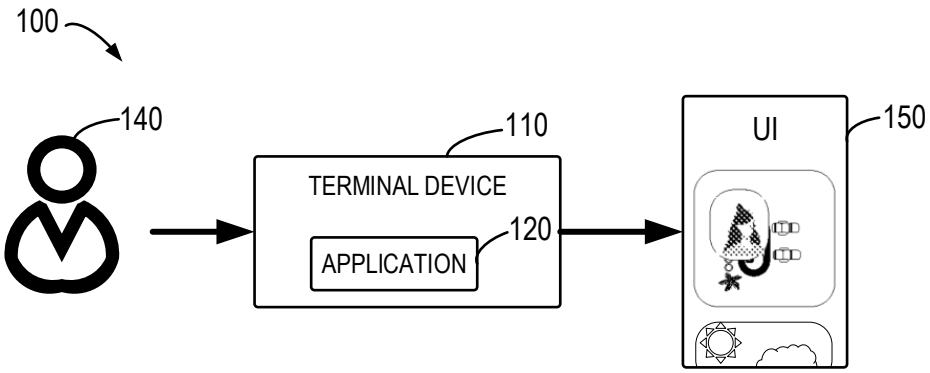


FIG. 1

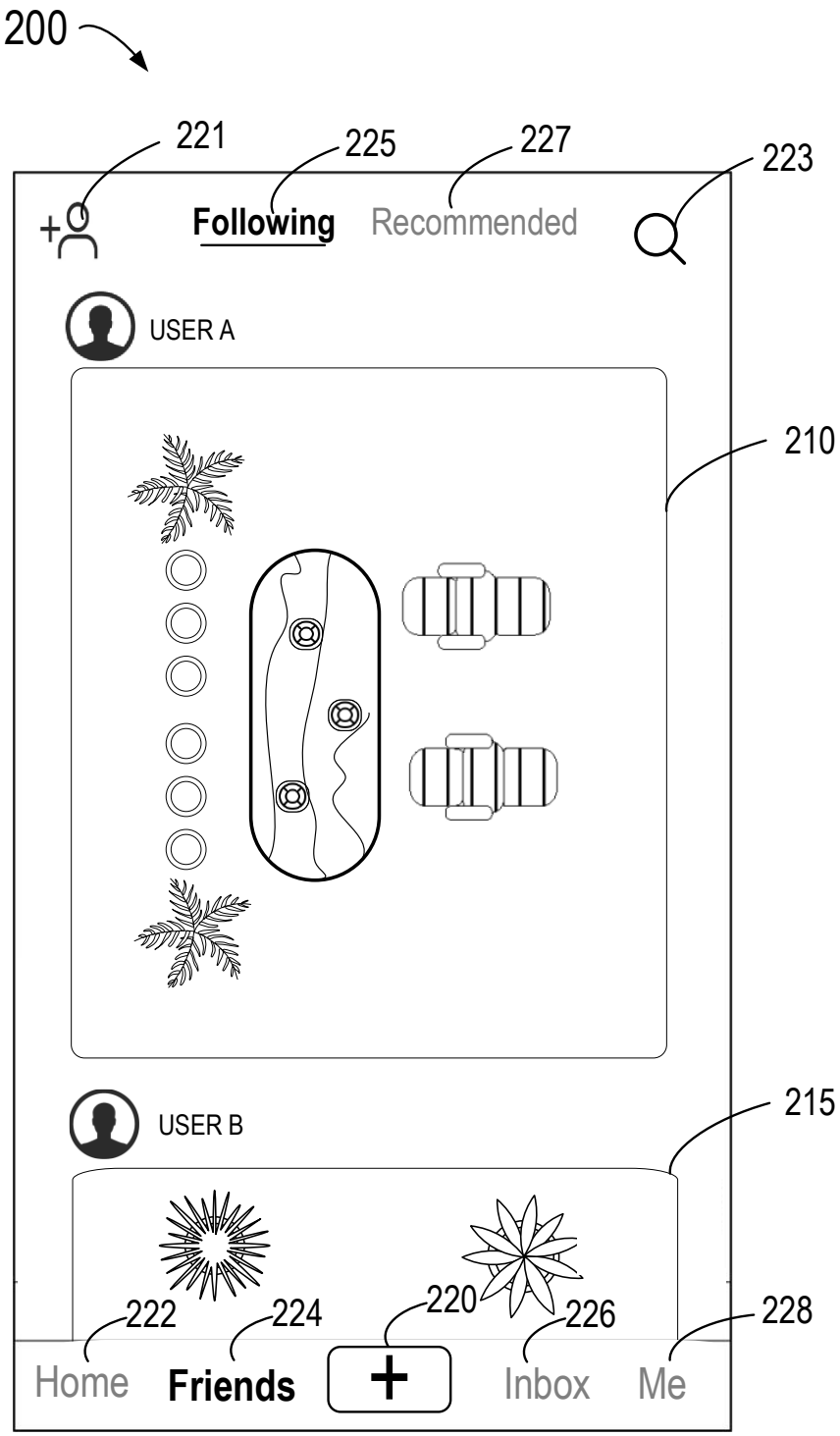

200
221
225
227
223
Following
Recommended
USER A
210
USER B
215
222
224
220
226
228
Home
Friends
Inbox
Me

