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(57) Abstract :

A system (100) and method for enhancing structured searches on online social networks is disclosed. The system comprises a processor (110), memory (120), query processing unit (130), entity mapping unit (140), and search results unit (150). Leveraging advanced natural language processing and machine learning algorithms, the query processing unit (130) extracts entities from user queries, while the entity mapping unit (140) utilizes a knowledge graph to map disambiguated entities to relevant counterparts within the social network. Personalization factors from the user's profile, connections, and search history enhance the search results presented by the search results unit (150). The system addresses ambiguity through contextual understanding, offering personalized and contextually relevant search outcomes. The method involves receiving queries, applying language processing, disambiguating entities, mapping via the knowledge graph, and presenting personalized results.

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