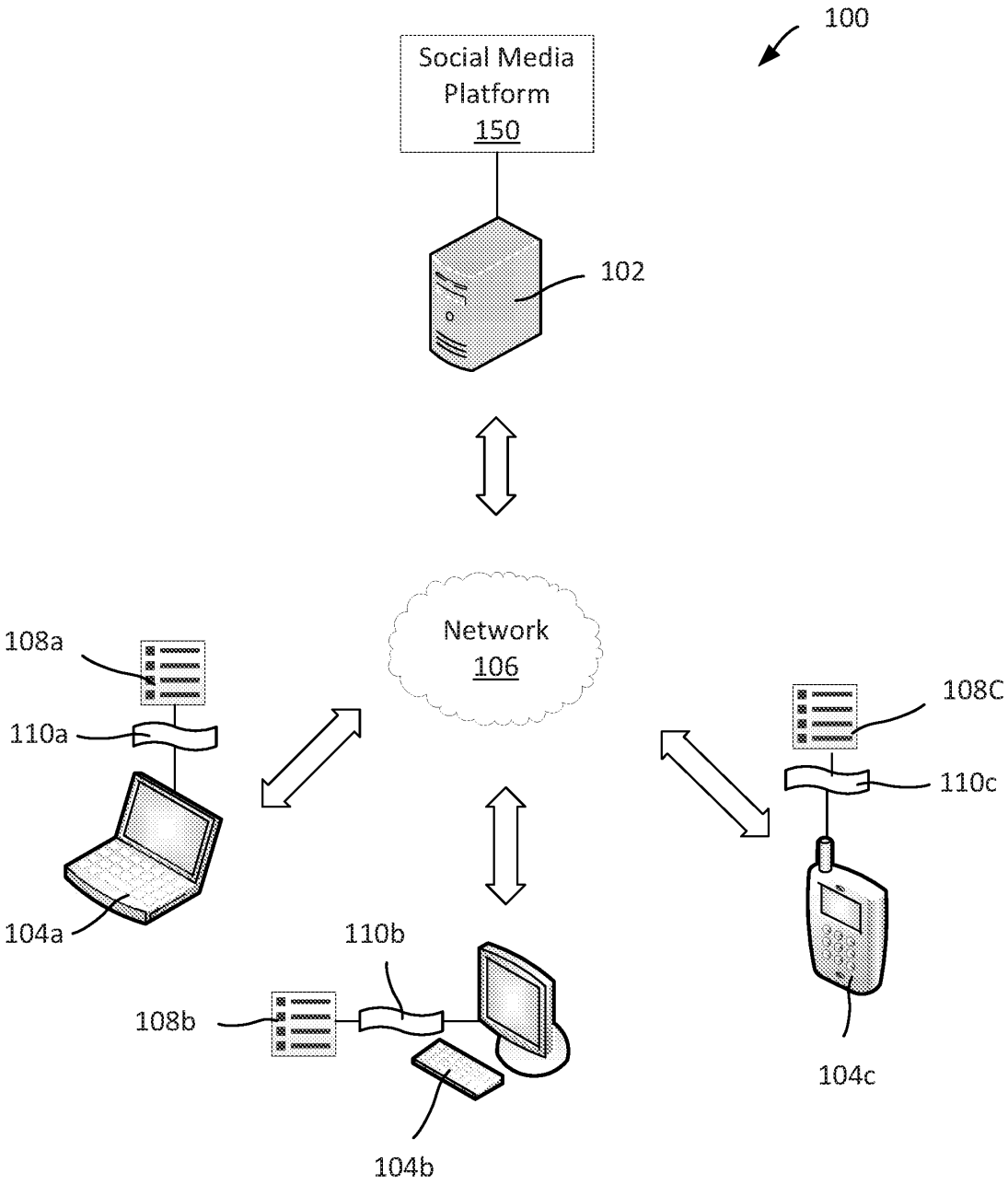
100
Social Media Platform 150
102
Network 106
108a
110a
104a
110b
108b
104b
108C
110c
104c

FIG. 1

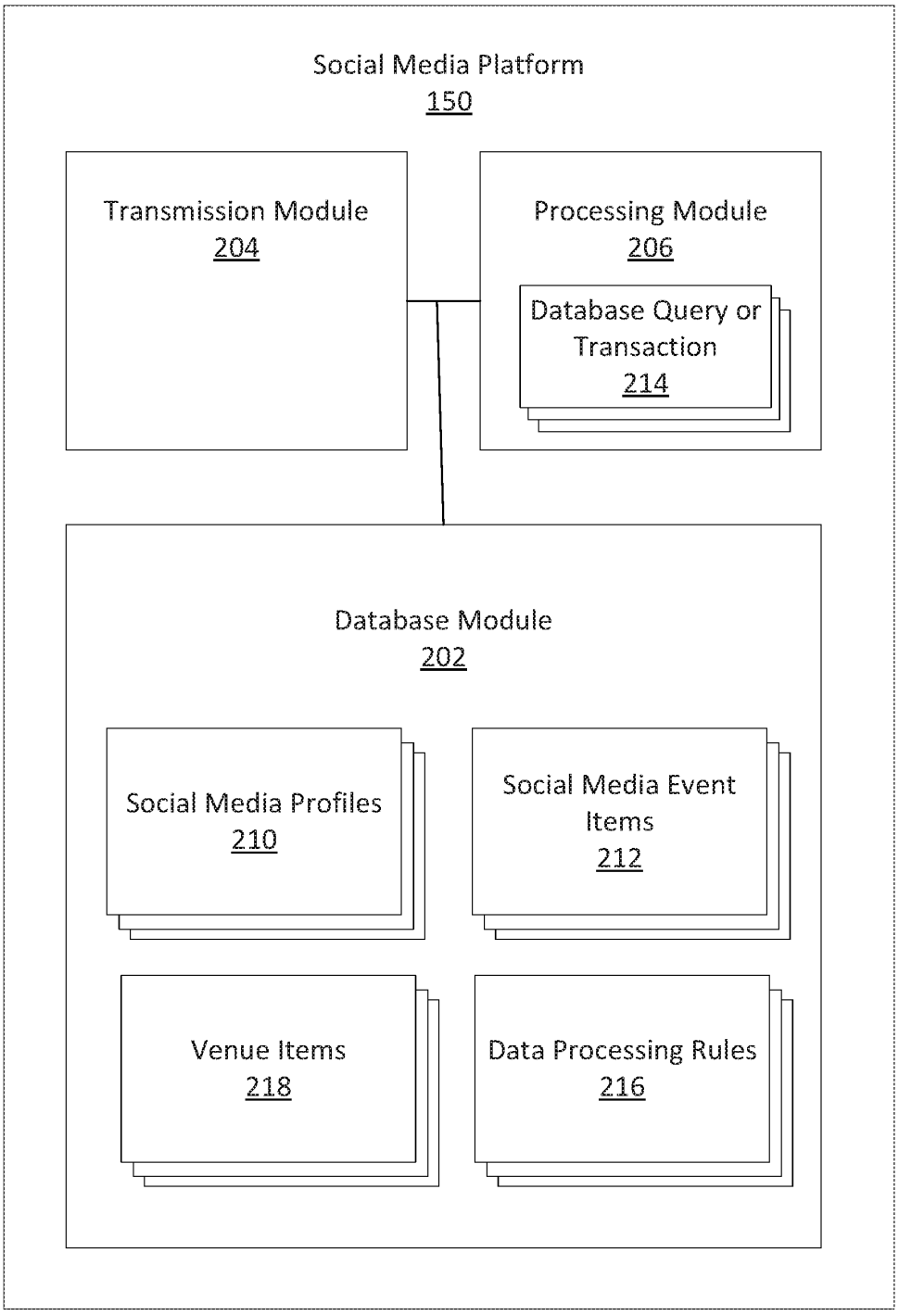
Social Media Platform
150
Transmission Module
204
Processing Module
206
Database Query or Transaction
214
Database Module
202
Social Media Profiles
210
Social Media Event Items
212
Venue Items
218
Data Processing Rules
216

FIG. 2

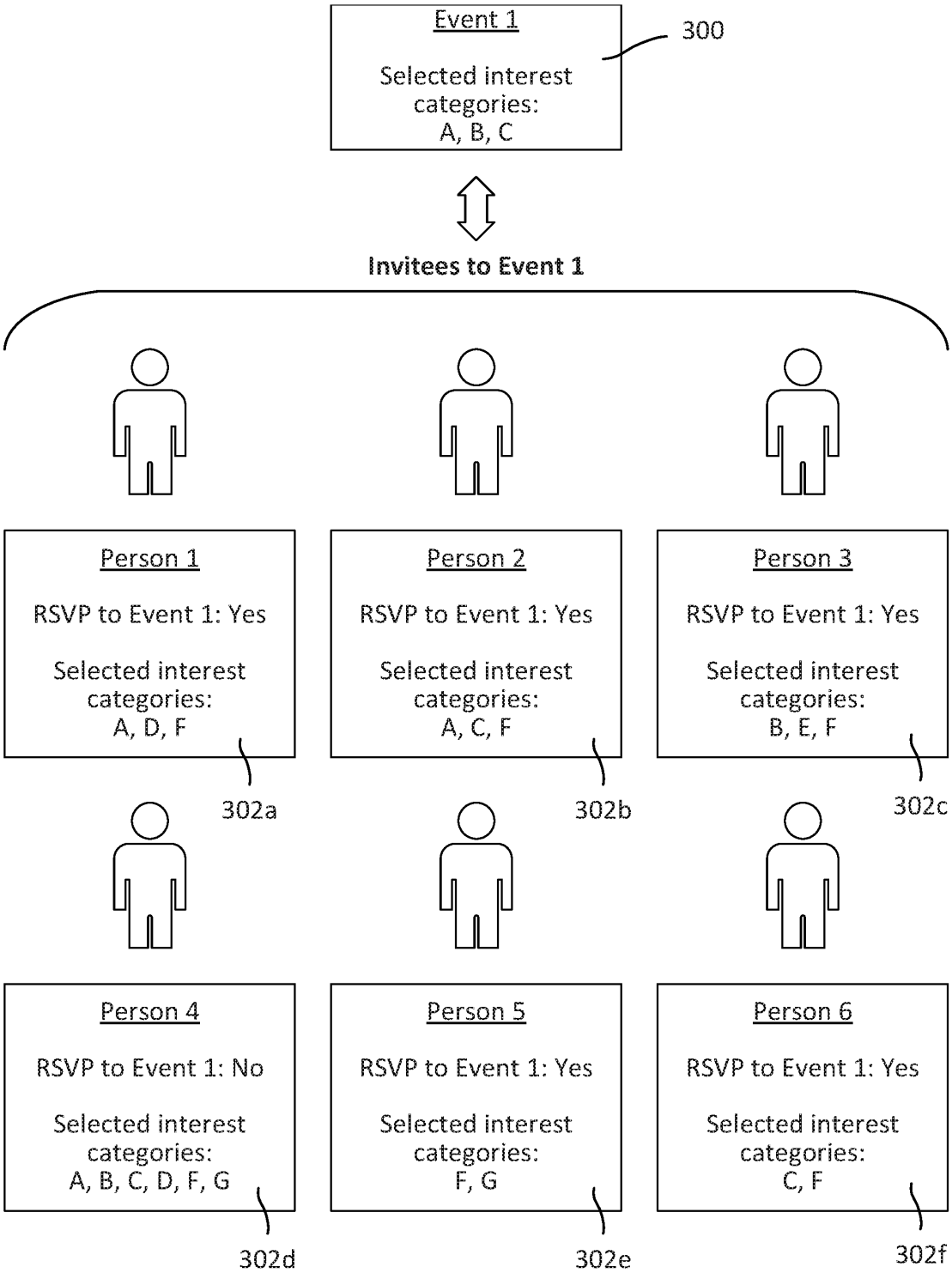
Event 1
Selected interest categories: A, B, C
300
Invitees to Event 1
Person 1
RSVP to Event 1: Yes
Selected interest categories: A, D, F
302a
Person 2
RSVP to Event 1: Yes
Selected interest categories: A, C, F
302b
Person 3
RSVP to Event 1: Yes
Selected interest categories: B, E, F
302c
Person 4
RSVP to Event 1: No
Selected interest categories: A, B, C, D, F, G
302d
Person 5
RSVP to Event 1: Yes
Selected interest categories: F, G
302e
Person 6
RSVP to Event 1: Yes
Selected interest categories: C, F
302f

