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- (54) **Title:** SOCIAL MEDIA PLATFORM WITH RECOMMENDATION ENGINE REFRESH

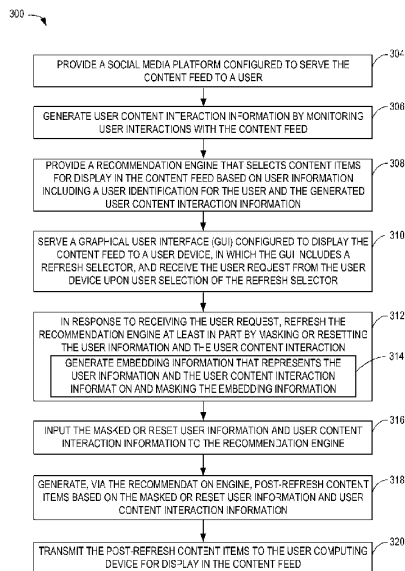


FIG. 7

- (57) **Abstract:** A computing system is provided, including one or more processors configured to provide a social media platform configured to serve a content feed to a user. The processor is further configured to generate user content interaction information by detecting user interactions with the content feed and provide a recommendation engine that selects content items for display in the content feed based on the generated user content interaction information. The processor is further configured to receive a refresh request to refresh the recommendation engine and refresh the recommendation engine at least in part by masking or resetting the user content interaction information upon receiving the refresh request. After the refresh, the processor is further configured to generate, via the recommendation engine, post-refresh content items based on the masked or reset user content interaction information, and transmit the post-refresh content items to the user device for display in the content feed.

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