WO 2006/116543 PCT/US2006/015908

FIG. 1

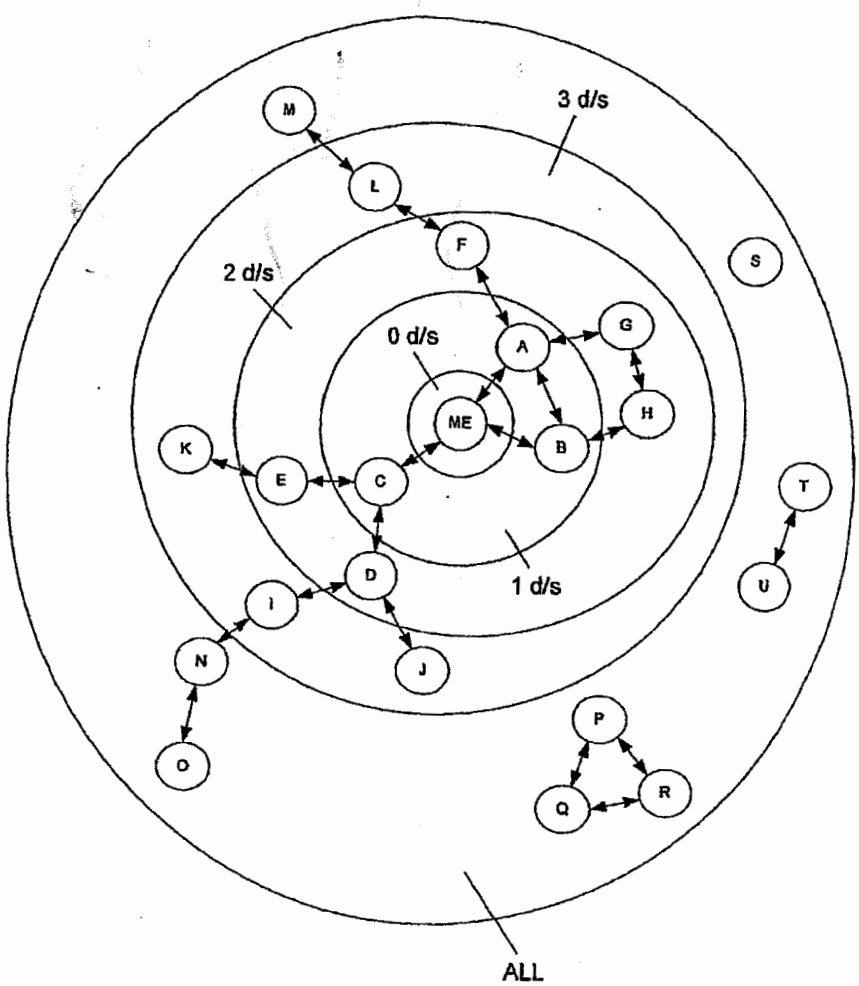


FIG. 2

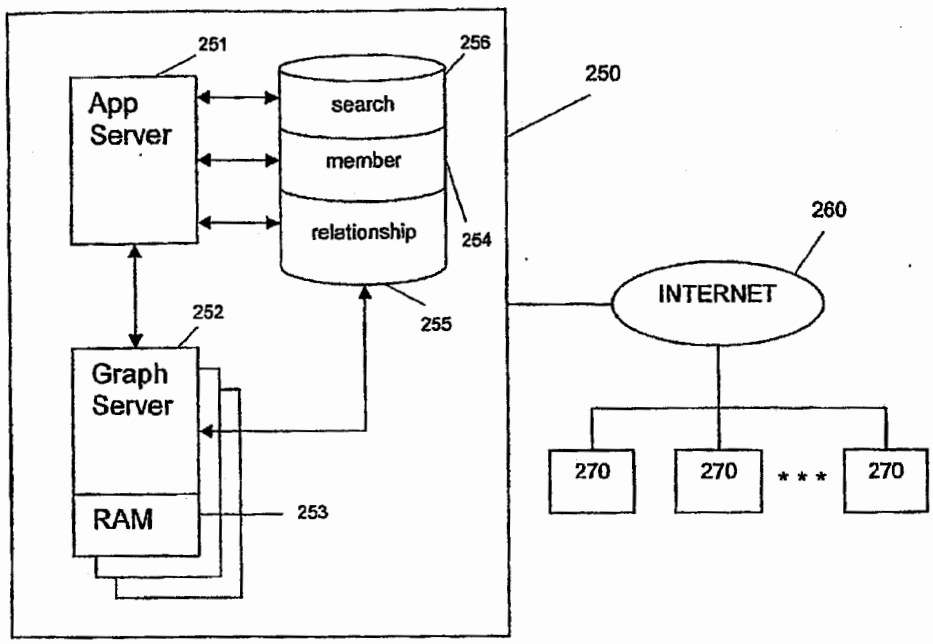

251
256
250
App Server
search
member
relationship
254
260
INTERNET
252
255
Graph Server
RAM
253
270
270
* * *
270

