CLAIMS

[CLAIM 1] A book recommendation method using similarity between books, including:
(1) A step in which a book recommendation server generates a story flow emotion graph for each of the plural number of books by generating a window that analyzes as many words as a prescribed ratio with respect to the total number of words included in each book; and generating the story flow emotion graph by sequentially moving the window from the word at a first position included in each book to the story direction of the book, which is a word direction at a second position, and by analyzing the emotions of the words included within the window at a position in the moved book;
(2) A step in which the book recommendation server calculates the similarity between the story flow emotion graph of a first book and the story flow emotion graph of a second book; and
(3) A step of displaying one or more similar books similar to the first book according to the similarity by the book recommendation server.

[CLAIM 2] The book recommendation method using similarity between books of claim 1, wherein the step (1) includes,
A step of selecting a target book to generate the story flow emotion graph using a genre information of the book.

[CLAIM 3] The book recommendation method using similarity between books of claim 1, wherein the step of generating the story flow emotion graph by sequentially moving the window from the word at the first position included in each book to the story direction of the book, which is the word direction at the second position, and by analyzing the emotions included within the window at the position in the moved book includes,
A step of assigning an emotion value for each word included in the window by referring to words included in the predefined emotion word table;
A step of deriving a unit emotion sum value obtained by summing emotion values for each word in the window; and,
A step of generating data for the story flow emotion graph based on the unit emotion sum value.

[CLAIM 4] The book recommendation method using similarity between books of claim 1, wherein the step of generating the story flow emotion graph by sequentially moving the window from the word at the first position included in each book to the story direction of the book, which is the word direction at the second position, and by analyzing the emotions included within the window at the position in the moved book,
Moves the window by an average number of words of the number of words included in each page of the book to be analyzed.

[CLAIM 5] The book recommendation method using similarity between books of claim 3, wherein the step (2) calculates based on one or more of the follows:
A first similarity judgment base value indicating the difference between the unit emotion sum value of the first book according to the story direction and the unit emotion sum value of the second book according to the story direction; and,
A second similarity judgment base value representing an amount of change of the first similarity judgment base value.

[CLAIM 6] The book recommendation method using similarity between books of claim 1 wherein the first book is,
A book that has been given a rating score higher than a predetermined reference value by a user;
A book included in a shopping cart of an online shopping mall; or,
A book in which related book information has been viewed in an online space

by the user.

[CLAIM 7] The book recommendation method of claim 1,
wherein the step (3) includes,

A step of excluding books read by the user among one or more of the similar books;

A step of displaying similar books in order of book ratings among one or more of the similar books; and.

A step of displaying similar books in consideration of user information among one or more of the similar books.