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(54) **Title**: INTEREST MAPPING SYSTEM

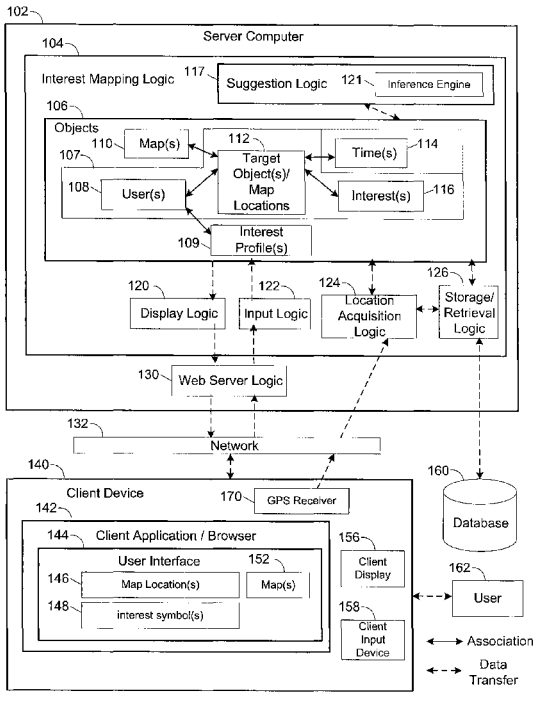


FIG. 1

(57) **Abstract**: Apparatus, interfaces, and computer instructions are provided for establishing an association between a user and a declared interest, such as a brand or some other subject, and for generating a map to display the interests of one or more users. An association is established between an interest identifier, a user, and target object selected based upon an action of the user. The target object may include a location that may be specified by coordinates. The action may include selection of the at least one location by the user. Selection may include selecting a user interface feature that causes the at least one location to be selected based upon a geographical position of the user. The position may be determined by a Global Positioning System device carried by the user. Techniques are also disclosed for identifying people who are potentially interested in a given interest, or in a second interest related to a first interest, based on previously established interest-location-user associations.

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