FIG. 3A

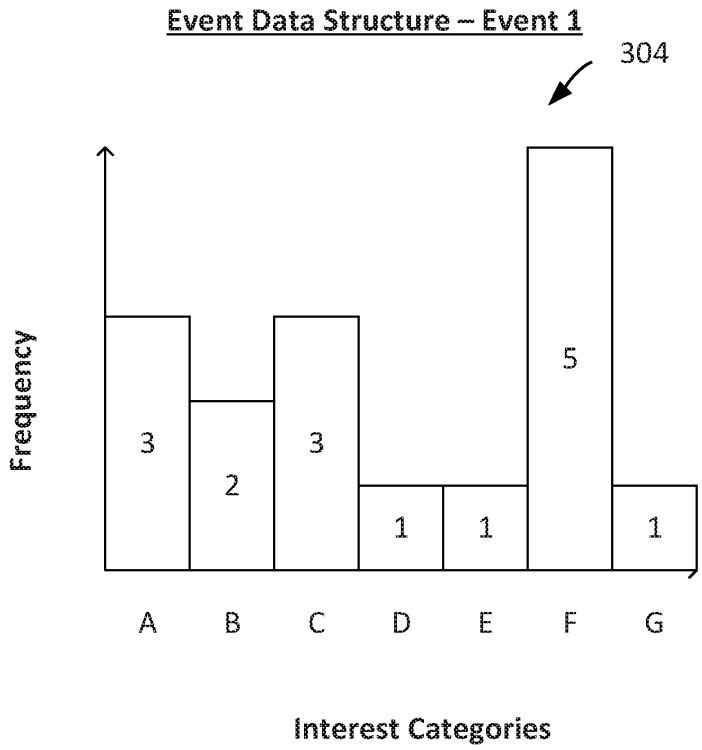
Event Data Structure – Event 1
304
Frequency
3
2
3
1
1
5
1
A
B
C
D
E
F
G
Interest Categories

FIG. 3B

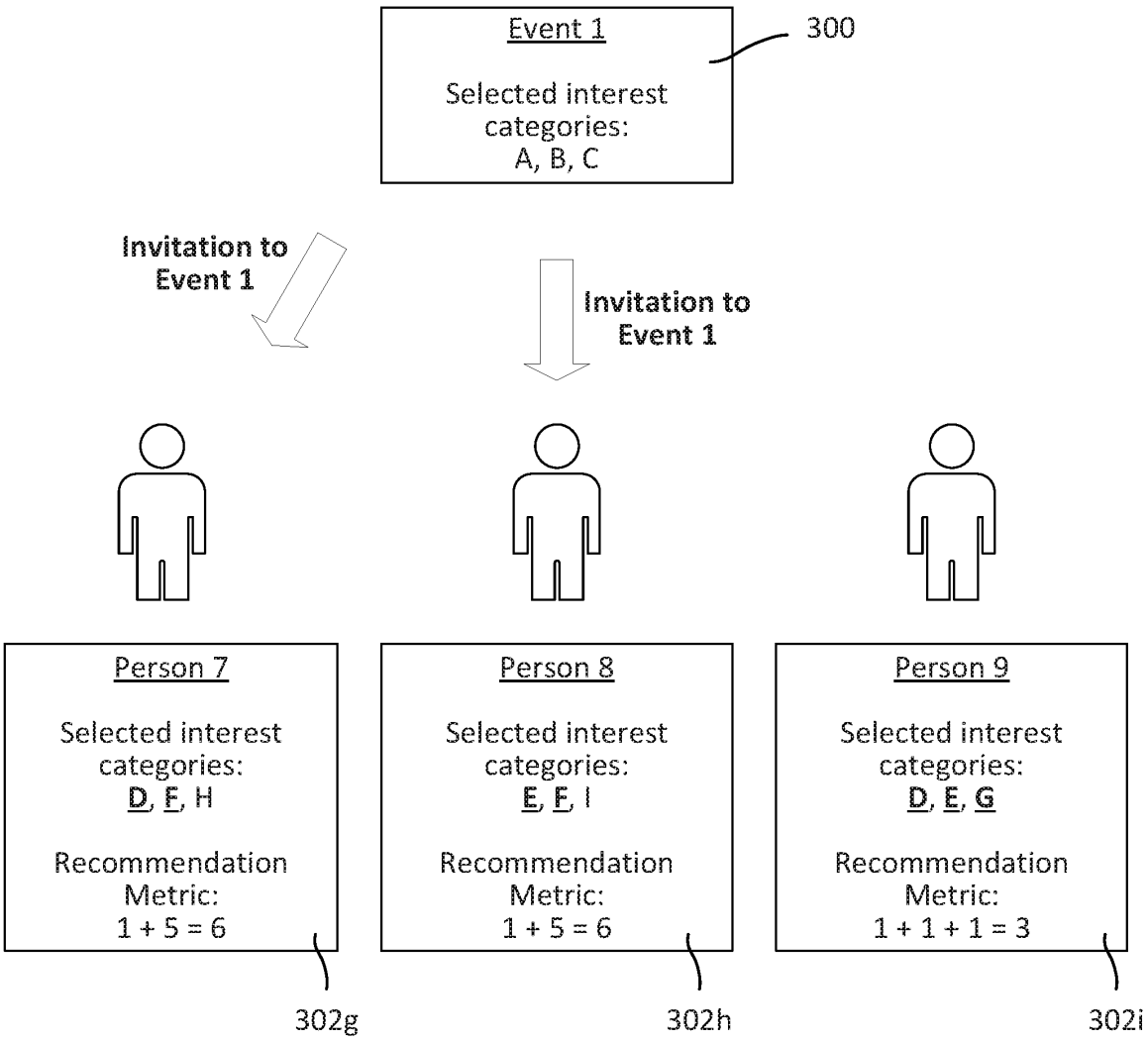
Event 1
Selected interest categories:
A, B, C
300
Invitation to Event 1
Invitation to Event 1
Person 7
Selected interest categories:
D, F, H
Recommendation Metric:
1 + 5 = 6
302g
Person 8
Selected interest categories:
E, F, I
Recommendation Metric:
1 + 5 = 6
302h
Person 9
Selected interest categories:
D, E, G
Recommendation Metric:
1 + 1 + 1 = 3
302i