FIG. 2

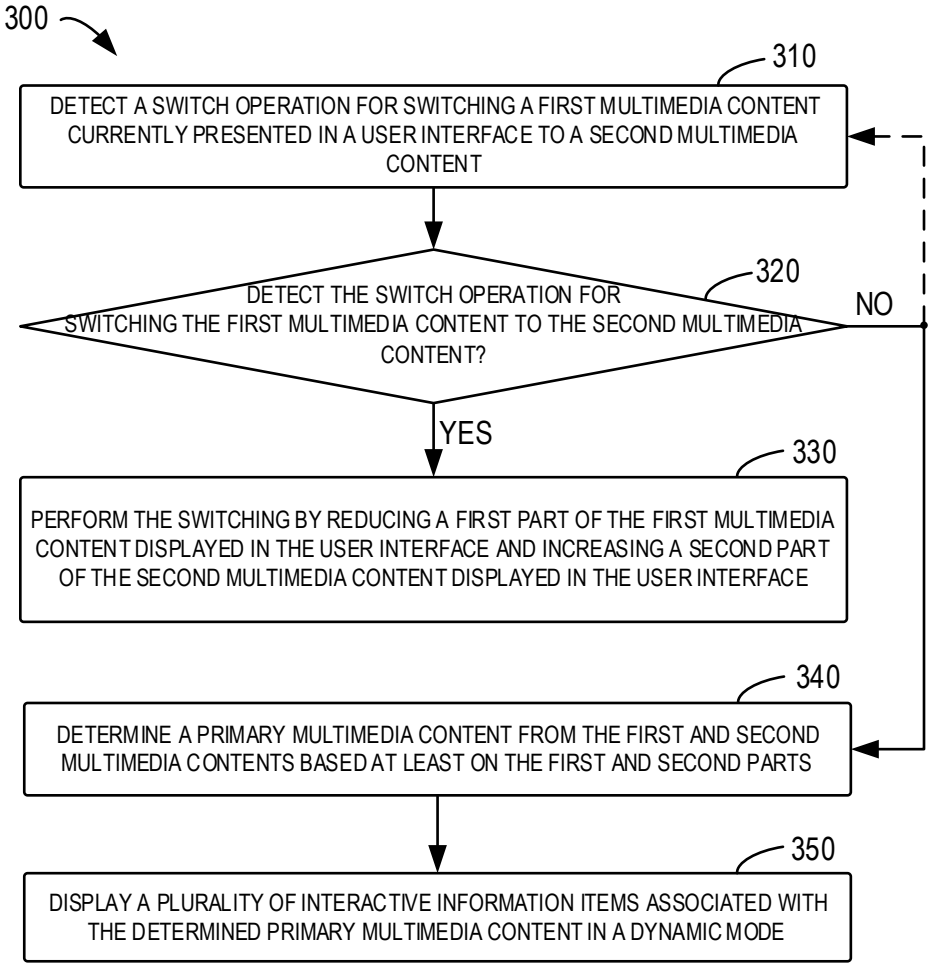

300
310
DETECT A SWITCH OPERATION FOR SWITCHING A FIRST MULTIMEDIA CONTENT CURRENTLY PRESENTED IN A USER INTERFACE TO A SECOND MULTIMEDIA CONTENT
320
DETECT THE SWITCH OPERATION FOR SWITCHING THE FIRST MULTIMEDIA CONTENT TO THE SECOND MULTIMEDIA CONTENT?
NO
YES
330
PERFORM THE SWITCHING BY REDUCING A FIRST PART OF THE FIRST MULTIMEDIA CONTENT DISPLAYED IN THE USER INTERFACE AND INCREASING A SECOND PART OF THE SECOND MULTIMEDIA CONTENT DISPLAYED IN THE USER INTERFACE
340