FIG. 3

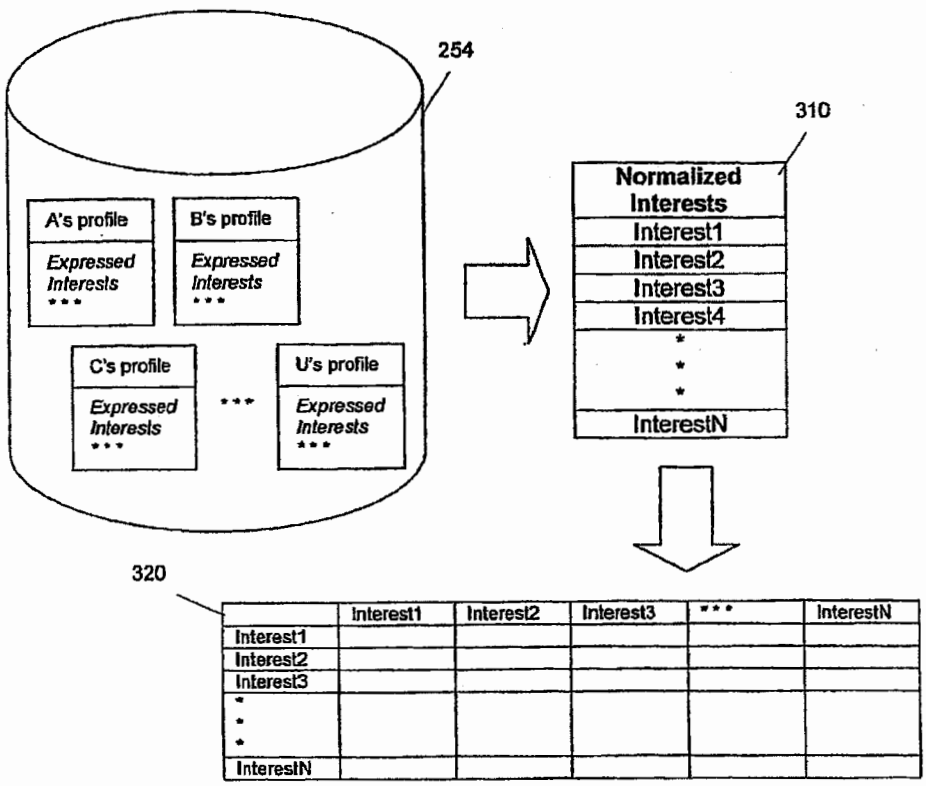

254
A's profile
Expressed Interests
B's profile
Expressed Interests
C's profile
Expressed Interests
U's profile
Expressed Interests
310
Normalized Interests
Interest1
Interest2
Interest3
Interest4
InterestN
320
Interest1
Interest2
Interest3
InterestN

FIG. 4

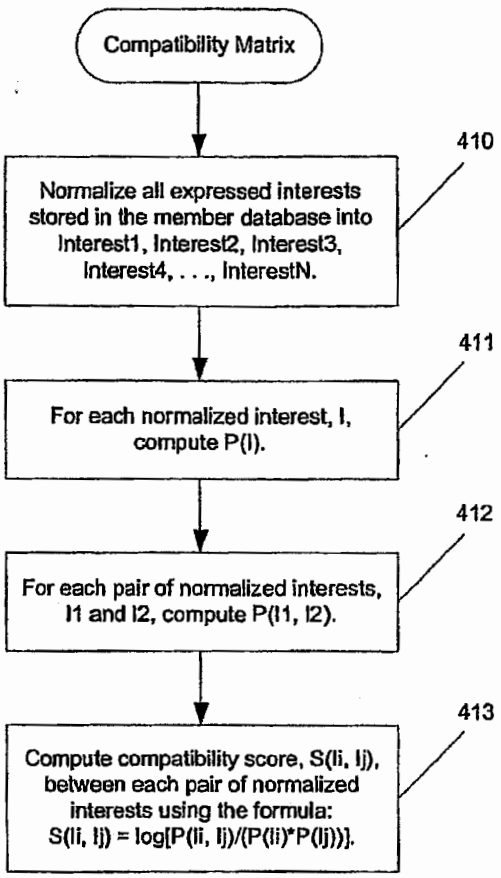

Compatibility Matrix
410
Normalize all expressed interests stored in the member database into Interest1, Interest2, Interest3, Interest4, . . ., InterestN.
411
For each normalized interest, I, compute P(I).
412
For each pair of normalized interests, I1 and I2, compute P(I1, I2).
413
Compute compatibility score, S(Ii, Ij), between each pair of normalized interests using the formula: S(Ii, Ij) = log[P(Ii, Ij)/(P(Ii)*P(Ij))].