FIG. 3C

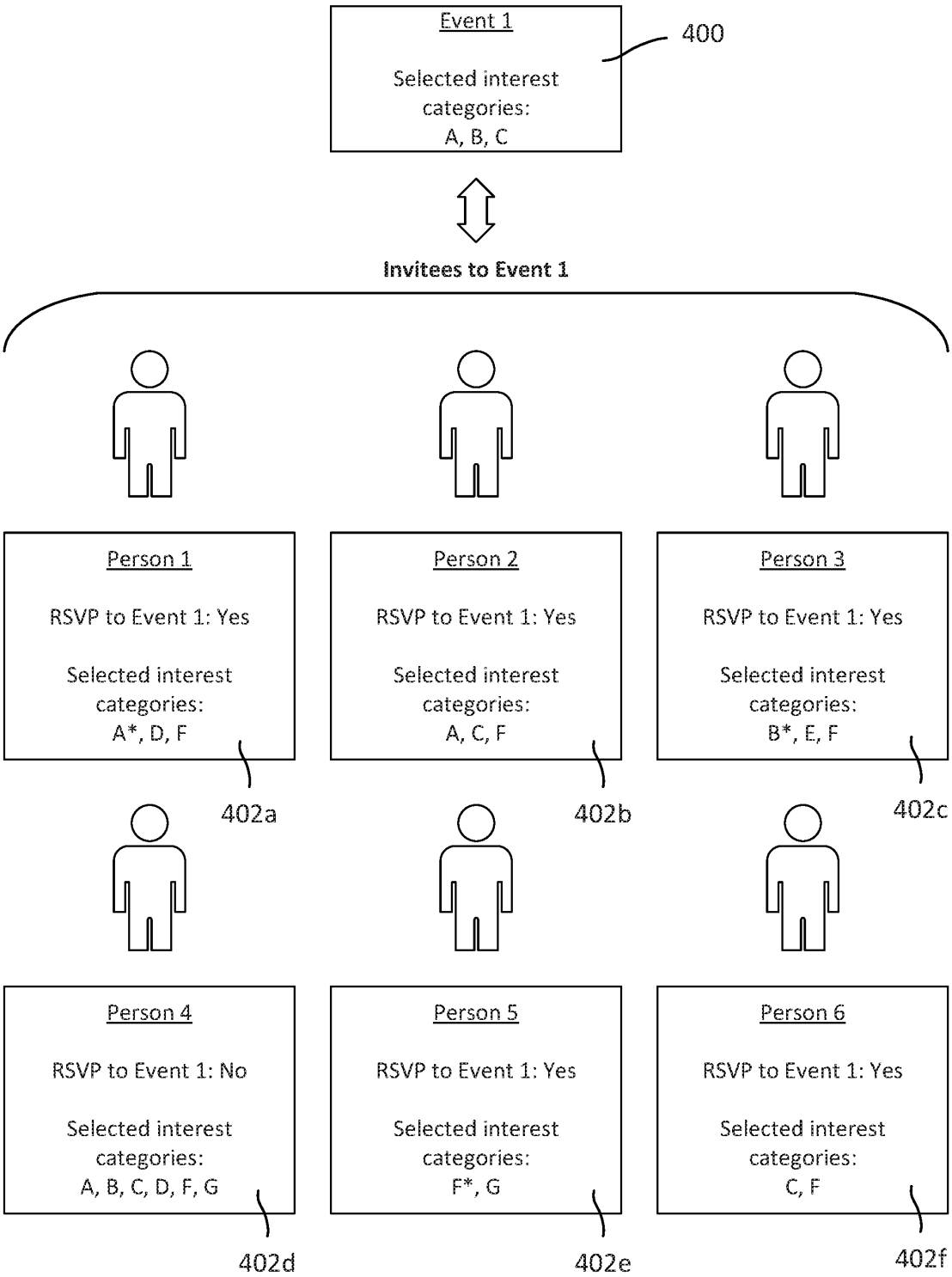
Event 1
Selected interest categories: A, B, C
400
Invitees to Event 1
Person 1
RSVP to Event 1: Yes
Selected interest categories: A*, D, F
402a
Person 2
RSVP to Event 1: Yes
Selected interest categories: A, C, F
402b
Person 3
RSVP to Event 1: Yes
Selected interest categories: B*, E, F
402c
Person 4
RSVP to Event 1: No
Selected interest categories: A, B, C, D, F, G
402d
Person 5
RSVP to Event 1: Yes
Selected interest categories: F*, G
402e
Person 6
RSVP to Event 1: Yes
Selected interest categories: C, F
402f

FIG. 4A

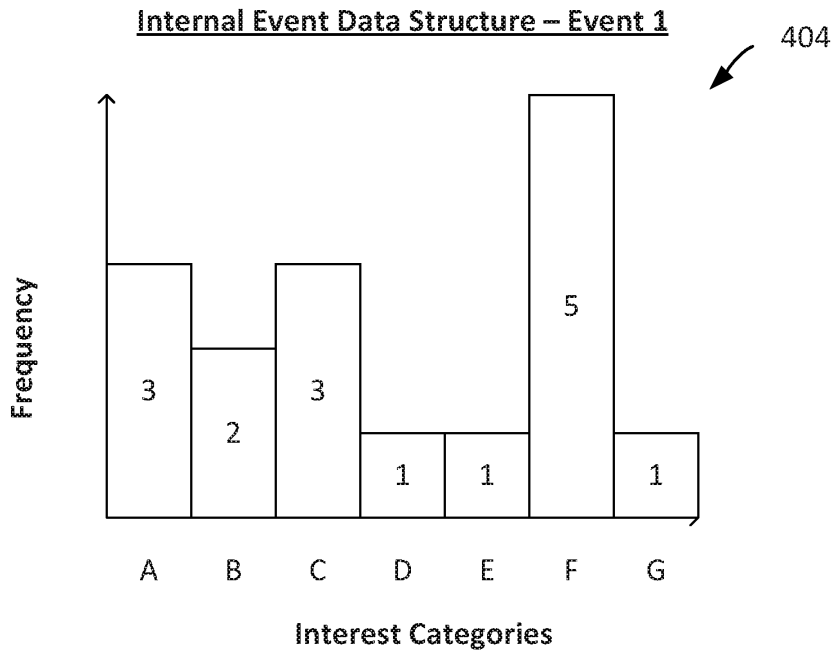
Internal Event Data Structure – Event 1
404
Frequency
3
2
3
1
1
5
1
A
B
C
D
E
F
G
Interest Categories

FIG. 4B

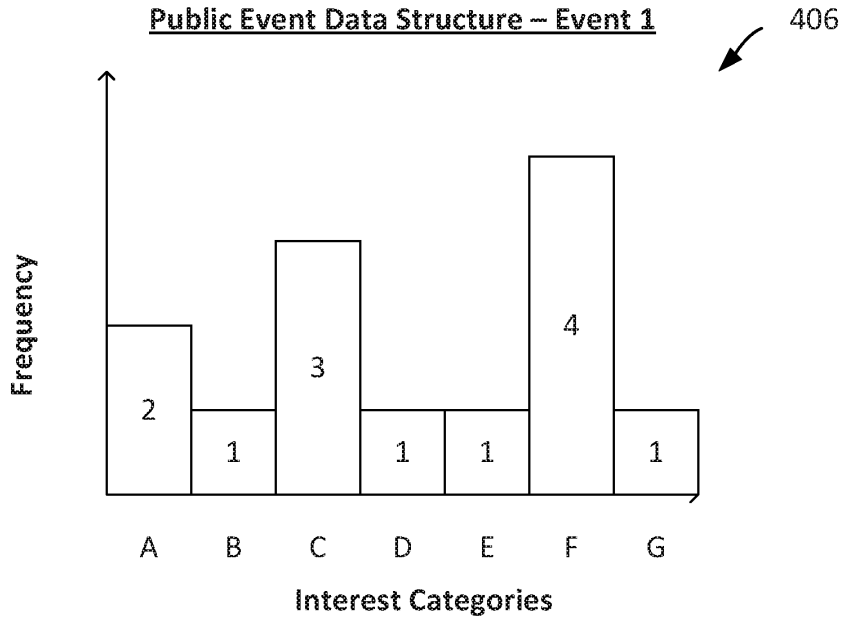
Public Event Data Structure – Event 1
406
Frequency
2
1
3
1
1
4
1
A
B
C
D
E
F
G
Interest Categories

FIG. 4C

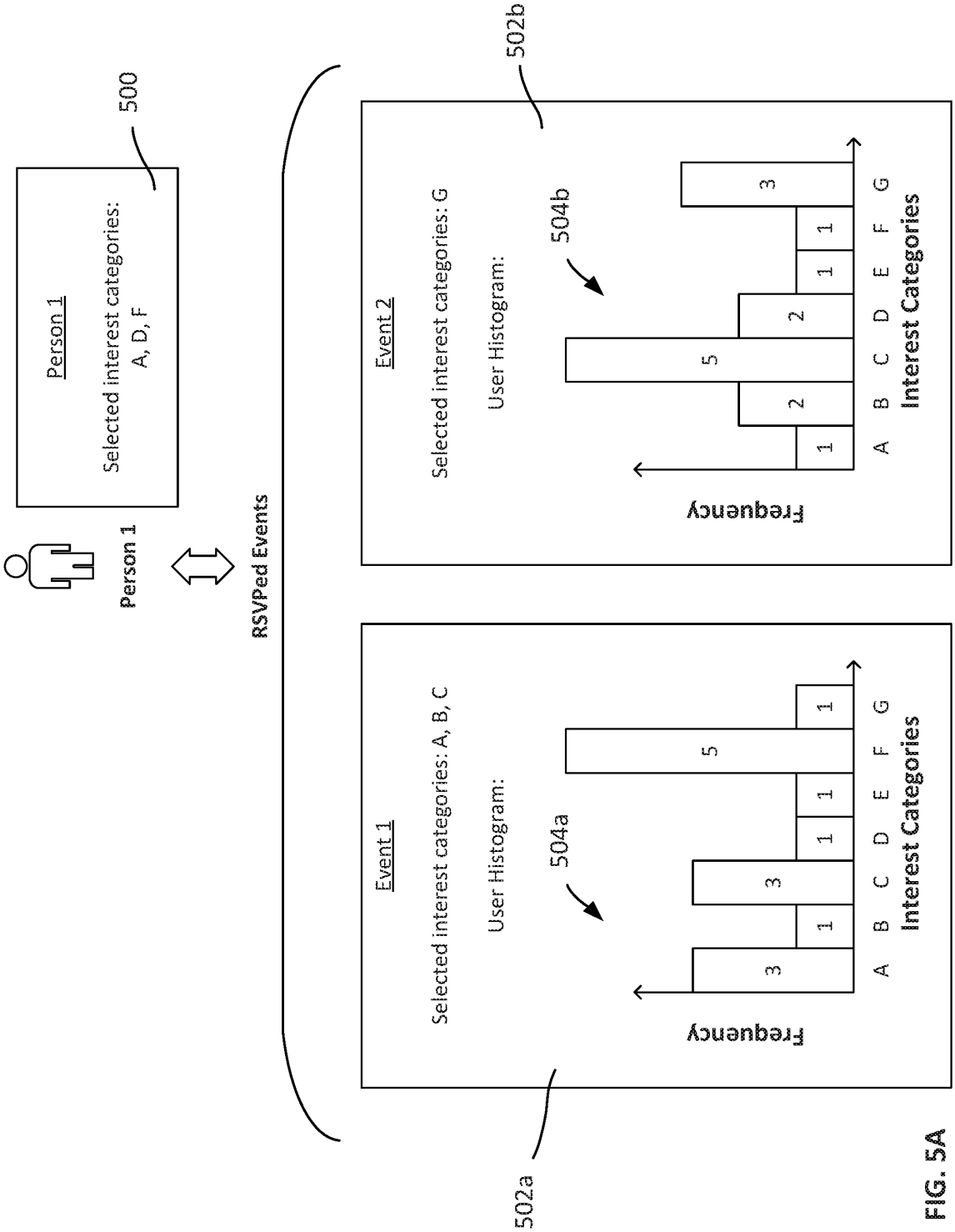
Person 1
Selected interest categories:
A, D, F
500
Person 1
RSVPed Events
Event 1
Selected interest categories: A, B, C
User Histogram:
504a
Frequency
Interest Categories
A B C D E F G
3 1 3 1 1 5 1
Event 2
Selected interest categories: G
User Histogram:
504b
Frequency
Interest Categories
A B C D E F G
1 2 5 2 1 1 3
502a
502b

