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(54) **Title:** METHOD AND SYSTEM FOR DETERMINING USER ENGAGEMENT BASED ON USER INTERACTIONS

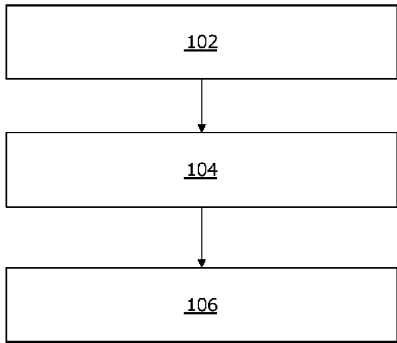


FIG. 1

(57) **Abstract:** Disclosed is a method for determining user engagement based on user interactions. The method comprising collecting via a communication network (304), user-interaction data representative of the user interactions of a plurality of users with a graphical user interface (GUI) (204, 306) executed at a corresponding plurality of user devices (202A-C, 308A-F); analyzing the user-interaction data to determine an aggregate user activity within the GUI; and displaying an indication of the aggregate user activity within the GUI to a given user at a given user device (308F) from amongst the corresponding plurality of user devices, for determining the user engagement.

[Continued on next page]

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