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(54) **Title:** DYNAMIC ADJUSTMENT OF PROFILE FEED IN A SOCIAL NETWORK

(57) **Abstract:** Methods, systems, and apparatus, including computer programs encoded on computer storage media, for presenting user profiles on a user interface. In some implementations, a server receives a request to view profiles for each of one or more other users from a client device associated with a requesting user. The server applies matching criteria to a profile of the requesting user and profiles for respective users to identify profiles for a sequence of profiles. The server enables sequential display of information representative of the identified profiles on a user interface of the client device, including enabling display of first information representative of a first profile of the identified profiles, determining a user review attribute for the first profile, dynamically adjusting the sequence of profiles based on the user review attribute, and enabling display of second information representative of a second profile of the identified profiles in the adjusted sequence of profiles.

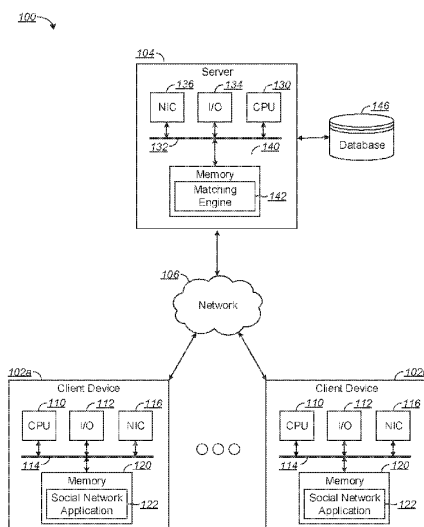


FIG. 1

WO 2023/111988 A1