FIG. 5A

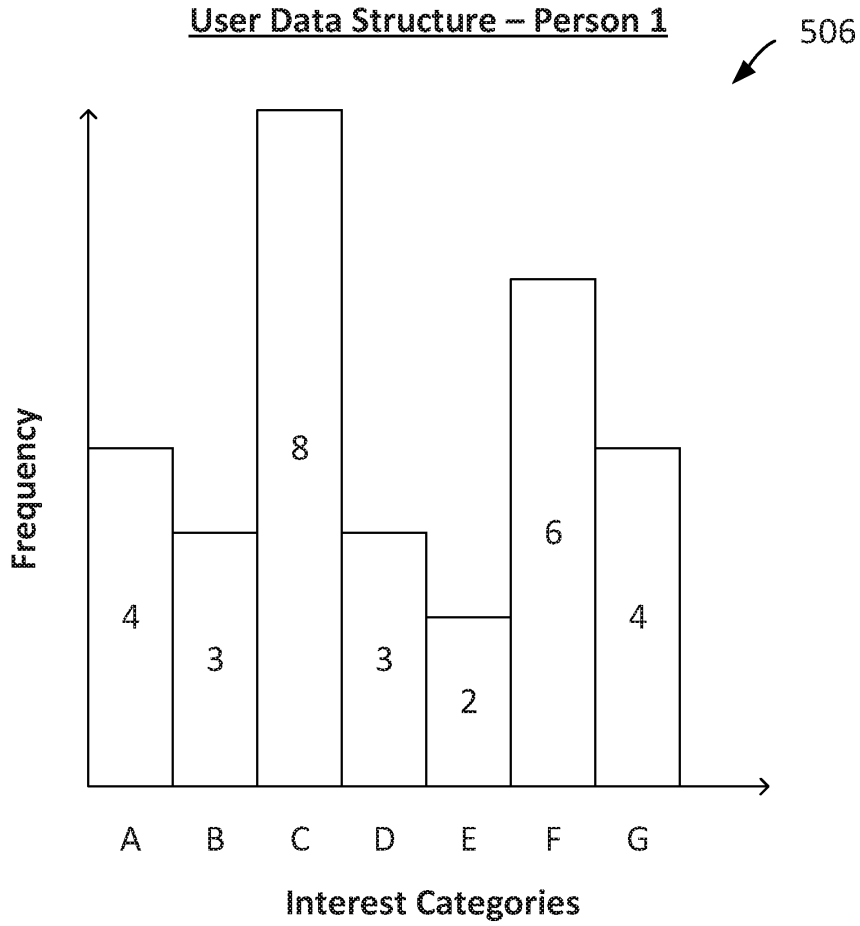
User Data Structure – Person 1
506
Frequency
4
3
8
3
2
6
4
A
B
C
D
E
F
G
Interest Categories

FIG. 5B

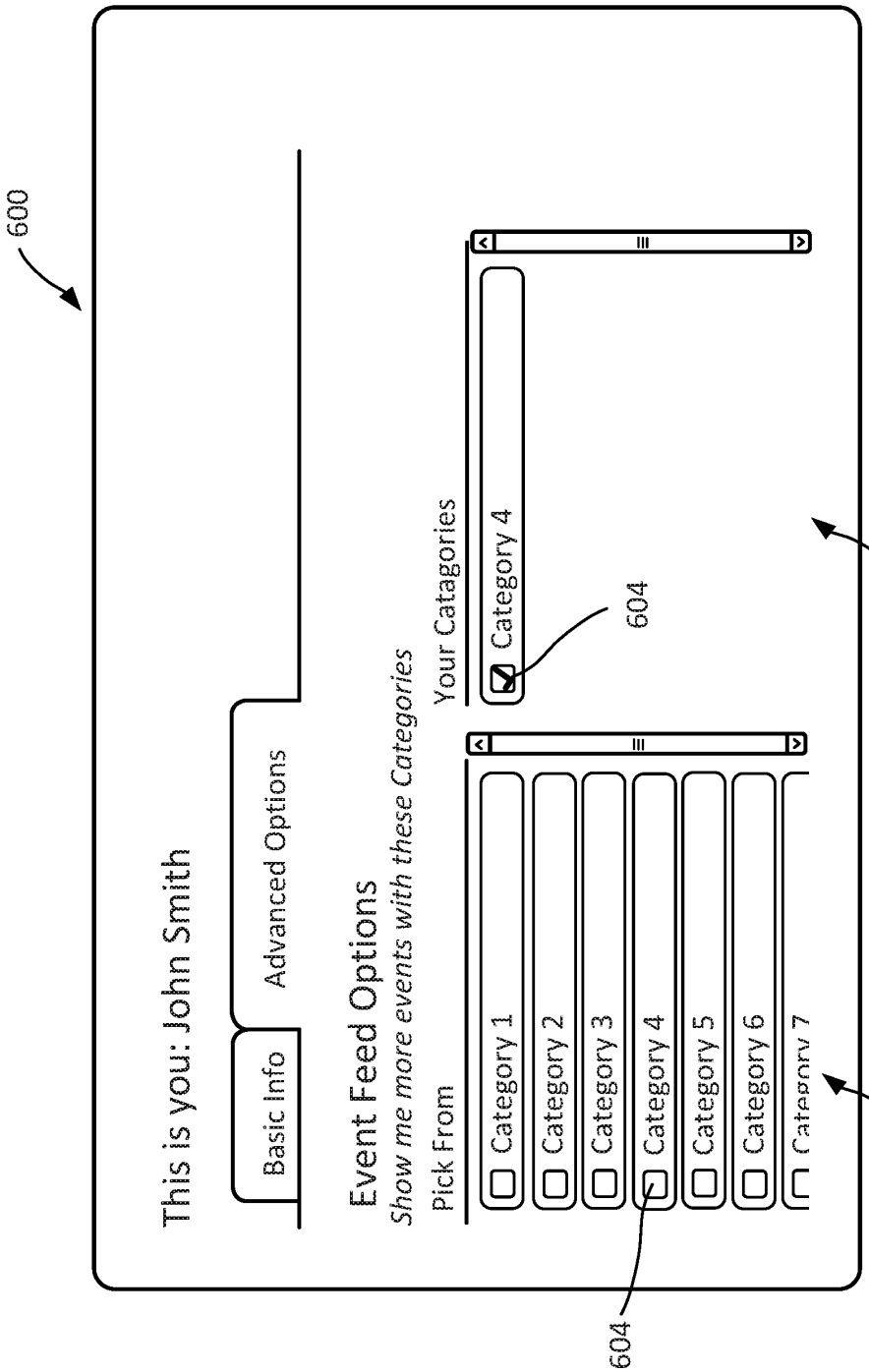
600
This is you: John Smith
Basic Info
Advanced Options
Event Feed Options
Show me more events with these Categories
Pick From
Category 1
Category 2
Category 3
Category 4
Category 5
Category 6
Category 7
Your Catagories
Category 4
604
604
606
602

FIG. 6

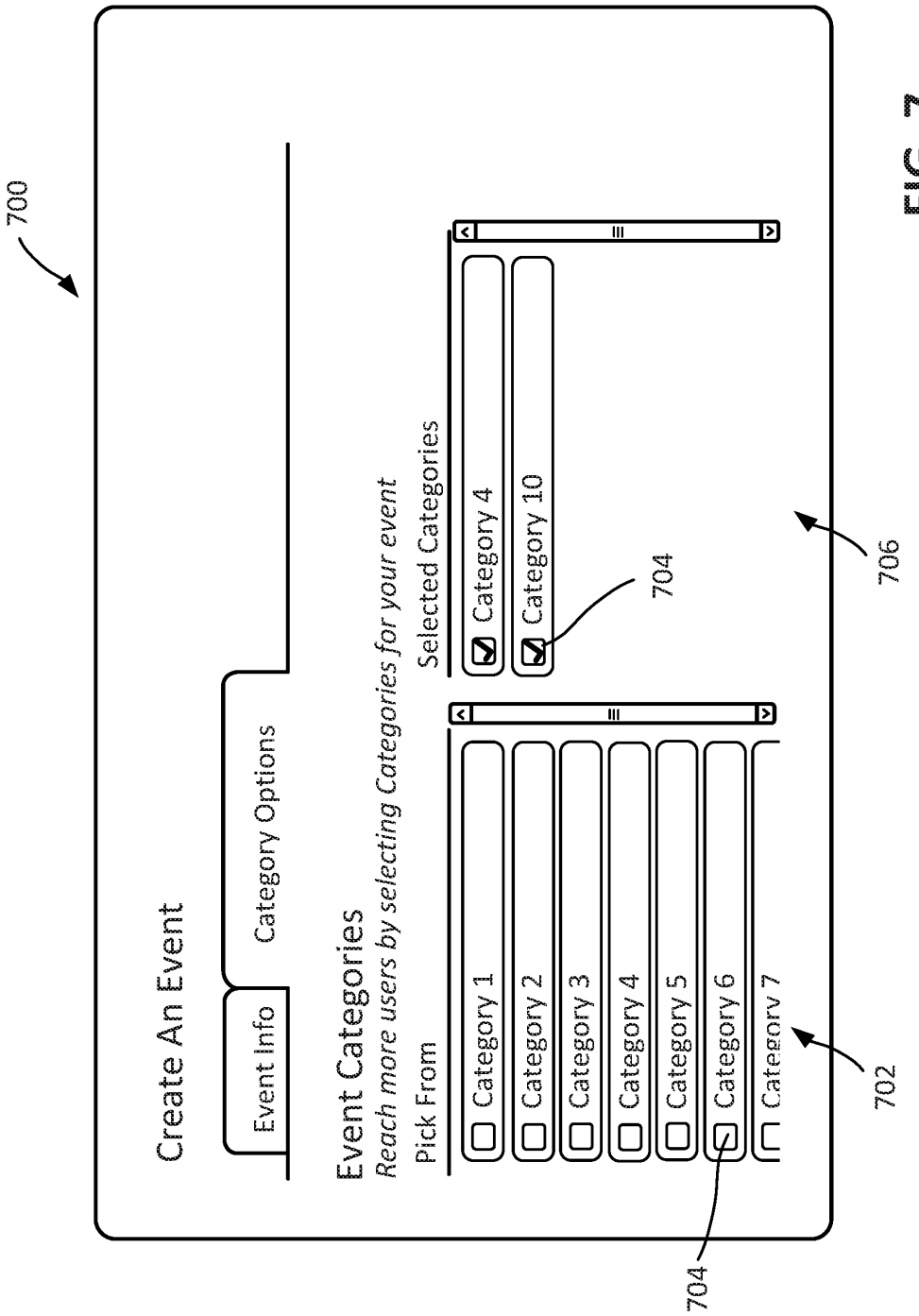
700
Create An Event
Event Info
Category Options
Event Categories
Reach more users by selecting Categories for your event
Pick From
Category 1
Category 2
Category 3
Category 4
Category 5
Category 6
Category 7
Selected Categories
Category 4
Category 10
704
706
702
704

