the kind well known and available to those having skill in the computer software arts. Examples of computer-readable media include, but are not limited to: magnetic media such as hard disks, floppy disks, and magnetic tape; optical media such as CD-ROMs, DVDs and holographic devices; magneto-optical media; and hardware devices that are specially configured to store and execute program code, such as application-specific integrated circuits (“ASICs”), programmable logic devices (“PLDs”) and ROM and RAM devices. Examples of computer code include machine code, such as produced by a compiler, and files containing higher-level code that are executed by a computer using an interpreter. For example, an embodiment of the technology may be implemented using JAVA®, C++, or other object-oriented programming language and development tools. Another embodiment of the technology may be implemented in hardwired circuitry in place of, or in combination with, machine-executable software instructions.

The foregoing description, for purposes of explanation, used specific nomenclature to provide a thorough understanding of the technology. However, it will be apparent to one skilled in the art that specific details may not be included in some embodiments of the technology. Thus, the foregoing descriptions of specific
5 embodiments of the technology are presented for purposes of illustration and description. They are not intended to be exhaustive or to limit the technology to the precise forms disclosed; many modifications and variations are possible in view of the above teachings. The embodiments were chosen and described in order to best explain the principles of the technology and its practical applications, they thereby enable others skilled in the art to
10 best utilize the technology and various embodiments with various modifications as are suited to the particular use contemplated. Other embodiments not specifically described here are also within the scope of the following claims.

WHAT IS CLAIMED IS:

1. A computer implemented method, comprising:
supplying, to a client device, one or more prompts for a first individual to provide a vote for a preference that relates to an activity during an ephemeral time period;
collecting the vote;
generating matches between the first individual and a pool of individuals based upon common votes and matching criteria;
supplying the matches to the client device;
collecting a match acceptance from the client device for a second individual; and
enabling network communication between the first individual and the second individual.
2. The computer implemented method of claim 1, wherein the vote is collected from a gesture applied to the client device.
3. The computer implemented method of any of the preceding claims, wherein the gesture is collected from a screen tap in a graphical user interface supplied to the client device.
4. The computer implemented method of any of the preceding claims, wherein enabling network communication includes enabling network communication between the first individual and the second individual for the ephemeral time period.
5. The computer implemented method of any of the preceding claims, wherein the common votes have a first weight, the matching criteria have a second weight, the first weight is greater than the second weight during the ephemeral time period causing the matches to be compatible and accelerated.

6. A system comprising:
 - one or more processors coupled to a memory, the one or more processors configured to:
 - supply, to a client device, one or more prompts for a first individual to provide a vote for a preference that relates to an activity during an ephemeral time period;
 - collect the vote;
 - generate matches between the first individual and a pool of individuals based upon common votes and matching criteria;
 - supply the matches to the client device;
 - collect a match acceptance from the client device for a second individual; and
 - enable network communication between the first individual and the second individual.
7. The system of claim 6, wherein the vote is collected from a gesture applied to the client device.
8. The system of claims 6 or 7, wherein the gesture is collected from a screen tap in a graphical user interface supplied to the client device.
9. The system of any of claims 6 to 8, wherein enabling network communication includes enabling network communication between the first individual and the second individual for the ephemeral time period.
10. The system of any of claims 6 to 9, wherein the common votes have a first weight, the matching criteria have a second weight, the first weight is greater than the second weight during the ephemeral time period causing the matches to be compatible and accelerated.
11. A non-transitory computer readable medium storing instructions for causing a computing system to:

supply, to a client device, one or more prompts for a first individual to provide a vote for a preference that relates to an activity during an ephemeral time period;
collect the vote;
generate matches between the first individual and a pool of individuals based upon common votes and matching criteria;
supply the matches to the client device;
collect a match acceptance from the client device for a second individual; and
enable network communication between the first individual and the second individual.

12. The non-transitory computer readable medium of claim 11, wherein the vote is collected from a gesture applied to the client device.

13. The non-transitory computer readable medium of claims 11 or 12, wherein the gesture is collected from a screen tap in a graphical user interface supplied to the client device.

14. The non-transitory computer readable medium of any of claims 11 to 13, wherein enabling network communication includes enabling network communication between the first individual and the second individual for the ephemeral time period.

15. The non-transitory computer readable medium of any of claims 11 to 14, wherein the common votes have a first weight, the matching criteria have a second weight, the first weight is greater than the second weight during the ephemeral time period causing the matches to be compatible and accelerated.

