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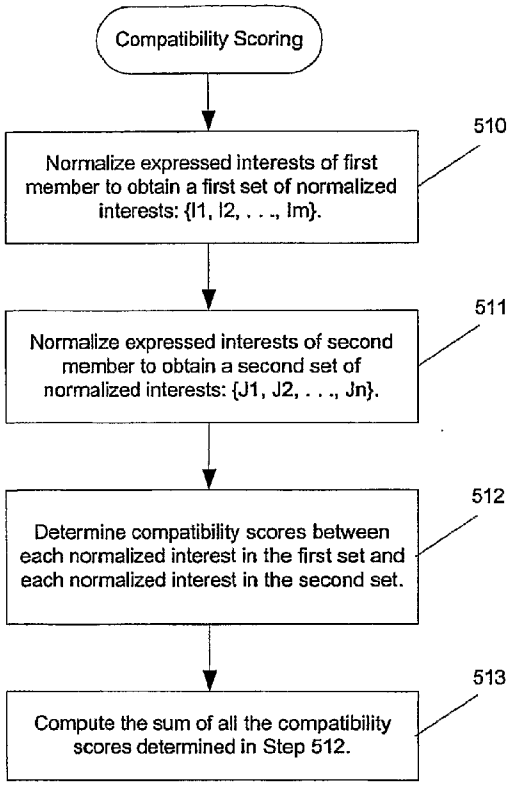
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(54) Title: COMPATIBILITY SCORING OF USERS IN A SOCIAL NETWORK



(57) Abstract: The compatibility score of individuals in a social network is computed based on the compatibility of interests expressed by these individuals. The compatibility score between any two interests is calculated as the log of estimated probability that a member of the social network will express both interests as his interests divided by the product of: (i) estimated probability that a member of the social network will express the first of the two interests as his interest and (ii) estimated probability that a member of the social network will express the second of the two interests as his interest. The compatibility score between two individuals is calculated as the sum of compatibility scores between each interest appearing in a set of interests expressed by the first individual and each interest appearing in a set of interests expressed by the second individual.

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