FIG. 7

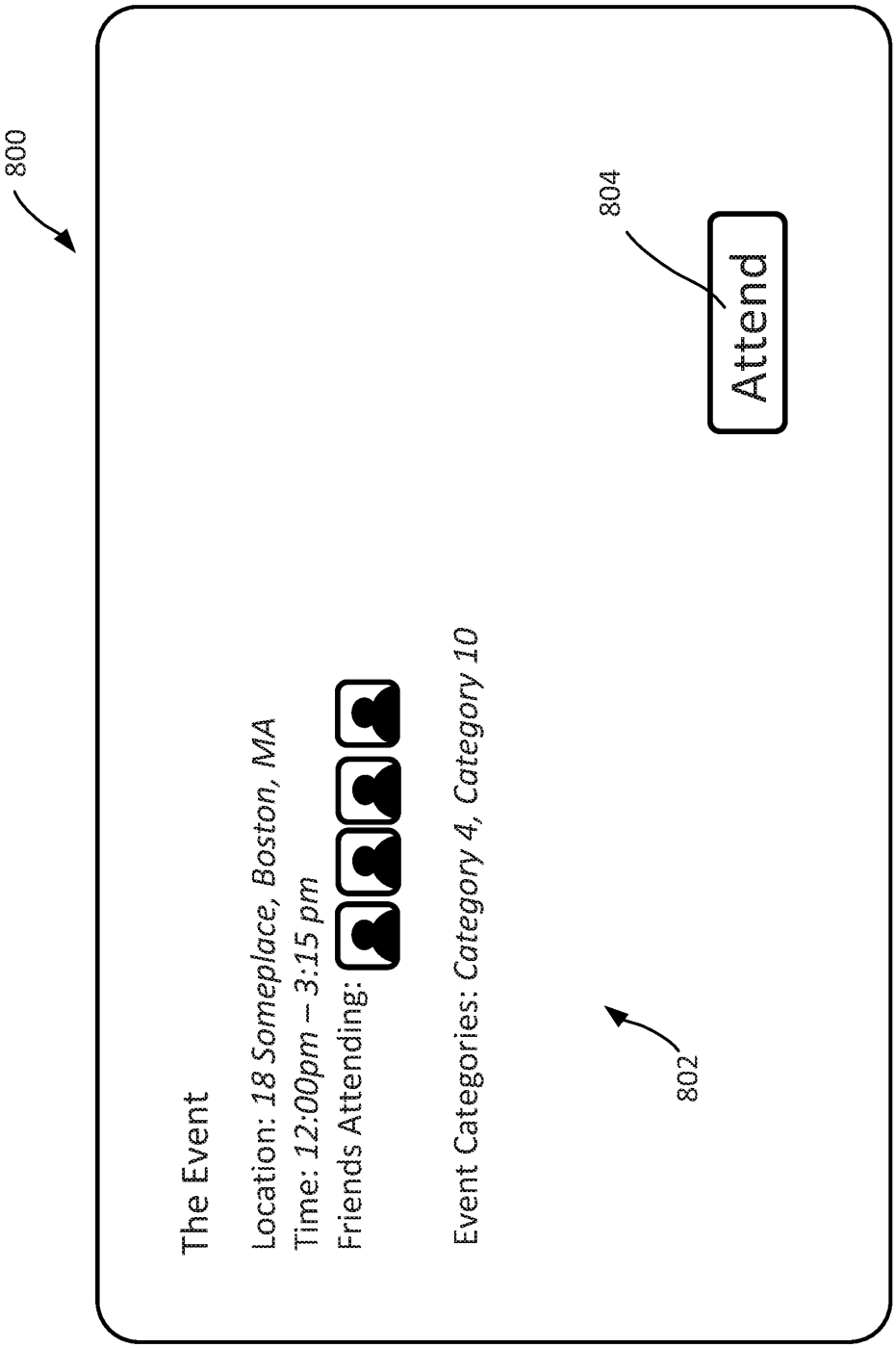
800
The Event
Location: 18 Someplace, Boston, MA
Time: 12:00pm – 3:15 pm
Friends Attending:
Event Categories: Category 4, Category 10
802
804
Attend

FIG. 8

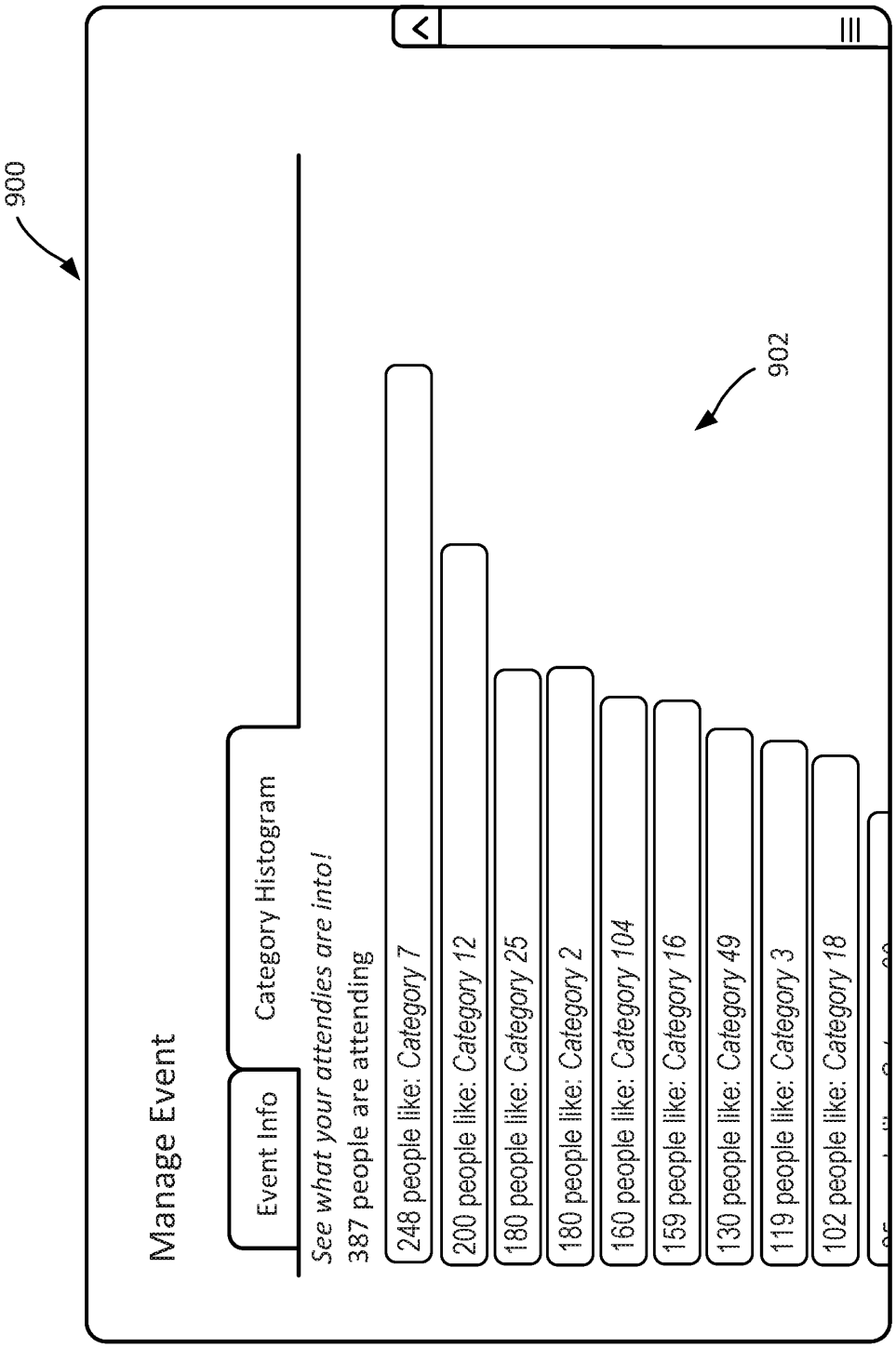
900
902
Manage Event
Event Info
Category Histogram
See what your attendies are into!
387 people are attending
248 people like: Category 7
200 people like: Category 12
180 people like: Category 25
180 people like: Category 2
160 people like: Category 104
159 people like: Category 16
130 people like: Category 49
119 people like: Category 3
102 people like: Category 18