DETERMINE A PRIMARY MULTIMEDIA CONTENT FROM THE FIRST AND SECOND MULTIMEDIA CONTENTS BASED AT LEAST ON THE FIRST AND SECOND PARTS
350
DISPLAY A PLURALITY OF INTERACTIVE INFORMATION ITEMS ASSOCIATED WITH THE DETERMINED PRIMARY MULTIMEDIA CONTENT IN A DYNAMIC MODE

FIG. 3

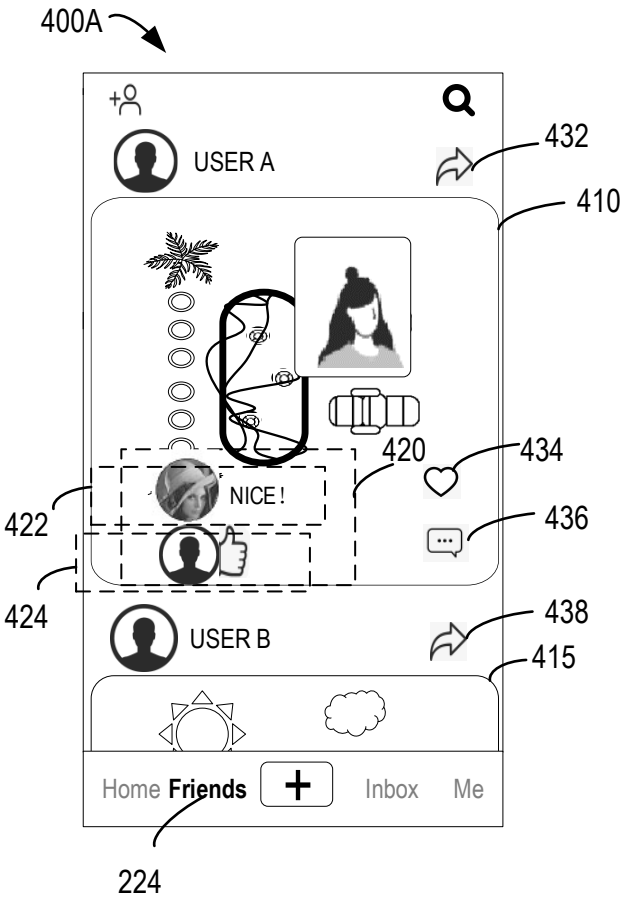

400A
USER A
432
410
420
434
NICE !
422
436
424
USER B
438
415
Home Friends
Inbox
Me
224

FIG. 4A

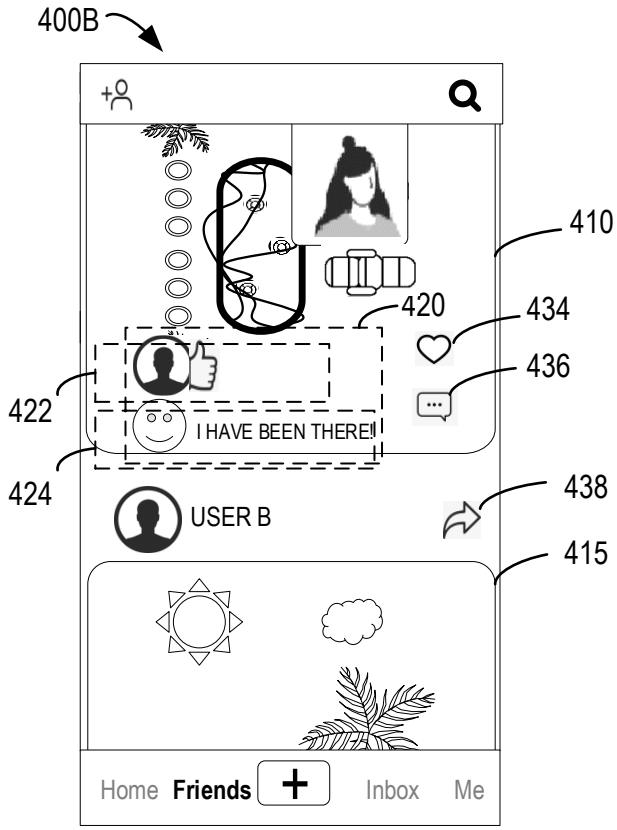

400B
410
420
434
436
422
I HAVE BEEN THERE!!
424
USER B
438
415
Home Friends
Inbox
Me

