CLAIMS

1. A method of providing recommendations or targeted content to a user of a user apparatus comprising:

presenting a user preference survey with one or more options for election on the user apparatus,

for each survey, receiving and storing the result of the survey to create or update a user profile,

identifying other users that match the user based on respective user profiles, and

providing targeted content and/or recommendations of targeted content to the user apparatus, being content preferred by one or more of the matching users.

2. A method according to claim 1 wherein identifying others users that match the user based on user profiles comprises identifying other users with the same or similar preferences to the user for a content category.

3. A method according to claim 1 or 2 further comprising associating one or more of the matching users with the user, and wherein the targeted content is content preferred by one or more of the associated matching users.

4. A method according to any preceding claim wherein providing targeted content or recommendations of targeted content comprises indicating to the user or providing the user with access to content preferred by one or more of the matching users or associated matching users.

5. A method according to claim 4 wherein associating one or more of the matching users comprises presenting the matching users on the user apparatus and receiving input from the user apparatus selecting one or more of the matching users for association.

6. A method according to any preceding claim wherein the user preference survey is a primary survey that comprises two options for election, of which one can be elected in preference to the other, the primary survey having the predominant purpose of obtaining elections to create or update the user profile.

7. A method according to any preceding claim wherein one or more of the options relate to content being preferred by one or more matching or associated matching users, the survey

providing recommendations and/or targeted content, and/or also obtaining elections to create or update the user profile.

8. A method according to any preceding claim wherein the user preference survey is a secondary survey that comprises two or more options for election, wherein one or more of the options relate to content being preferred by one or more matching or associated matching users, the secondary survey providing recommendations and/or targeted content, and/or also obtaining elections to create or update the user profile.

9. A method according to any preceding claim further comprising presenting a survey provided to one or more other users and receiving a prediction of how the other users responded to that survey.

10. A method according to any preceding claim wherein the result of the survey comprises an election of one or more of the options and/or feedback on the survey.

11. A method according to any preceding claim wherein the election is an indication of preferring or not preferring the option, or providing a rating.

12. A system for providing recommendations or targeted content to a user of a user apparatus comprising:

a database to store one or more user profiles, and

a computer programmed to:

provide a user preference survey to a user apparatus with one or more options for election on the user apparatus,

for each survey, receive and store the result of the survey to create or update a user profile in the database,

identify other users that match the user based on respective user profiles,

provide targeted content and/or recommendations of targeted content to the user apparatus, being content preferred by one or more of the matching users.

13. A system according to claim 12 wherein the computer is further programmed to identify other users that match the user based on user profiles by identifying other users with the same or similar preferences to the user for a content category.

14. A system according to claim 12 or 13 wherein the computer is further programmed to associate one or more of the matching users with the user.

15. A system according to claim 14 wherein to associate one or more of the matching user with the user, the computer is programmed to provide the matching users to the user apparatus, and receive input from the user apparatus selecting one or more of the matching users for association.

16. A system according to any one of claims 12 to 15 wherein providing targeted content and/or recommendations to targeted content comprises providing access to content preferred by one or more of the matching or associated matching users.

17. A system according to any one of claims 12 to 17 wherein the user preference survey is a primary survey that comprises two options for election, of which one can be elected in preference to the other, the primary survey having the predominant purpose of obtaining elections to create or update the user profile.

18. A system according to claim 17 wherein the user preference survey wherein one or more of the options relate to content being preferred by one or more matching or associated matching users, the survey providing recommendations and/or targeted content, and/or also obtaining elections to create or update the user profile.

19. A system according to claim 18 wherein the user preference survey is a secondary survey that comprises two or more options for election, wherein one or more of the options relate to content being preferred by one or more matching users or associated matching users, the secondary survey providing recommendations and/or targeted content, and/or also obtaining elections to create or update the user profile.

20. A system according to any one of claims 12 to 19 wherein the computer is further programmed to present a survey provided to one or more other users and receiving a prediction of how the other users responded to that survey.

21. A system according to any one of claims 12 to 20 wherein the result of the survey comprises an election of one or more of the options and/or feedback on the survey.

22. A system according to any one of claims 12 to 21 wherein the election is an indication of preferring or not preferring the option, or providing a rating.

23. A method of building a user profile for use in providing recommendations and/or targeted content to a user of a user apparatus comprising:

creating or selecting at least one user preference survey, the survey comprising one or more options for election,

presenting the preference survey on the user apparatus, and for each survey, storing the result of the survey to create or update a user profile,

wherein each user preference survey is selected/created based on one or more of: the user profile, surveys presented to and/or created by other matching users with the same or similar profile and/or responses thereto and/or preferences thereof, the prediction accuracy of the user and/or other users, and/or uptake history of previous surveys and/or content, and

providing recommendations and/or targeted content to the user apparatus based on the user profile and/or the user profiles of other matching users.

24. A system for building a user profile for use in providing recommendations and/or targeted content to a user of a user apparatus, the system comprising:

a database to store one or more user profiles, and

a computer programmed to:

create or select at least one user preference survey, the survey comprising one or more options for election,

provide the preference survey to a user apparatus,

for each survey, create or update a user profile in the database, and

provide recommendations and/or targeted content to the user apparatus based on the user profile and/or the user profiles of other matching users,

wherein each user preference survey is selected/created by the computer based on one or more of: the user profile, surveys presented to and/or created by other matching users with the same or similar profile and/or responses thereto and/or preferences thereof, the prediction accuracy of the user and/or other users, and/or uptake history of previous surveys and/or content.