FIG. 5

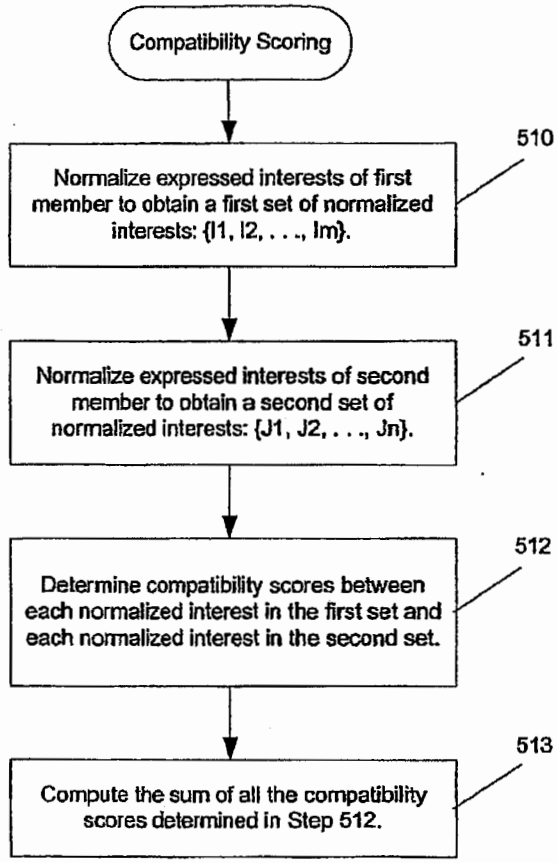
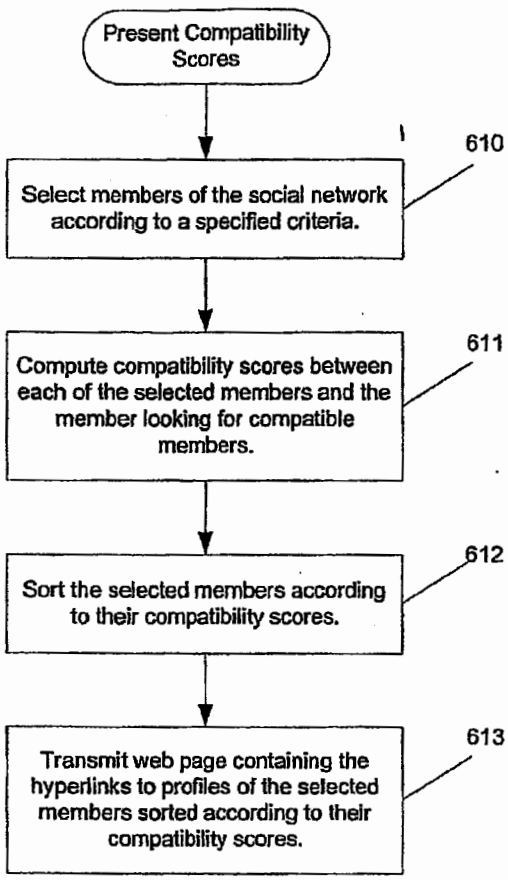
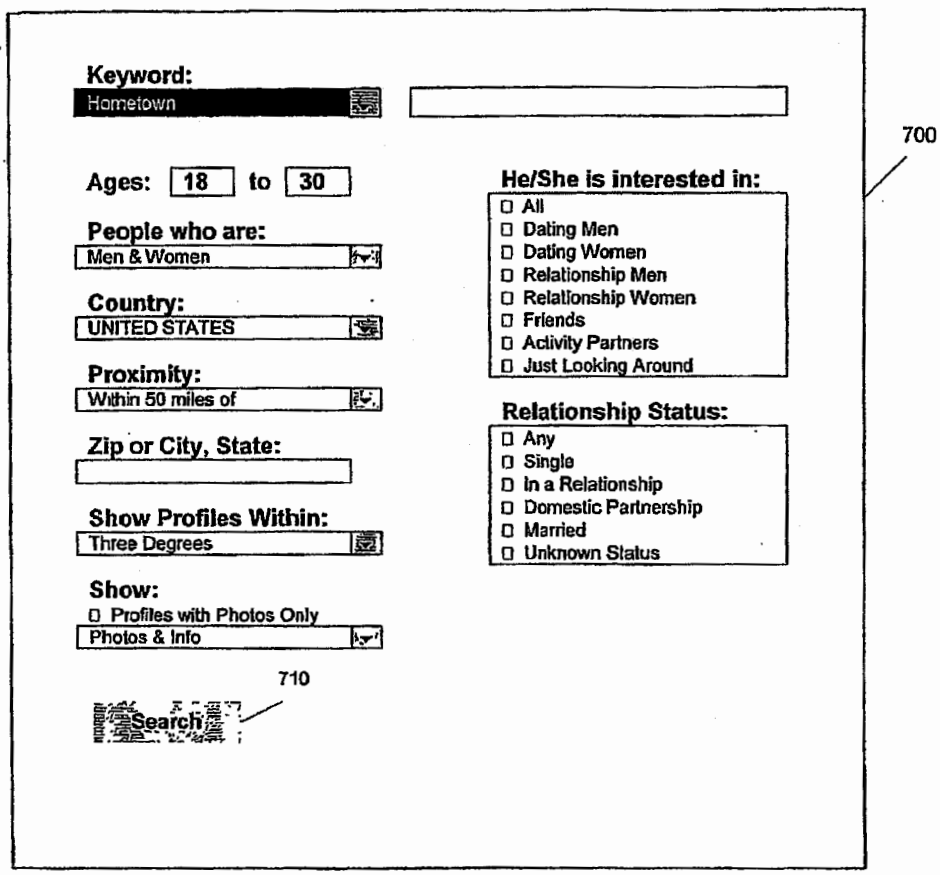