FIG. 4B

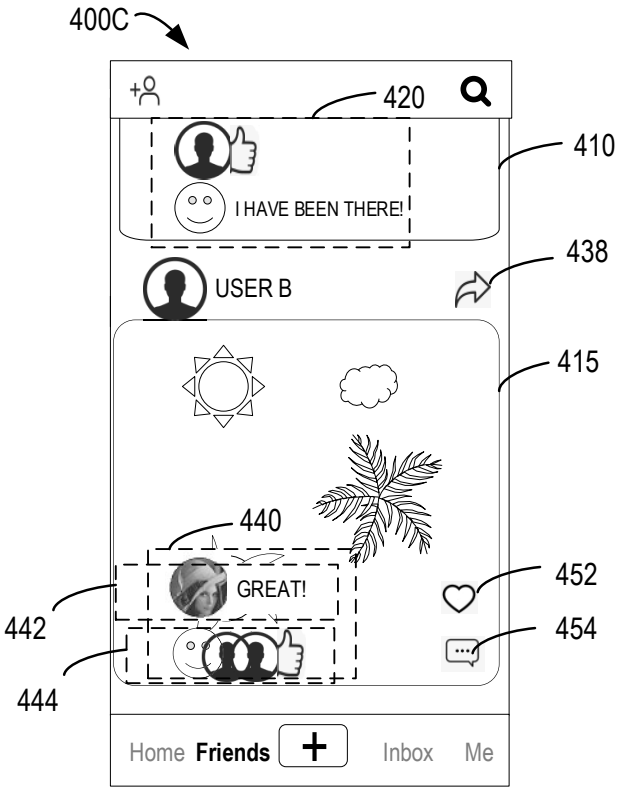

400C
420
410
I HAVE BEEN THERE!
438
USER B
415
440
GREAT!
452
442
454
444
Home
Friends
Inbox
Me

FIG. 4C

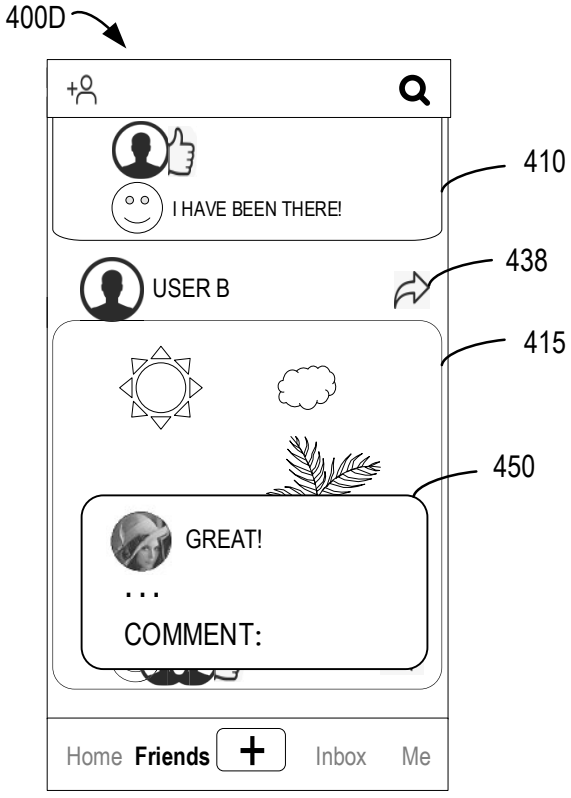

400D
410
I HAVE BEEN THERE!
438
USER B
415
450
GREAT!
...
COMMENT:
Home
Friends
Inbox
Me