16. A computer implemented method, comprising:
supplying, to a client device, one or more prompts for a first individual to specify matching criteria for a potential introduction to a second individual, wherein the matching criteria includes a filter to sort a pool of individuals by a facial feature categorized by a facial recognition module;

collecting matching criteria from the client device;
generating matches between the first individual and a pool of individuals based upon the matching criteria;
supplying the matches to the client device;
collecting a match acceptance by the first individual of the second individual;
verifying attributes of the second individual to selectively establish a verified status; and
enabling network communication between the first individual and the second individual in response to the verified status.

17. The computer implemented method of claim 16, wherein the verified status is based upon a verified profile.

18. The computer implemented method of claim 17, wherein the verified profile includes a minimum number of profile parameters.

19. The computer implemented method of any of claims 17 to 18, wherein the verified profile includes parameters verified via a social network

20. The computer implemented method of any of claims 17 to 19, wherein the verified profile includes parameters verified via a computer network identity resource.

21. The computer implemented method of any of claims 16 to 20, wherein enabling network communication includes assigning a received message a priority value.

22. The computer implemented method of claim 21, wherein the priority value is associated with one of a plurality of discrete message priority categories.

23. The computer implemented method of any of claims 16 to 22, wherein enabling network communication includes supplying to a client device a designated emoticon, wherein selection of the designated emoticon overrides a communication restriction associated with enabling network communication.

24. The computer implemented method of claim 23, wherein the communication restriction is a requirement that a female initiate network communication.
25. A system comprising:
one or more processors coupled to a memory, the one or more processors configured to:
supply, to a client device, one or more prompts for a first individual to specify matching criteria for a potential introduction to a second individual, wherein the matching criteria includes a filter to sort a pool of individuals by a facial feature categorized by a facial recognition module;
collect matching criteria from the client device;
generate matches between the first individual and a pool of individuals based upon the matching criteria;
supply the matches to the client device;
collect a match acceptance by the first individual of the second individual;
verify attributes of the second individual to selectively establish a verified status;
and
enable network communication between the first individual and the second individual in response to the verified status.
26. The system of claim 25, wherein the verified status is based upon a verified profile.
27. The system of claim 26, wherein the verified profile includes a minimum number of profile parameters.
28. The system of any of claims 26 to 27, wherein the verified profile includes parameters verified via a social network

29. The system of any of claims 26 to 28, wherein the verified profile includes parameters verified via a computer network identity resource.
30. The system of any of claims 25 to 29, wherein enabling network communication includes assigning a received message a priority value.
31. The system of claim 30, wherein the priority value is associated with one of a plurality of discrete message priority categories.
32. The system of any of claims 25 to 31, wherein enabling network communication includes supplying to a client device a designated emoticon, wherein selection of the designated emoticon overrides a communication restriction associated with enabling network communication.
33. The system of claim 32, wherein the communication restriction is a requirement that a female initiate network communication.
34. A non-transitory computer readable medium storing instructions for causing a computing system to:
- supply, to a client device, one or more prompts for a first individual to specify matching criteria for a potential introduction to a second individual, wherein the matching criteria includes a filter to sort a pool of individuals by a facial feature categorized by a facial recognition module;
 - collect matching criteria from the client device;
 - generate matches between the first individual and a pool of individuals based upon the matching criteria;
 - supply the matches to the client device;
 - collect a match acceptance by the first individual of the second individual;
 - verify attributes of the second individual to selectively establish a verified status;
 - and

enable network communication between the first individual and the second individual in response to the verified status.

35. The non-transitory computer readable medium of claim 34, wherein the verified status is based upon a verified profile.

36. The non-transitory computer readable medium of claim 35, wherein the verified profile includes a minimum number of profile parameters.

37. The non-transitory computer readable medium of any of claims 35 to 36, wherein the verified profile includes parameters verified via a social network

38. The non-transitory computer readable medium of any of claims 35 to 37, wherein the verified profile includes parameters verified via a computer network identity resource.

39. The non-transitory computer readable medium of any of claims 34 to 38, wherein enabling network communication includes assigning a received message a priority value.

40. The non-transitory computer readable medium of claim 39, wherein the priority value is associated with one of a plurality of discrete message priority categories.

41. The non-transitory computer readable medium of any of claims 34 to 40, wherein enabling network communication includes supplying to a client device a designated emoticon, wherein selection of the designated emoticon overrides a communication restriction associated with enabling network communication.

42. The non-transitory computer readable medium of claim 41, wherein the communication restriction is a requirement that a female initiate network communication.

