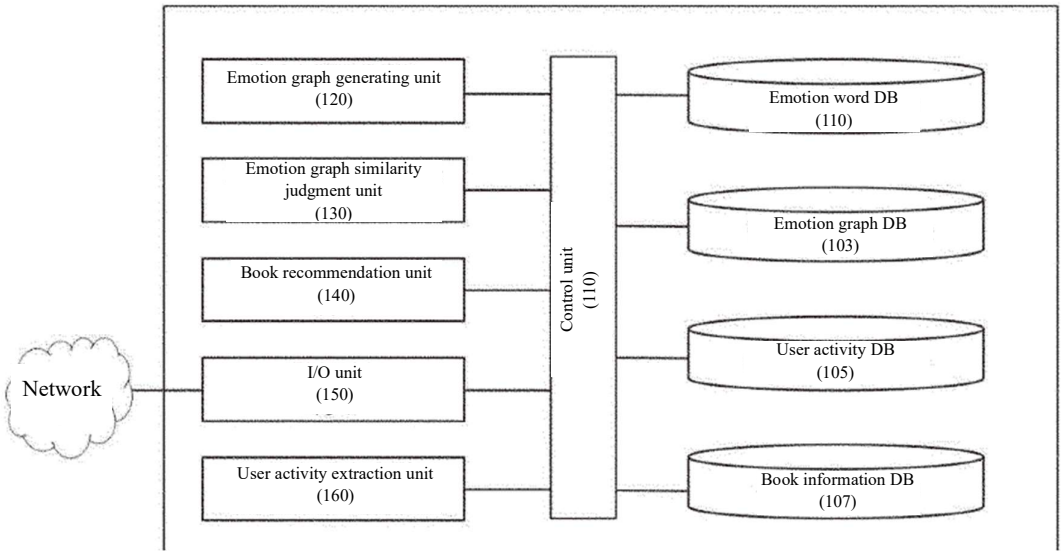
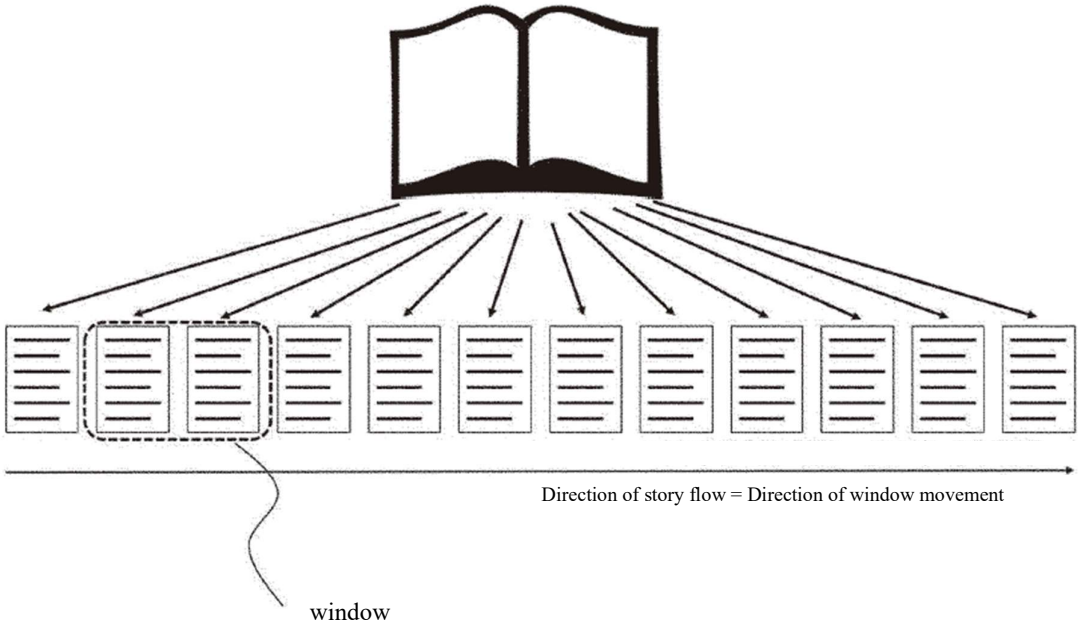
[Fig. 1]


Emotion graph generating unit
(120)
Emotion graph similarity judgment unit
(130)
Book recommendation unit
(140)
I/O unit
(150)
User activity extraction unit
(160)
Control unit
(110)
Emotion word DB
(110)
Emotion graph DB
(103)
User activity DB
(105)
Book information DB
(107)
Network