FIG. 4D

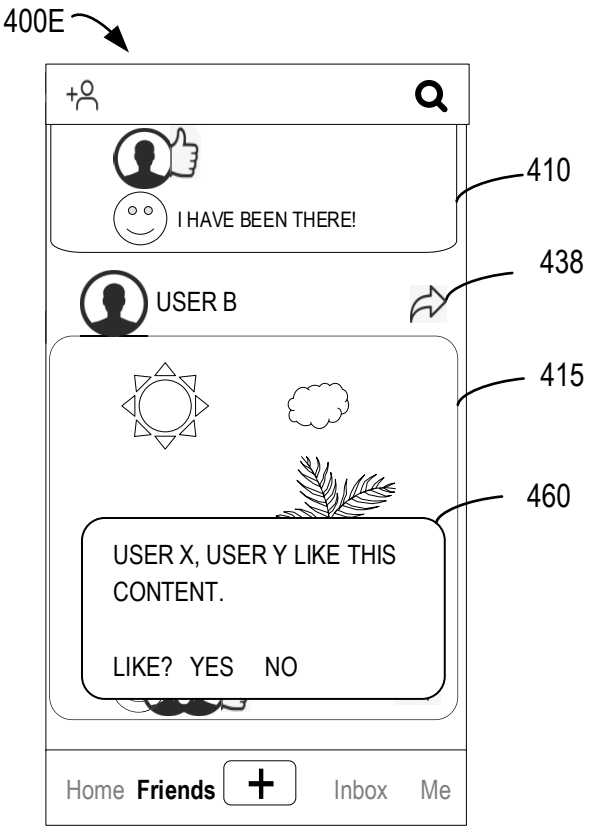

400E
410
I HAVE BEEN THERE!
438
USER B
415
460
USER X, USER Y LIKE THIS CONTENT.
LIKE? YES NO
Home Friends
Inbox
Me

FIG. 4E

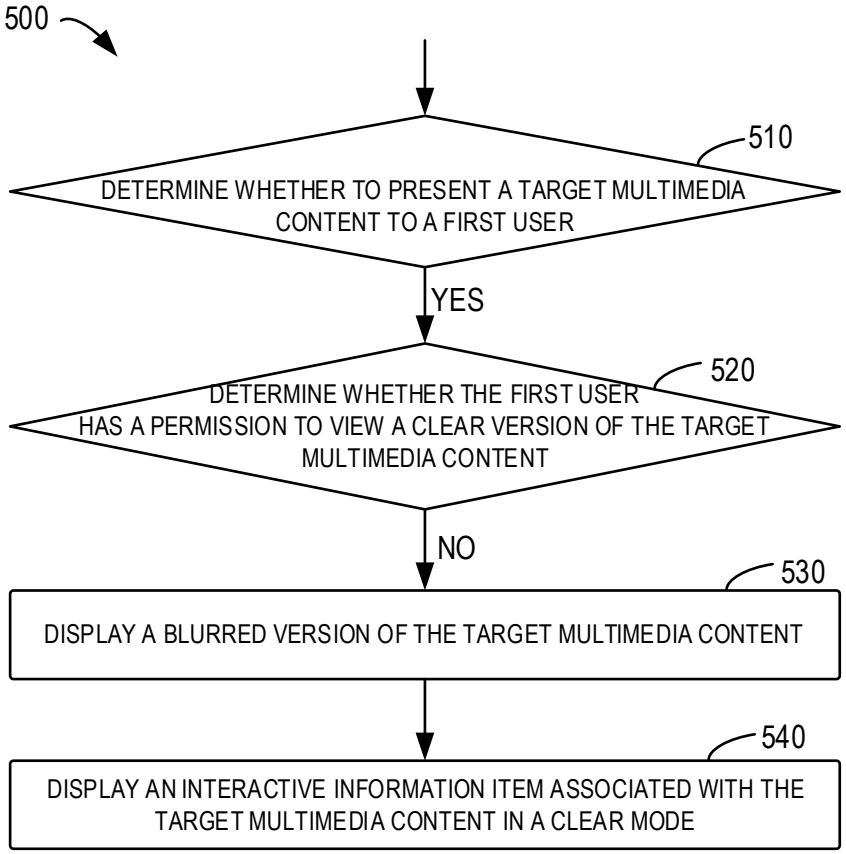

500
510
DETERMINE WHETHER TO PRESENT A TARGET MULTIMEDIA CONTENT TO A FIRST USER
YES
520
DETERMINE WHETHER THE FIRST USER HAS A PERMISSION TO VIEW A CLEAR VERSION OF THE TARGET MULTIMEDIA CONTENT
NO
530
DISPLAY A BLURRED VERSION OF THE TARGET MULTIMEDIA CONTENT
540
DISPLAY AN INTERACTIVE INFORMATION ITEM ASSOCIATED WITH THE TARGET MULTIMEDIA CONTENT IN A CLEAR MODE

