

ABSTRACT

A COMMUNICATION SERVER, A METHOD, A USER DEVICE, AND A SYSTEM

A communication server apparatus 102 comprising a microprocessor 116 and a memory 118, the communication server apparatus 102 being configured, under control of the microprocessor 116, to execute instructions 120 stored in the memory 118, to: store a plurality of sets of search intent identifiers, wherein respective sets of search intent identifiers are associated with different respective levels of semantic granularity, and wherein a first set of the search intent identifiers comprises a set of keyword IDs; receive a user search request; computationally map the user search request to one or more estimated keywords, the estimated keywords selected from the set of keyword IDs; computationally map the one or more estimated keywords to one or more estimated first derived features, the estimated first derived features selected from a second set of the search intent identifiers that is not the set of keyword IDs; determine one or more behavioural signals based on the one or more estimated keywords and/or the one or more estimated first derived features; and rank a set of search results based on the user search request and the one or more behavioural signals. Also a method, user device, and system.

(Fig. 2)