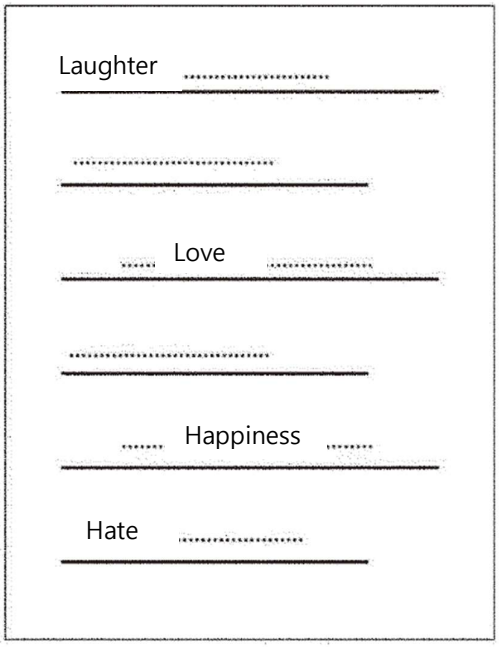
[Fig. 2]


Direction of story flow = Direction of window movement
window

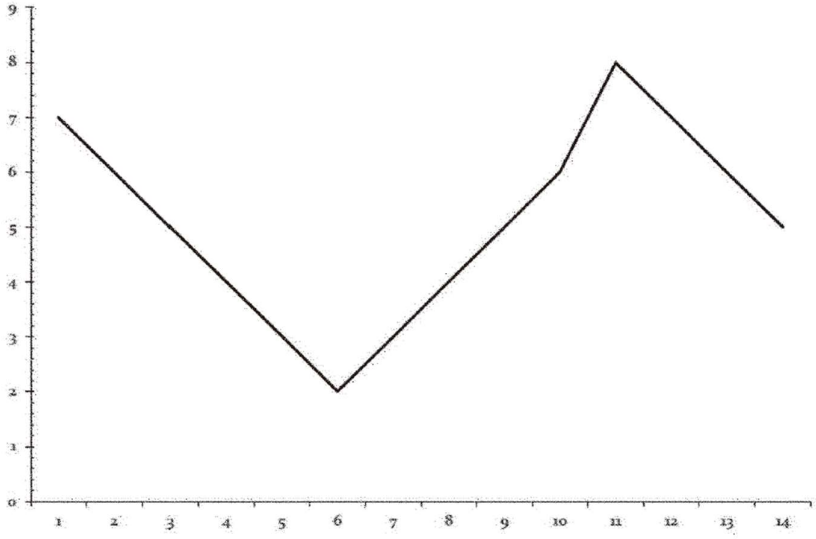
[Fig. 3]

Word	Emotion value
Laughter	4
Happiness	3
Love	2
.	.
.	.
.	.
.	.
.	.
.	.
Hate	-1
Detest	-2
Revenge	-3

[Fig. 4]



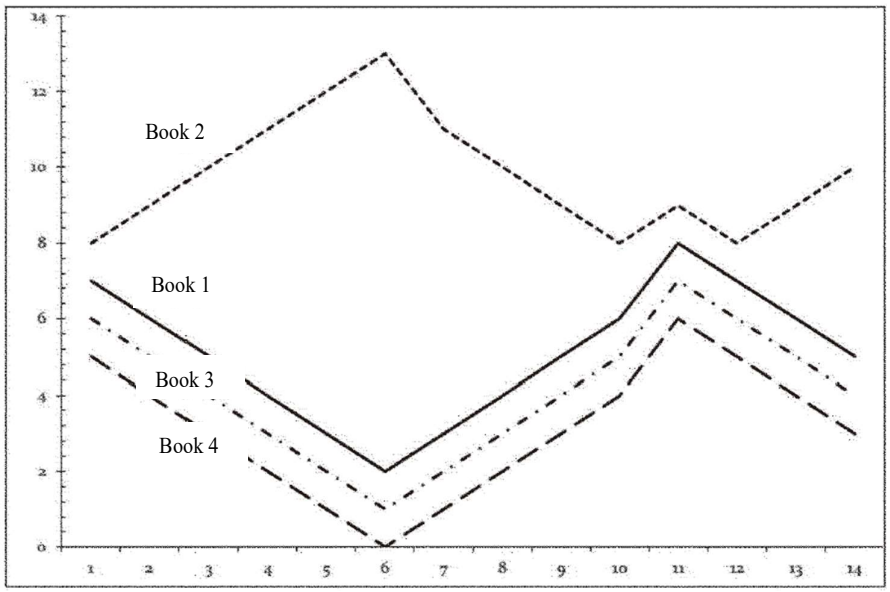
[Fig. 5]