FIG. 5

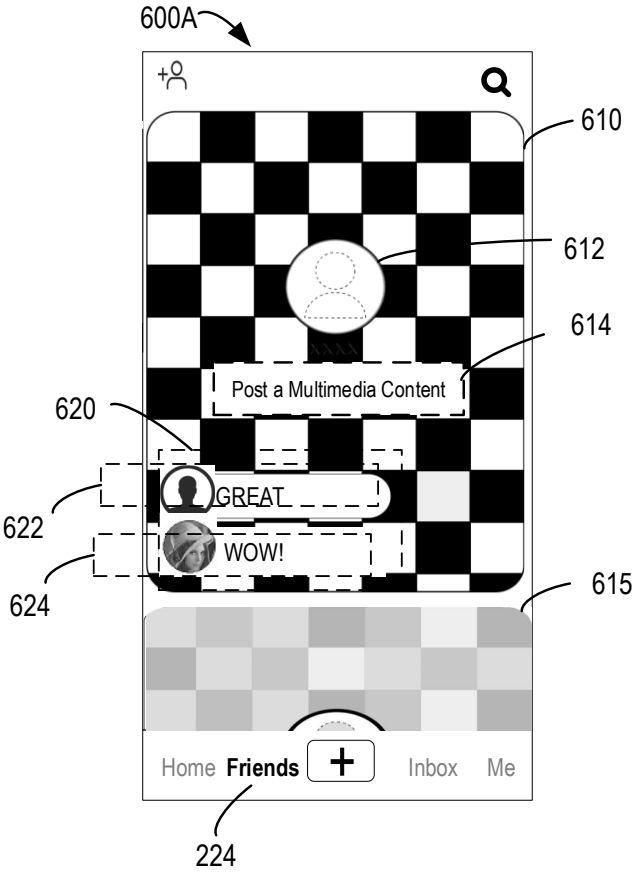

600A
610
612
614
Post a Multimedia Content
620
GREAT
622
WOW!
624
615
Home
Friends
Inbox
Me
224