FIG. 9

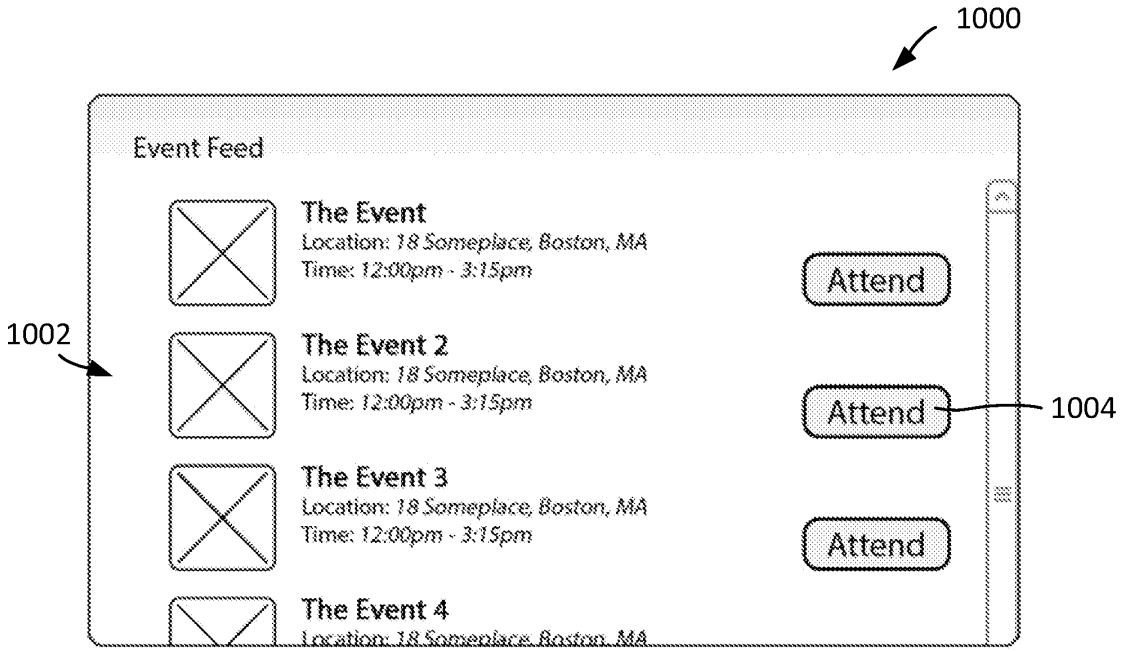

FIG. 10A

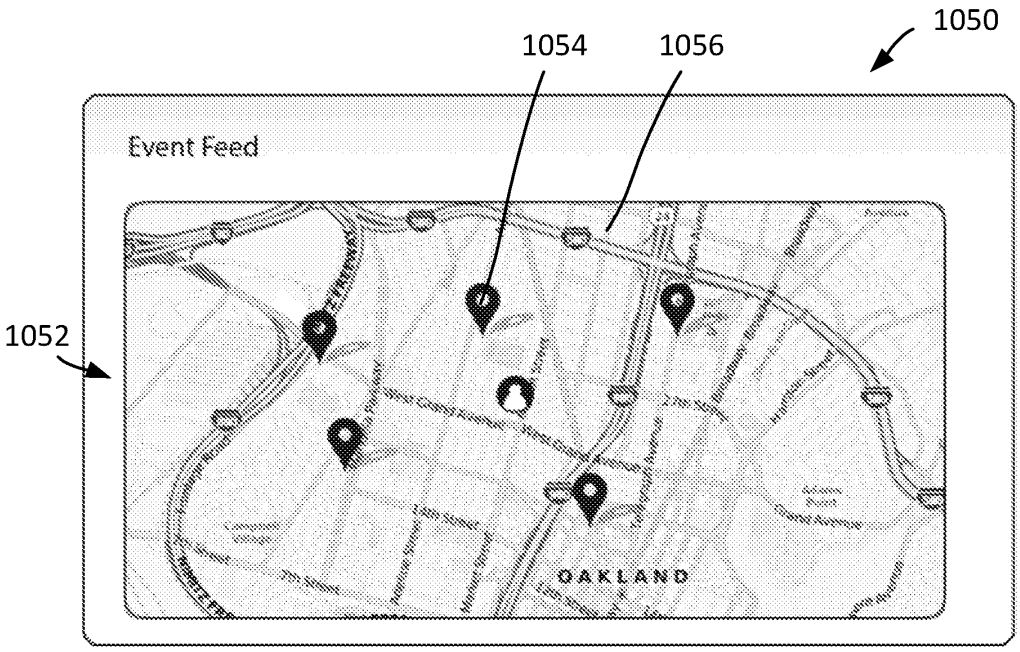

FIG. 10B

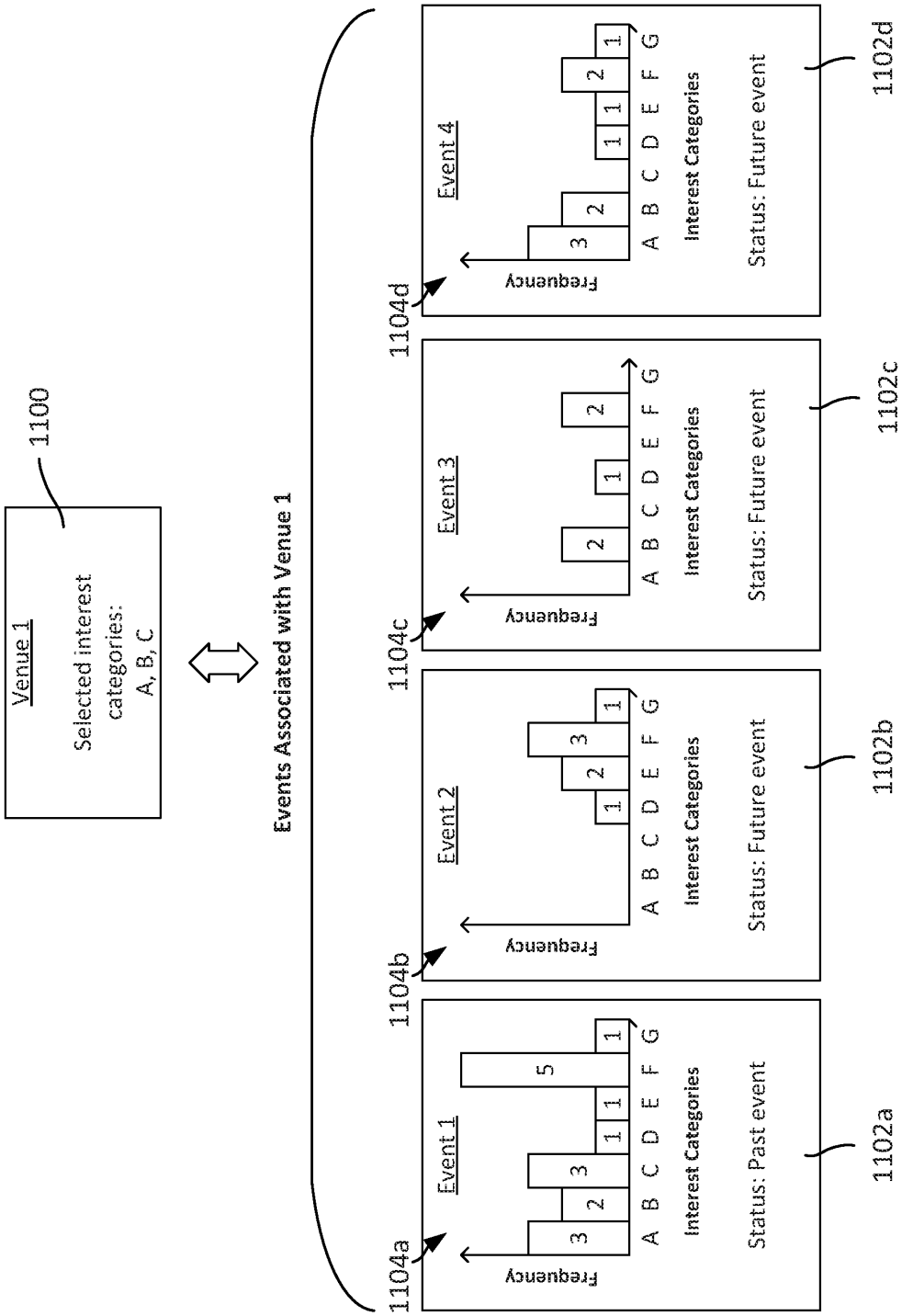
1100
Venue 1
Selected interest categories: A, B, C
Events Associated with Venue 1
1104a
Event 1
Frequency
A B C D E F G
Interest Categories
Status: Past event
1102a
1104b
Event 2
Frequency
A B C D E F G
Interest Categories
Status: Future event
1102b
1104c
Event 3
Frequency
A B C D E F G
Interest Categories
Status: Future event
1102c
1104d
Event 4
Frequency
A B C D E F G
Interest Categories
Status: Future event
1102d

FIG. 11A

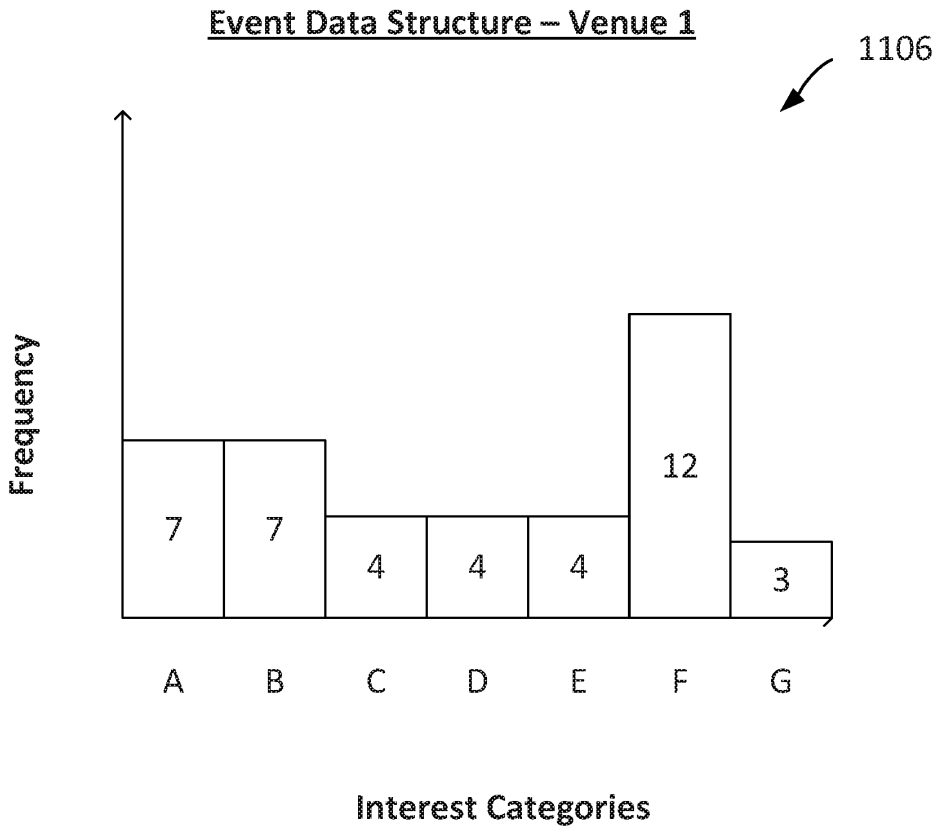
Event Data Structure – Venue 1
1106
Frequency
7
7
4
4
4
12
3
A
B
C
D
E
F
G
Interest Categories