[Fig. 6]

Section	Book 1	Book 2	Book 3	Book 4
1	7	8	6	5
2	6	9	5	4
3	5	10	4	3
4	4	11	3	2
5	3	12	2	1
6	2	13	1	0
7	3	11	2	1
8	4	10	3	2
9	5	9	4	3
10	6	8	5	4
11	8	9	7	6
12	7	8	6	5
13	6	9	5	4
14	5	10	4	3

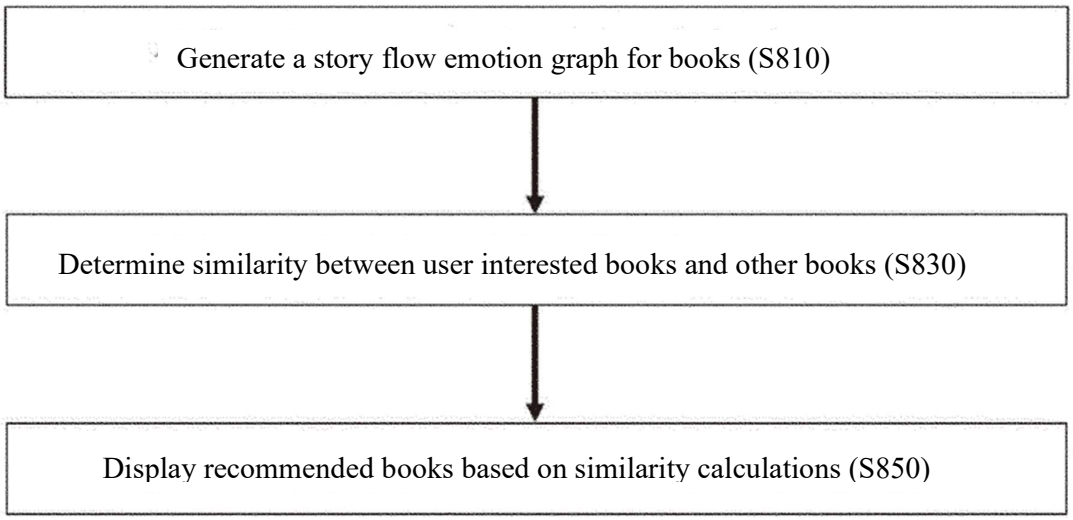
[Fig. 7]



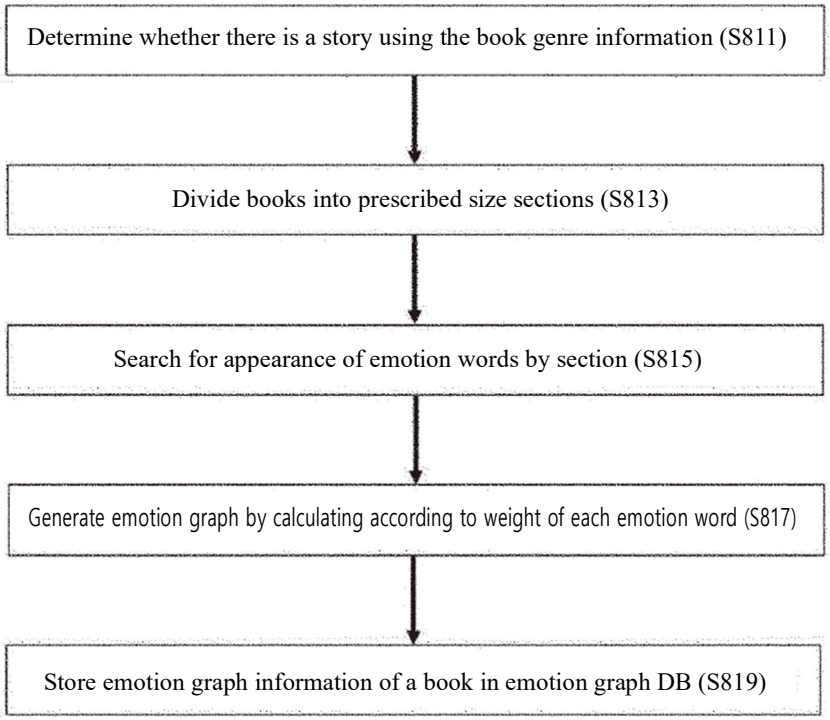
[Fig. 8]

