

(12) PATENT APPLICATION PUBLICATION

(21) Application No.202411001454 A

(19) INDIA

(22) Date of filing of Application :08/01/2024

(43) Publication Date : 02/02/2024

(54) Title of the invention : ADAPTIVELY RANKING NEWS FEED ITEMS IN A SOCIAL NETWORKING PLATFORM

(51) International classification :G06F0016953500, G06N0020000000, G06F0016245700, G06Q0030020000, G06Q0050000000

(86) International Application No :NA
Filing Date :NA

(87) International Publication No : NA

(61) Patent of Addition to Application Number :NA
Filing Date :NA

(62) Divisional to Application Number :NA
Filing Date :NA

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(57) Abstract :

The proposed invention discloses a system and method for interactions and components involved in providing a personalized and engaging social networking experience. It showcases the flow of data, from user devices (102) through the network (104) to the various components within the social networking system (106). The system and method involves adaptively ranking news feed items in a social networking system (106). The method includes analyzing user behavior and activity, as well as external data sources, using machine learning algorithms. Based on this analysis, a personalized ranking of news feed items is generated for each user, taking into account their unique preferences, interests, and the relevance, recency, and popularity of the news feed items. The ranking is dynamically adjusted based on the user's current behavior and activity within the platform. The method can be further enhanced by integrating the machine learning algorithms into the existing news feed ranking system or building a new ranking system from scratch. Overall, the system and method aims to provide users with a more tailored and engaging news feed experience in social networking platforms.

No. of Pages : 20 No. of Claims : 10