FIG. 11B

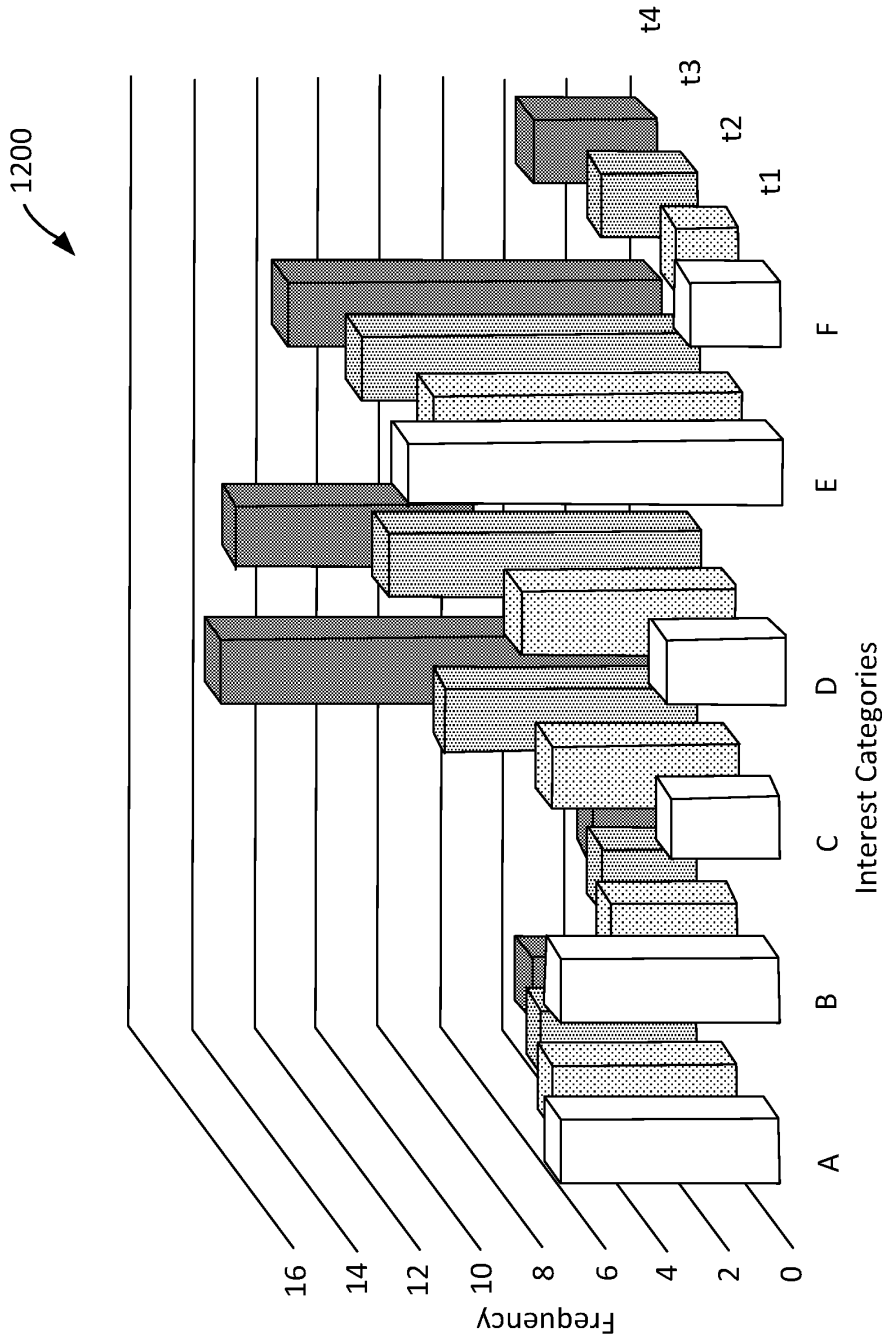
1200
t4
t3
t2
t1
A
B
C
D
E
F
Interest Categories
Frequency
0
2
4
6
8
10
12
14
16

FIG. 12

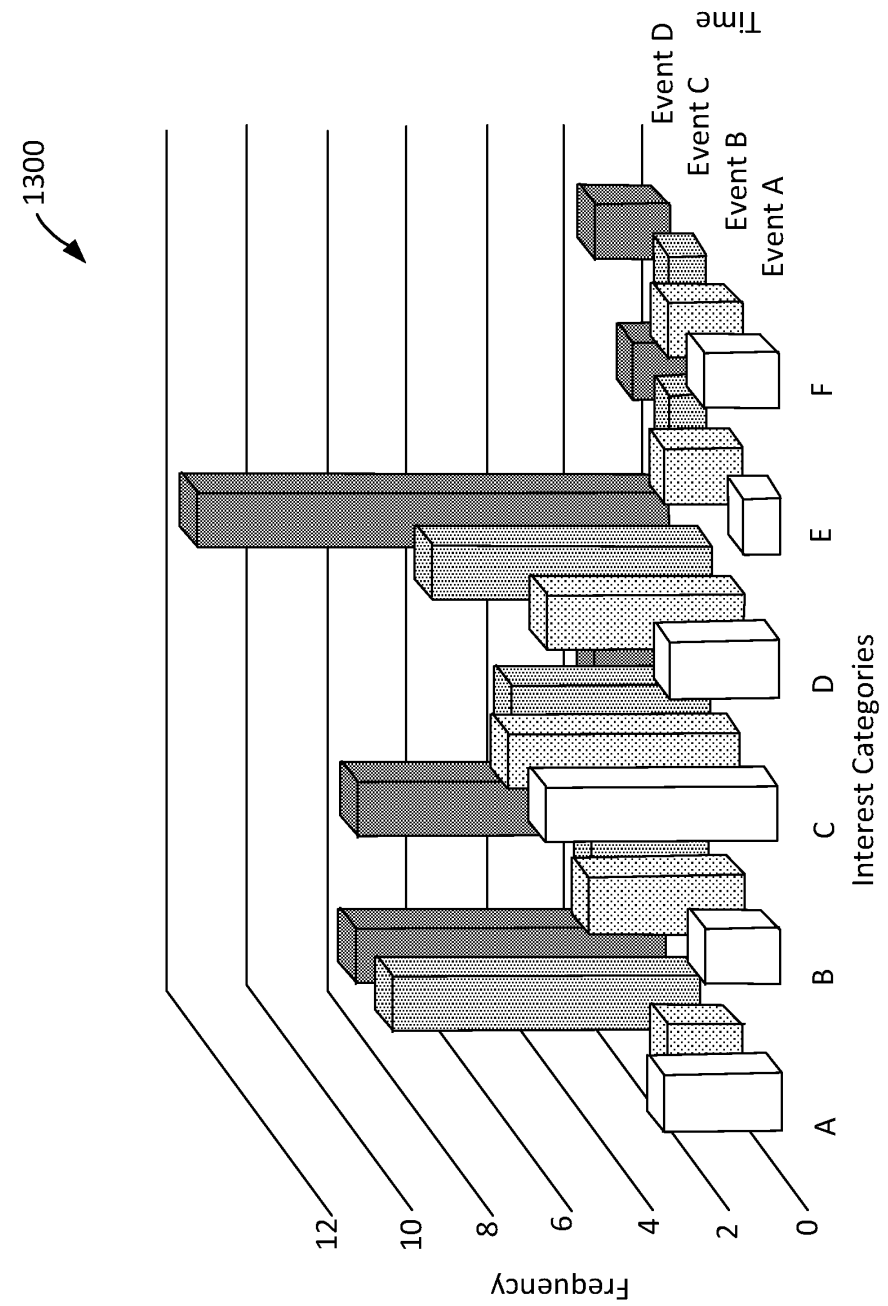
1300
Time
Event D
Event C
Event B
Event A
Interest Categories
A
B
C
D
E
F
Frequency
0
2
4
6
8
10
12

