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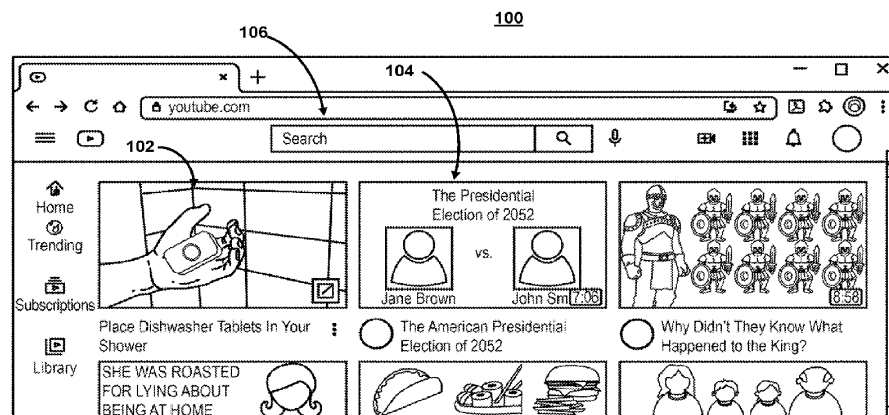


FIG. 1

(57) Abstract: Methods and systems are proposed herein to address the inefficiencies in the recommendation schemes available. More specifically, the embodiments disclosed herein provide a new recommendation scheme, whereby a user enters various criteria for what he/she would like to be recommended. For example, the system may receive a user preference for content recommendations from a user. The system may retrieve a user profile for the user. The system may compare the user preference to the user profile to determine a criterion for content recommendations for the user. The system may receive a content attribute for content provided by a content provider. The system may match the criterion to the content attribute. The system may, in response to matching the criterion to the content attribute, generate for display a recommendation to the user for the content.

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