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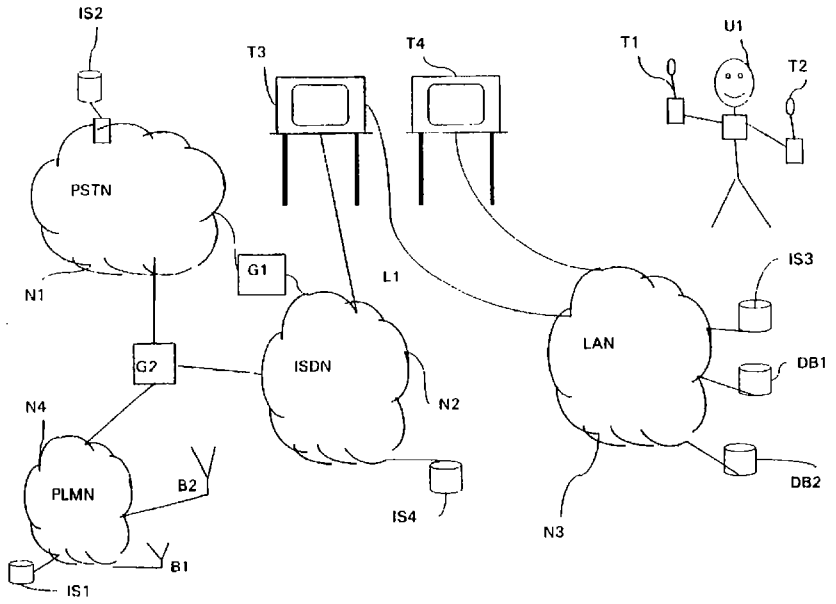
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(54) Title: METHOD OF UPDATING INTERESTS

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(57) Abstract: The invention is concerned with a method of changing a profile representing subject matter of interest to a user, where the profile includes a plurality of sets of subject-related data. The method of the invention includes the steps of (i) suggesting a change to the profile to the user, which suggestion includes one or more selection choices representative of the suggested change, (ii) receiving one or more selection choices from the user, (iii) modifying the user profile in accordance with the or each selection choice, (iv) monitoring user action in respect of the modification, and, if the user action satisfies predetermined criteria, (v) permanently changing the profile in accordance with the or each selection choice.

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