

ABSTRACT

SYSTEM AND METHOD FOR PROVIDING INFORMATION INTERACTIVELY BY INSTANT MESSAGING APPLICATION

5 An information providing method and system that may provide information while
conversing with a user through an instant messaging application is disclosed. The information
providing system enables a user terminal to add, as a friend, a software bot which may be a
virtual friend configured in an artificial software program through the instant messaging
10 application executed in a user terminal. When the user inputs and transmits a message to the
software bot through a conversation session, the information providing system may retrieve an
appropriate response corresponding to the message from a database by inputting the message as a
query, and may transmit the response to the user terminal, thereby providing the response to the
user through the conversation session.

15
FIG. 19



162162

000002



000003