FIG. 13

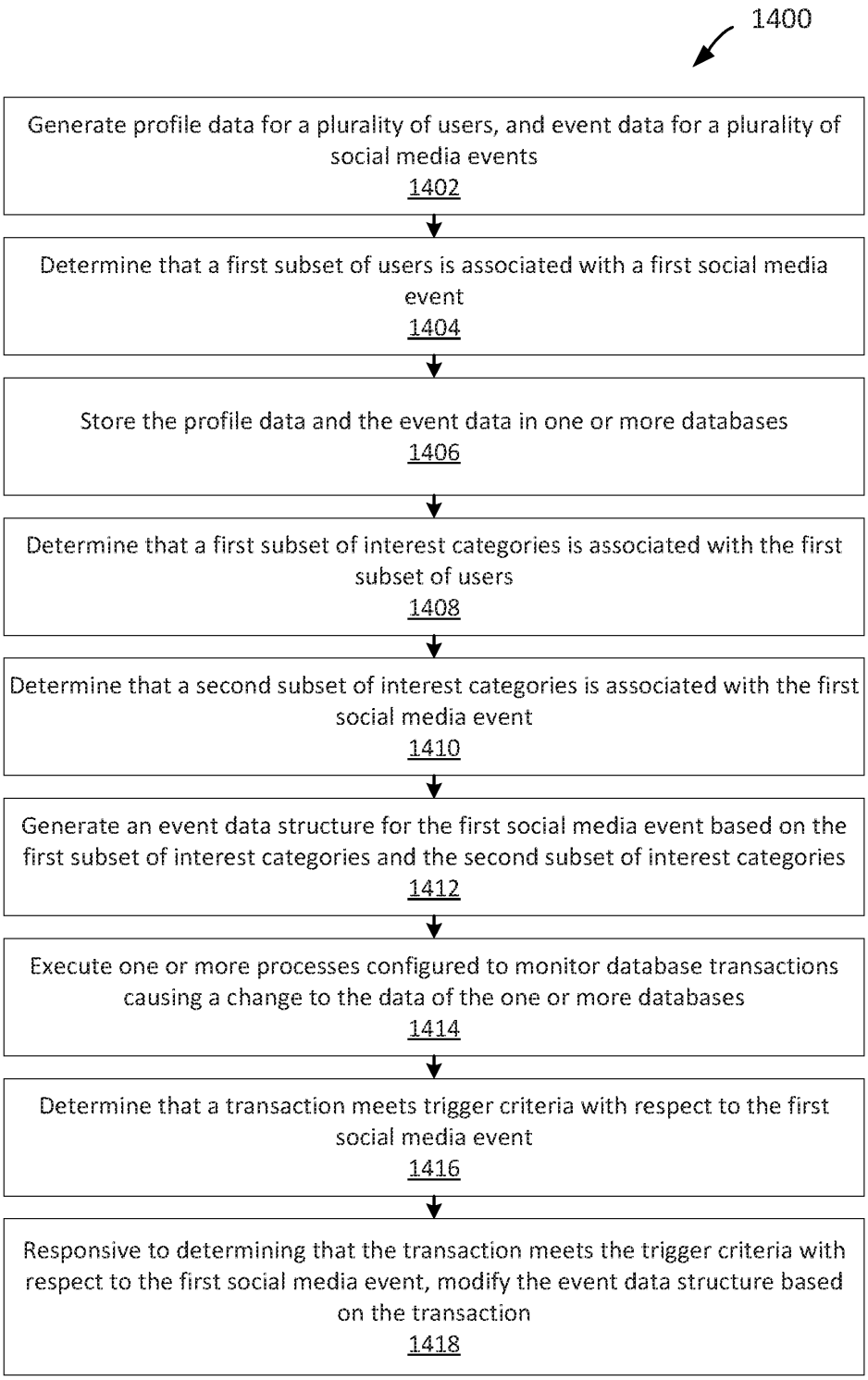
1400
Generate profile data for a plurality of users, and event data for a plurality of social media events
1402
Determine that a first subset of users is associated with a first social media event
1404
Store the profile data and the event data in one or more databases
1406
Determine that a first subset of interest categories is associated with the first subset of users
1408
Determine that a second subset of interest categories is associated with the first social media event
1410
Generate an event data structure for the first social media event based on the first subset of interest categories and the second subset of interest categories
1412
Execute one or more processes configured to monitor database transactions causing a change to the data of the one or more databases
1414
Determine that a transaction meets trigger criteria with respect to the first social media event
1416
Responsive to determining that the transaction meets the trigger criteria with respect to the first social media event, modify the event data structure based on the transaction
1418

FIG. 14

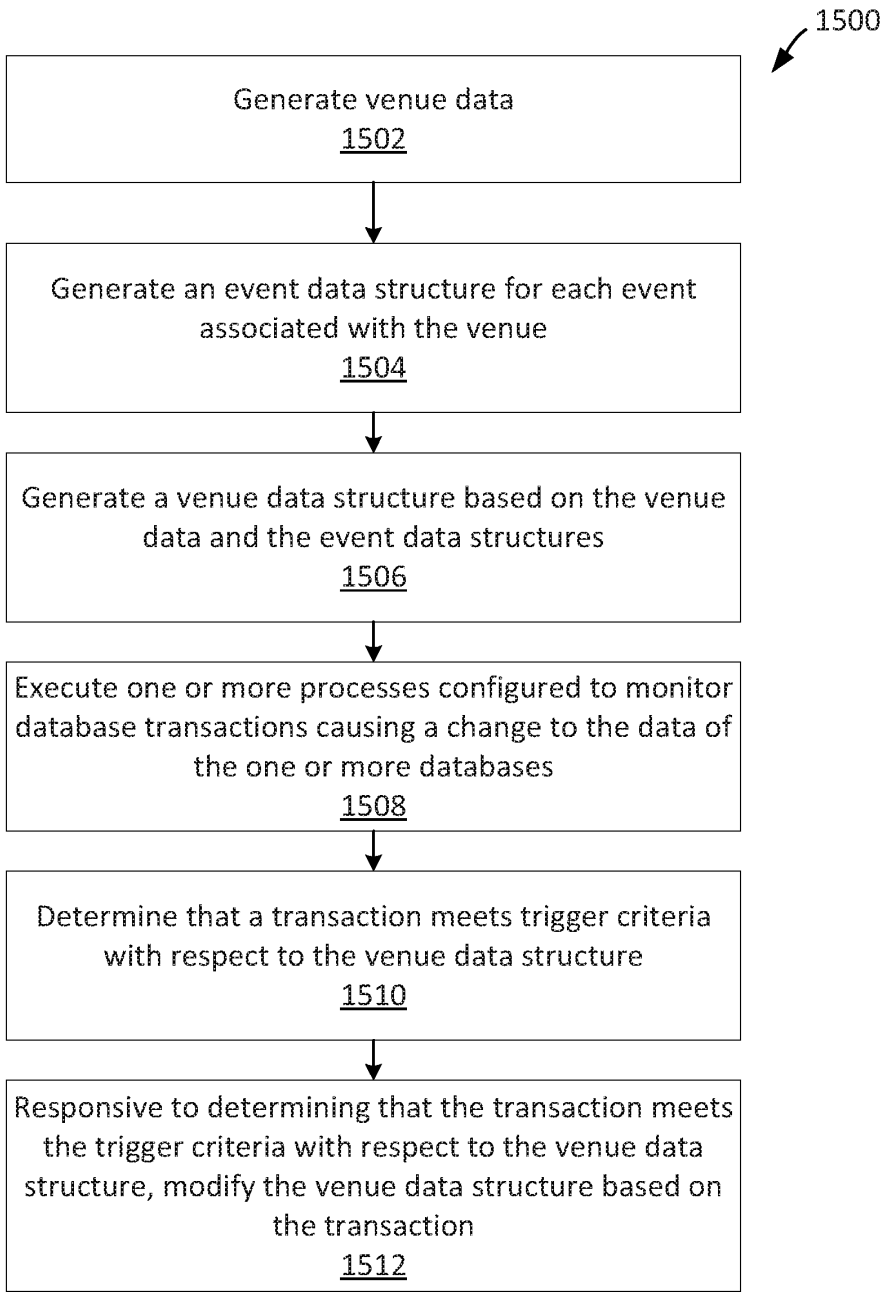
1500
Generate venue data
1502
Generate an event data structure for each event associated with the venue
1504
Generate a venue data structure based on the venue data and the event data structures
1506
Execute one or more processes configured to monitor database transactions causing a change to the data of the one or more databases
1508
Determine that a transaction meets trigger criteria with respect to the venue data structure
1510
Responsive to determining that the transaction meets the trigger criteria with respect to the venue data structure, modify the venue data structure based on the transaction
1512

FIG. 15

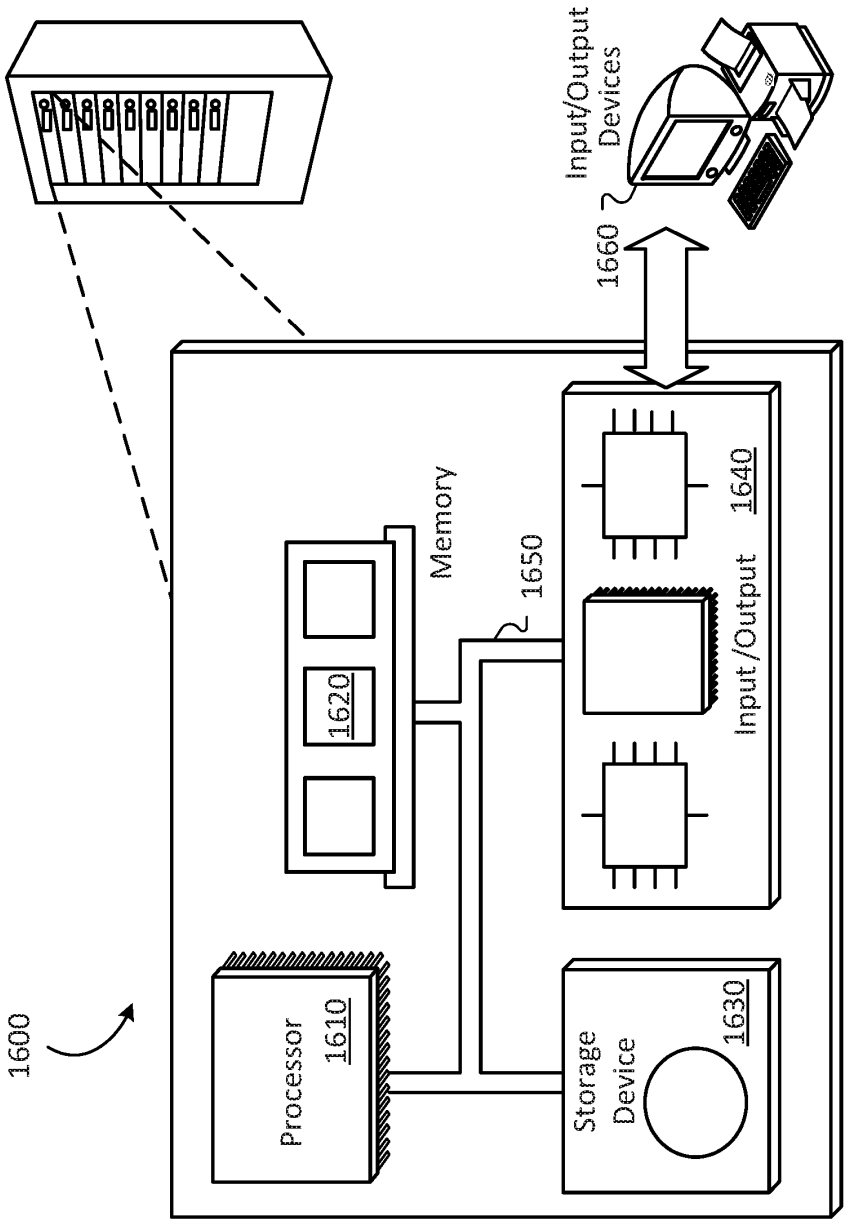
Input/Output Devices
1660
1600
Processor 1610
Memory
1650
1620
Input /Output
1640
Storage Device
1630

FIG. 16