FIG. 6A

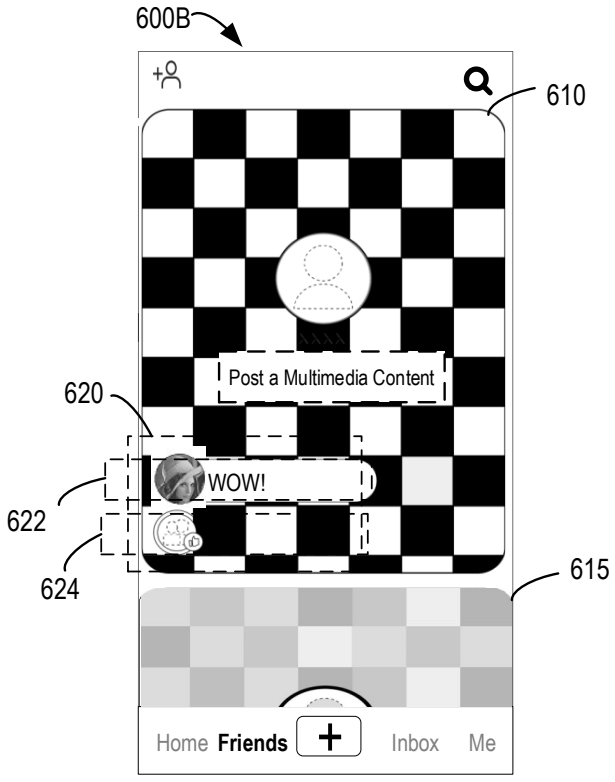

600B
610
Post a Multimedia Content
620
WOW!
622
624
615
Home
Friends
Inbox
Me

FIG. 6B

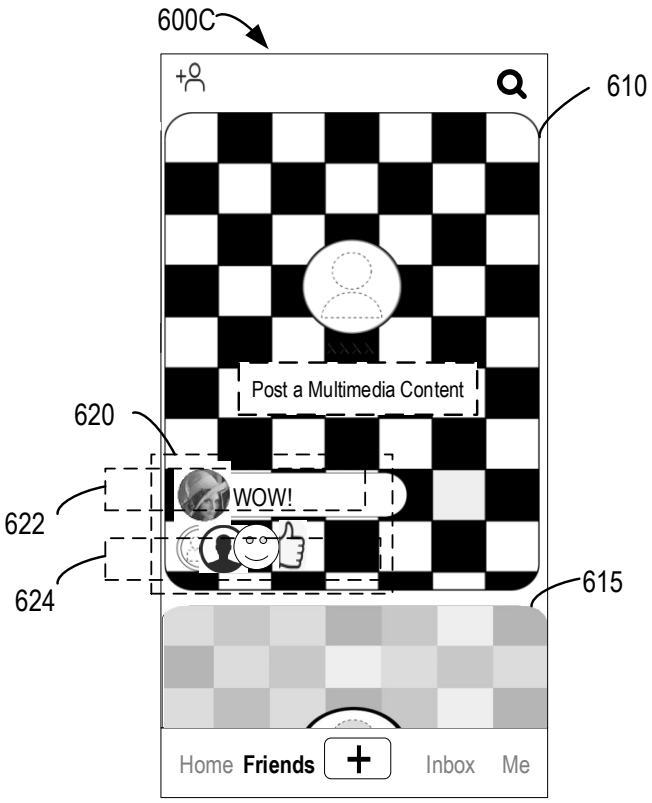

600C
610
Post a Multimedia Content
620
WOW!
622
624
615
Home
Friends
Inbox
Me

FIG. 6C

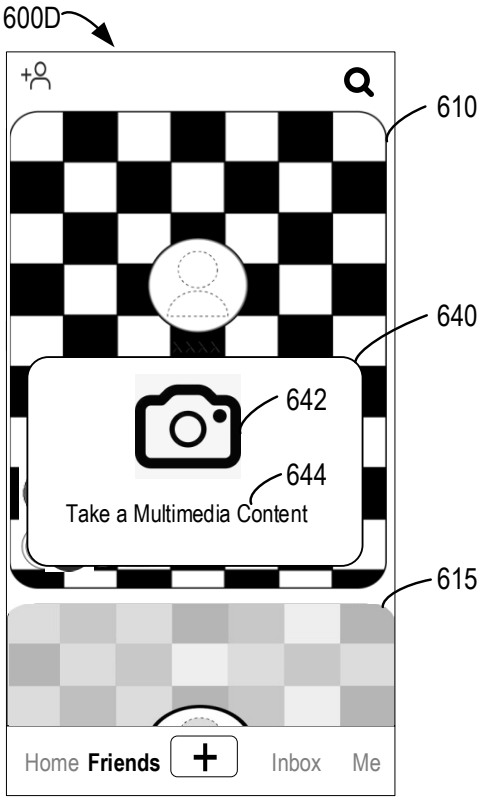

600D
610
640
642
644
Take a Multimedia Content
615
Home
Friends
Inbox
Me

FIG. 6D

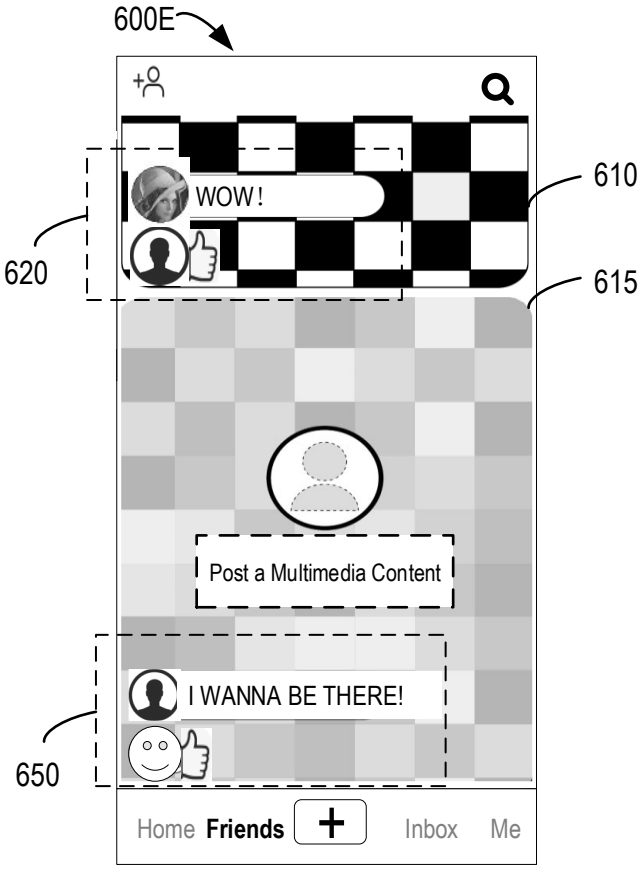

600E
610
620
615
WOW!
Post a Multimedia Content
I WANNA BE THERE!
650
Home
Friends
Inbox
Me