CLAIMS

1. A method of providing recommendations or targeted content to a user of a user apparatus comprising:

presenting a user preference survey with one or more options for election on the user apparatus,

for each survey, receiving and storing the result of the survey to create or update a user profile,

identifying other users that match the user based on respective user profiles, and

providing targeted content and/or recommendations of targeted content to the user apparatus, being content preferred by one or more of the matching users.

2. A method according to claim 1 wherein identifying others users that match the user based on user profiles comprises identifying other users with the same or similar preferences to the user for a content category.

3. A method according to claim 1 or 2 further comprising associating one or more of the matching users with the user, and wherein the targeted content is content preferred by one or more of the associated matching users.

4. A method according to any preceding claim wherein providing targeted content or recommendations of targeted content comprises indicating to the user or providing the user with access to content preferred by one or more of the matching users or associated matching users.

5. A method according to claim 4 wherein associating one or more of the matching users comprises presenting the matching users on the user apparatus and receiving input from the user apparatus selecting one or more of the matching users for association.

6. A method according to any preceding claim wherein the user preference survey is a primary survey that comprises two options for election, of which one can be elected in preference to the other, the primary survey having the predominant purpose of obtaining elections to create or update the user profile.

7. A method according to any preceding claim wherein one or more of the options relate to content being preferred by one or more matching or associated matching users, the survey

providing recommendations and/or targeted content, and/or also obtaining elections to create or update the user profile.

8. A method according to any preceding claim wherein the user preference survey is a secondary survey that comprises two or more options for election, wherein one or more of the options relate to content being preferred by one or more matching or associated matching users, the secondary survey providing recommendations and/or targeted content, and/or also obtaining elections to create or update the user profile.

9. A method according to any preceding claim further comprising presenting a survey provided to one or more other users and receiving a prediction of how the other users responded to that survey.

10. A method according to any preceding claim wherein the result of the survey comprises an election of one or more of the options and/or feedback on the survey.

11. A method according to any preceding claim wherein the election is an indication of preferring or not preferring the option, or providing a rating.

12. A system for providing recommendations or targeted content to a user of a user apparatus comprising:

a database to store one or more user profiles, and

a computer programmed to:

provide a user preference survey to a user apparatus with one or more options for election on the user apparatus,

for each survey, receive and store the result of the survey to create or update a user profile in the database,

identify other users that match the user based on respective user profiles,

provide targeted content and/or recommendations of targeted content to the user apparatus, being content preferred by one or more of the matching users.

13. A system according to claim 12 wherein the computer is further programmed to identify other users that match the user based on user profiles by identifying other users with the same or similar preferences to the user for a content category.

14. A system according to claim 12 or 13 wherein the computer is further programmed to associate one or more of the matching users with the user.

15. A system according to claim 14 wherein to associate one or more of the matching user with the user, the computer is programmed to provide the matching users to the user apparatus, and receive input from the user apparatus selecting one or more of the matching users for association.

16. A system according to any one of claims 12 to 15 wherein providing targeted content and/or recommendations to targeted content comprises providing access to content preferred by one or more of the matching or associated matching users.

17. A system according to any one of claims 12 to 17 wherein die user preference survey is a primary survey that comprises two options for election, of which one can be elected in preference to the other, the primary survey having the predominant purpose of obtaining elections to create or update the user profile.

18. A system according to claim 17 wherein one or more of the options relate to content being preferred by one or more matching or associated matching users, the survey providing recommendations and/or targeted content, and/or also obtaining elections to create or update the user profile.

19. A system according to claim 18 wherein the user preference survey is a secondary survey that comprises two or more options for election, wherein one or more of the options relate to content being preferred by one or more matching users or associated matching users, the secondary survey providing recommendations and/or targeted content, and/or also obtaining elections to create or update the user profile.

20. A system according to any one of claims 12 to 19 wherein the computer is further programmed to present a survey provided to one or more other users and receiving a prediction of how the other users responded to that survey.

21. A system according to any one of claims 12 to 20 wherein the result of the survey comprises an election of one or more of the options and/or feedback on the survey.

22. A system according to any one of claims 12 to 21 wherein the election is an indication of preferring or not preferring the option, or providing a rating.

23. A method of building a user profile for use in providing recommendations and/ or targeted content to a user of a user apparatus comprising:

creating or selecting at least one user preference survey, the survey comprising one or more options for election,

presenting the preference survey on the user apparatus, and for each survey, storing the result of the survey to create or update a user profile,

wherein each user preference survey is selected / created based on one or more of:

the user profile,

surveys presented to other matching users with the same or similar profile,

surveys created by other matching users with the same or similar profile,

responses to surveys,

preferences of users,

prediction accuracy of users,

uptake history of previous surveys,

uptake history of previous content, and

providing targeted content and/or recommendations of targeted content to the user apparatus, being content preferred by one or more of the matching users.

24. A system for building a user profile for use in providing recommendations and/or targeted content to a user of a user apparatus, the system comprising:

a database to store one or more user profiles, and

a computer programmed to:

create or select at least one user preference survey, the survey comprising one or more options for election,

provide the preference survey to a user apparatus,

for each survey, create or update a user profile in the database, and

providing targeted content and/or recommnedations of targeted content to the user apparatus, being content preferred by one or more of the matching users,

wherein each user preference survey is selected/created based on one or more of:

the user profile,

surveys presented to other matching users with the same or similar profile,

surveys created by other matching users with the same or similar profile,

responses to surveys,

preferences of users,

prediction accuracy of users,

uptake history of previous surveys,

uptake history of previous content.