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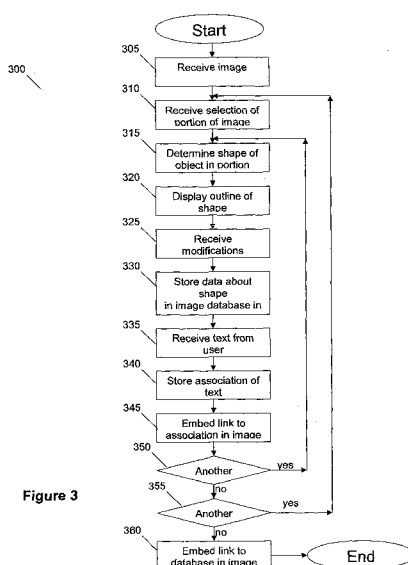
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(54) Title: SYSTEM AND METHOD FOR DIRECTING CONTENT TO USERS OF A SOCIAL NETWORKING ENGINE



(57) Abstract: A system and method for providing a third generation social network. The system provides processes that allow physical objects to be represented as social objects in the social network. A user may then interact with the social objects. These interactions allow the system to collect the content of the interactions of a particular user. The content of the interactions may then be analyzed and used to direct specific content to specific users that may have an interest in the specific content as indicated by the content of the interactions of those users. Furthermore, the system provides a method for associating data with a shape in an image to allow a user and/or groups of users to interact with the image.