FIG. 6E

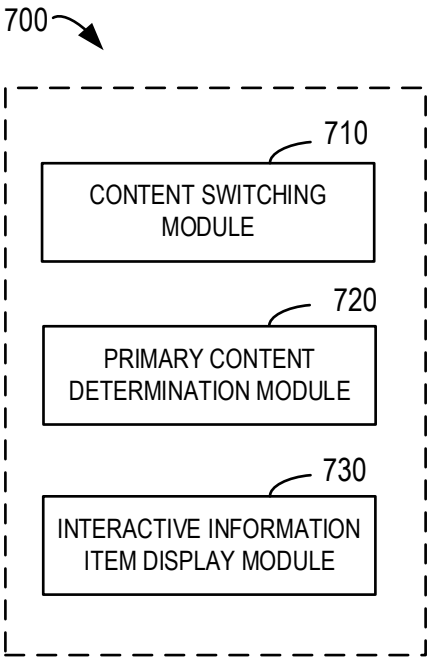

700
710
CONTENT SWITCHING MODULE
720
PRIMARY CONTENT DETERMINATION MODULE
730
INTERACTIVE INFORMATION ITEM DISPLAY MODULE

FIG. 7

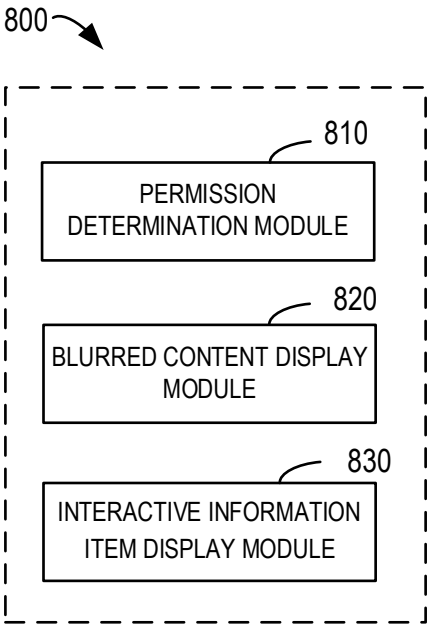

800
810
PERMISSION DETERMINATION MODULE
820
BLURRED CONTENT DISPLAY MODULE
830
INTERACTIVE INFORMATION ITEM DISPLAY MODULE

FIG. 8

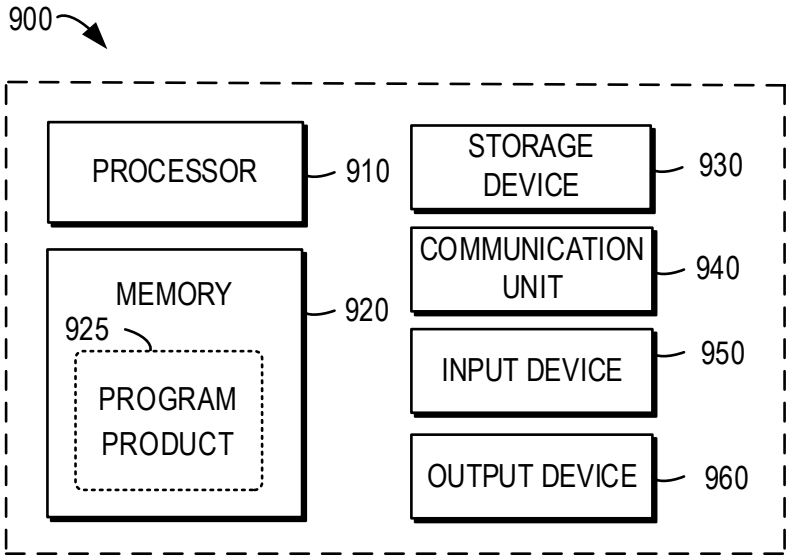

900
PROCESSOR
910
STORAGE DEVICE
930
COMMUNICATION UNIT
940
MEMORY
925
920
PROGRAM PRODUCT
INPUT DEVICE
950
OUTPUT DEVICE
960

FIG. 9