Compatibility Scoring
Normalize expressed interests of first member to obtain a first set of normalized interests: {I1, I2, . . ., Im}.
510
Normalize expressed interests of second member to obtain a second set of normalized interests: {J1, J2, . . ., Jn}.
511
Determine compatibility scores between each normalized interest in the first set and each normalized interest in the second set.
512
Compute the sum of all the compatibility scores determined in Step 512.
513

FIG. 6


Present Compatibility Scores
610
Select members of the social network according to a specified criteria.
611
Compute compatibility scores between each of the selected members and the member looking for compatible members.
612
Sort the selected members according to their compatibility scores.
613
Transmit web page containing the hyperlinks to profiles of the selected members sorted according to their compatibility scores.

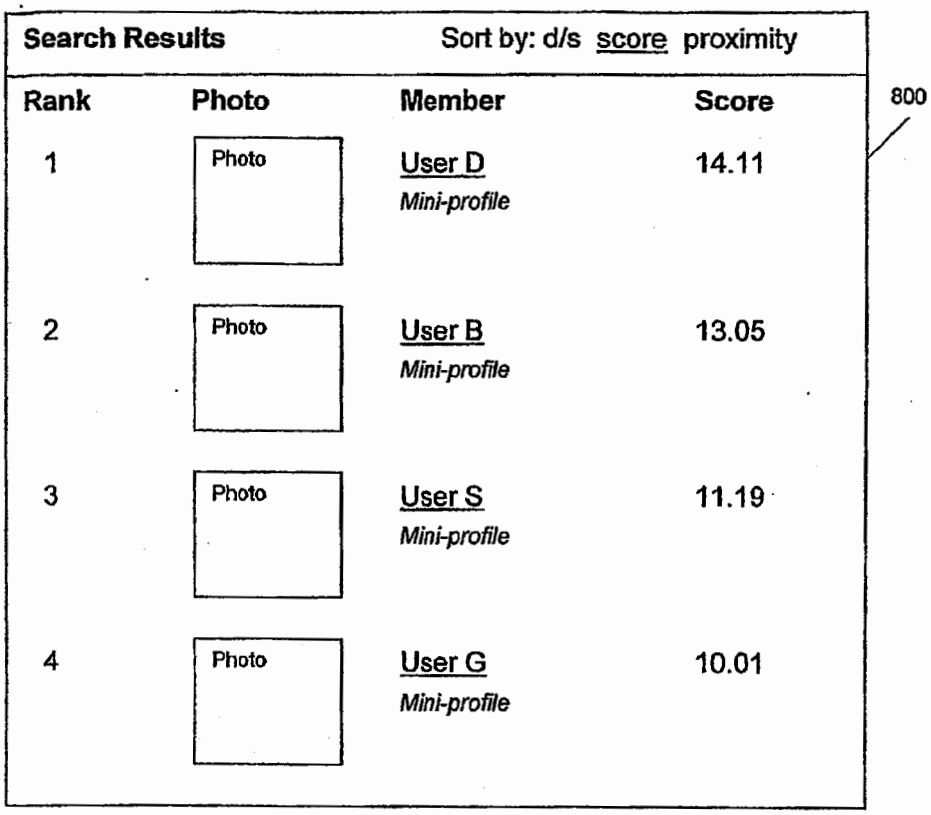
WO 2006/116543 PCT/US2006/015908

FIG. 7



WO 2006/116543 PCT/US2006/015908

FIG. 8



WO 2006/116543 PCT/US2006/015908

FIG. 9