43. A computer implemented method, comprising:

receiving from a client device, via a network, a description of a social media event, wherein the description of the social media event specifies a video streaming event and support required to initiate the social media event;

broadcasting, via the network, the description of the social media event to a plurality of client devices;

collecting, via the network, support pledges from the plurality of client devices;

establishing final event details after the support required to initiate the social media event is received;

broadcasting, via the network, the final event details to the plurality of client devices;

receiving, from the client device via the network, the social media event;

broadcasting, via the network, the social media event to the plurality of client devices; and

supplying a dynamic leader board characterizing individuals generating the largest support for the social media event.

44. A system comprising:

one or more processors coupled to a memory, the one or more processors configured to:

receive from a client device, via a network, a description of a social media event, wherein the description of the social media event specifies a video streaming event and support required to initiate the social media event;

broadcast, via the network, the description of the social media event to a plurality of client devices;

collect, via the network, support pledges from the plurality of client devices;

establish final event details after the support required to initiate the social media event is received;

broadcast, via the network, the final event details to the plurality of client devices;

receive, from the client device via the network, the social media event;

broadcast, via the network, the social media event to the plurality of client devices; and

supply a dynamic leader board characterizing individuals generating the largest support for the social media event.

45. A non-transitory computer readable medium storing instructions for causing a computing system to:

receive from a client device, via a network, a description of a social media event, wherein the description of the social media event specifies a video streaming event and support required to initiate the social media event;

broadcast, via the network, the description of the social media event to a plurality of client devices;

collect, via the network, support pledges from the plurality of client devices;

establish final event details after the support required to initiate the social media event is received;

broadcast, via the network, the final event details to the plurality of client devices;

receive, from the client device via the network, the social media event;

broadcast, via the network, the social media event to the plurality of client devices; and

supply a dynamic leader board characterizing individuals generating the largest support for the social media event.

46. A computer implemented method, comprising:

supplying to a user at a client device a prompt to contact a matched individual;

monitoring a proposed communication from the user to the matched individual;

comparing the proposed communication to a set of effective communication policies to selectively identify an effective communication policy violation;

supplying a warning to the user in response to the effective communication policy violation;

receiving a signal from the user to send a completed communication to the matched individual; and

enabling network routing of the completed communication from the client device to the matched individual.

47. The computer implemented method of claim 46, further comprising supplying communication suggestions likely to produce a communication that satisfies the set of effective communication policies.

48. The computer implemented method of claims 46 or 47, wherein the set of effective communication policies include a list of ineffective words.

49. The computer implemented method of any of claims 46 to 48, wherein the set of effective communication policies include a list of ineffective emoticons.

50. The computer implemented method of any of claims 46 to 49, wherein the set of effective communication policies include a list of ineffective phrases.

51. A system, comprising:
one or more processors coupled to a memory, the one or more processors configured to:
supply to a user at a client device a prompt to contact a matched individual;
monitor a proposed communication from the user to the matched individual;
compare the proposed communication to a set of effective communication policies to selectively identify an effective communication policy violation;
supply a warning to the user in response to the effective communication policy violation;
receive a signal from the user to send a completed communication to the matched individual; and
enable network routing of the completed communication from the client device to the matched individual.

52. The system of claim 51, further comprising supplying communication suggestions likely to produce a communication that satisfies the set of effective communication policies.

53. The system of claims 51 or 52, wherein the set of effective communication policies include a list of ineffective words.
54. The system of any of claims 51 to 53, wherein the set of effective communication policies include a list of ineffective emoticons.
55. The system of any of claims 51 to 54, wherein the set of effective communication policies include a list of ineffective phrases.
56. A non-transitory computer readable medium storing instructions for causing a computing system to:
- supply to a user at a client device a prompt to contact a matched individual;
 - monitor a proposed communication from the user to the matched individual;
 - compare the proposed communication to a set of effective communication policies to selectively identify an effective communication policy violation;
 - supply a warning to the user in response to the effective communication policy violation;
 - receive a signal from the user to send a completed communication to the matched individual; and
 - enable network routing of the completed communication from the client device to the matched individual.
57. The non-transitory computer readable medium of claim 56 storing instructions for causing the computer system to supply communication suggestions likely to produce a communication that satisfies the set of effective communication policies.
58. The non-transitory computer readable medium of claims 56 or 57, wherein the set of effective communication policies include a list of ineffective words.

59. The non-transitory computer readable medium of any of claims 56 to 58, wherein the set of effective communication policies include a list of ineffective emoticons.

60. The non-transitory computer readable medium of any of claims 56 to 59, wherein the set of effective communication policies include a list of ineffective phrases.