Section	Book 1	Book 2	Book 3	Book 4	1st similarity judgment base value between book 1 & book 2	1st similarity judgment base value between book 1 & book 3	1st similarity judgment base value between book 1 & book 4
1	7	8	6	5	1	1	2
2	6	9	5	4	3	1	2
3	5	10	4	3	5	1	2
4	4	11	3	2	7	1	2
5	3	12	2	1	9	1	2
6	2	13	1	0	11	1	2
7	3	11	2	1	8	1	2
8	4	10	3	2	6	1	2
9	5	9	4	3	4	1	2
10	6	8	5	4	2	1	2
11	8	9	7	6	1	1	2
12	7	8	6	5	1	1	2
13	6	9	5	4	3	1	2
14	5	10	4	3	5	1	2

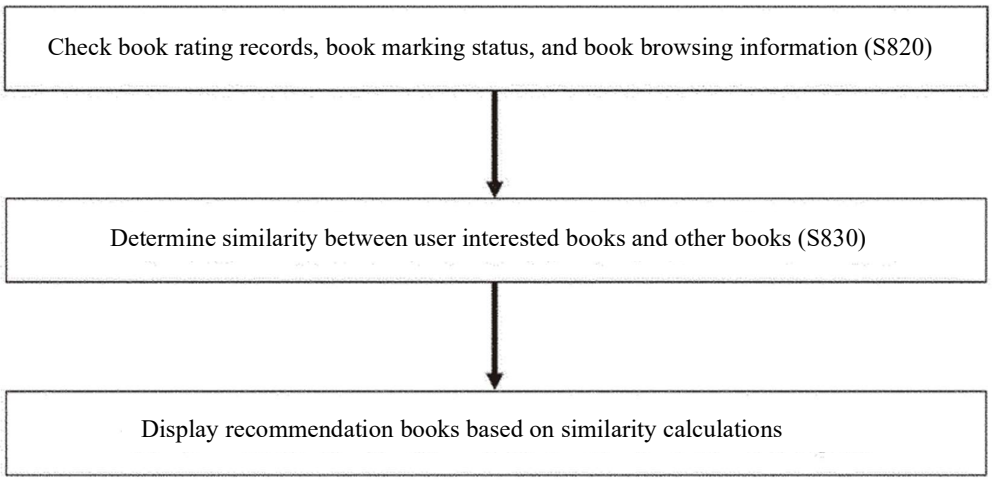
[Fig. 9]


Generate a story flow emotion graph for books (S810)
Determine similarity between user interested books and other books (S830)
Display recommended books based on similarity calculations (S850)

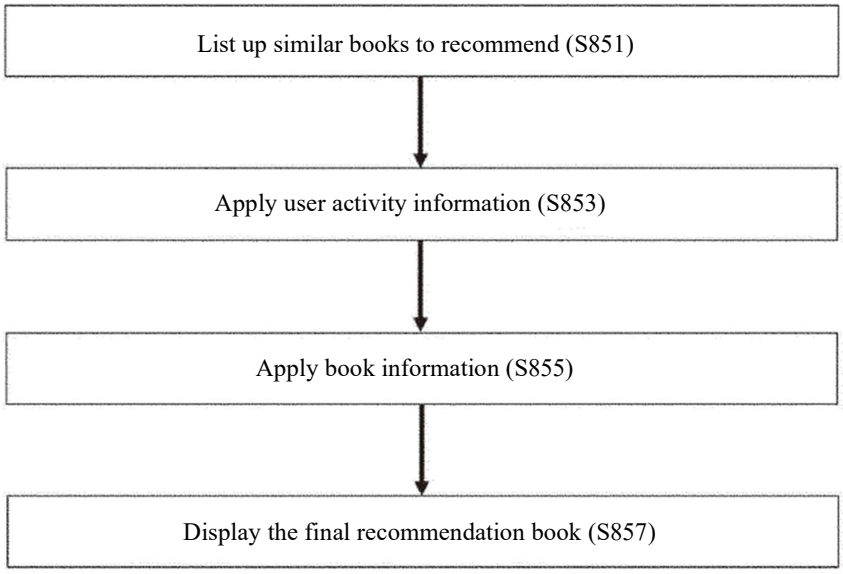
[Fig. 10]


Determine whether there is a story using the book genre information (S811)
Divide books into prescribed size sections (S813)
Search for appearance of emotion words by section (S815)
Generate emotion graph by calculating according to weight of each emotion word (S817)
Store emotion graph information of a book in emotion graph DB (S819)

[Fig. 11]


Check book rating records, book marking status, and book browsing information (S820)
Determine similarity between user interested books and other books (S830)
Display recommendation books based on similarity calculations

[Fig. 12]


List up similar books to recommend (S851)
Apply user activity information (S853)
Apply book information (S855)
Display the final recommendation book (S857)