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(54) VARIABLE PERSONALIZATION OF SEARCH RESULTS IN A SEARCH ENGINE

(76) Inventors: Taher H. Haveliwala, Mountain View, CA (US); Glen M. Jeh, San Francisco, CA (US); Sepandar D. Kamvar, San Francisco, CA (US)

Correspondence Address: FENWICK & WEST LLP SILICON VALLEY CENTER

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801 CALIFORNIA STREET

MOUNTAIN VIEW, CA 94041 (US)

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(57) ABSTRACT

A search engine provides personalized rankings of search results. A user interest profile identifies topics of interest to a user. Each topic is associated with one or more sites, and a boost value, which can be used to augment an information retrieval score of any document from the site. Search results from any search are provided to the user, with a variable control of the ranking of the results. The results can be ranked by their unboosted information retrieval score, thus reflecting no personalization, or by their fully or partially boosted information retrieval scores. This allows the user to selectively control how their interests affect the ranking of the documents.

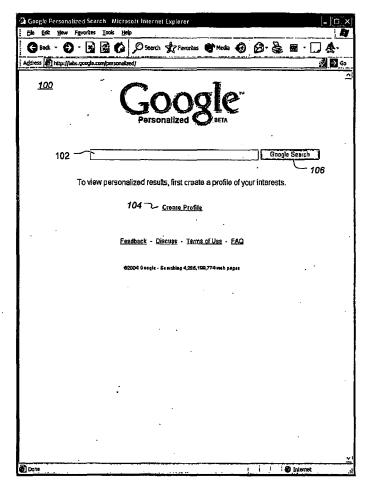


EXHIBIT 2105

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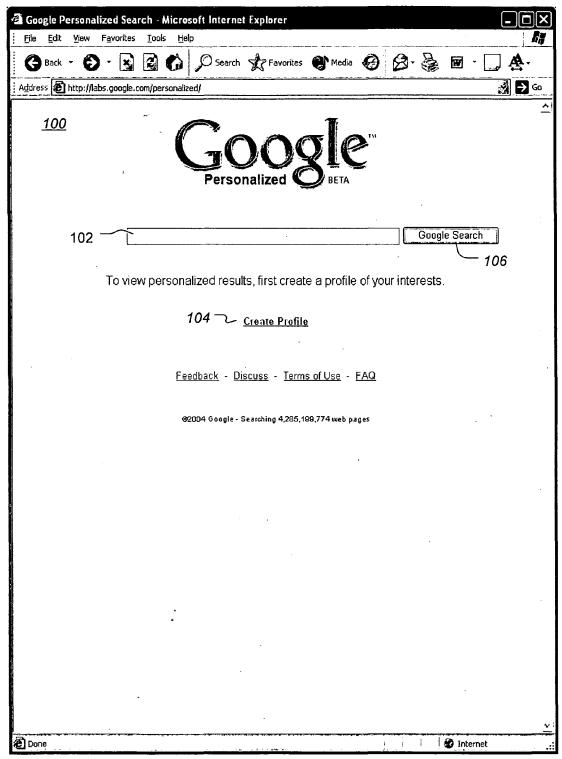


FIG. 1

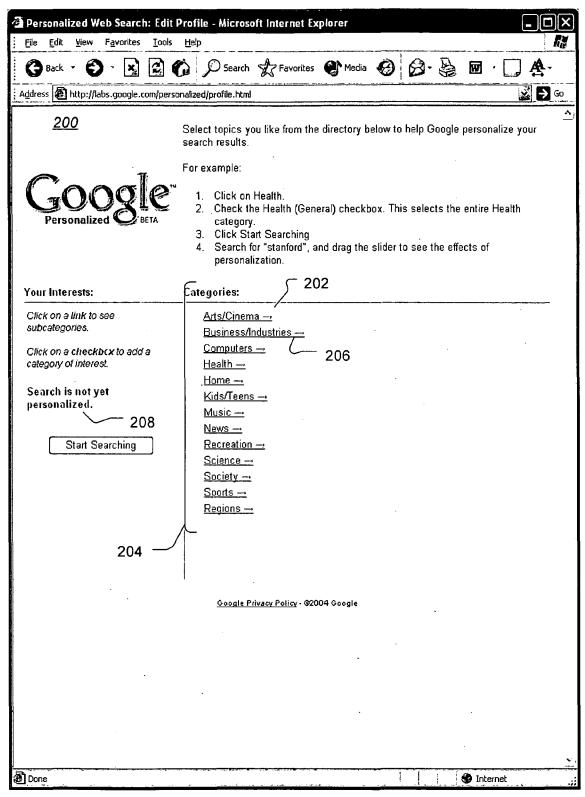


FIG. 2

| | Profile - Microsoft Internet Explorer | | | | | | |
|---|--|--|--|--|--|--|--|
| File Edit Yew Favorites Iools Back - 5 - 4 - 4 - 4 - 4 - 4 - 4 - 4 - 4 - 4 | Help Search Pravorites Media A A W - A | | | | | | |
| Address http://labs.google.com/perso | | | | | | | |
| <u>300</u> | Select topics you like from the directory below to help Google personalize your search results. | | | | | | |
| Google Personalized SETA 306 | For example: 1. Click on Health. 2. Check the Health (General) checkbox. This selects the entire Health category. 3. Click Start Searching 4. Search for "stanford", and drag the slider to see the effects of personalization. 202 | | | | | | |
| Your Interests: | Categories: | | | | | | |
| (Click on the [delete] link to delete an interest.) | Arts/Cinema - Subcategories of Business/Industries - Computers - 315 Computers - Classical Computers - Classi | | | | | | |
| Computers (<u>delete)</u> 308 Delete all preferences 310 | Health 314 Computers (General) Home Graphics Music Hardware | | | | | | |
| Start Searching | News → Recreation → Science → Sports → Regions → Regions → Security □ Internet Recreation → Mobile Computing Mobile Computing Society → Multimedia Sports → Sports → Regions → Security □ Programming Regions → Mobile Computing Multimedia | | | | | | |
| | 204 Software | | | | | | |
| Google Privacy Policy - @2004 Google | | | | | | | |
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| | | | | | | | |
| | | | | | | | |
| a Done | 🚱 Internet | | | | | | |

FIG. 3

| Personalized Web Search: Edit | <u>H</u> elp | | | | | | |
|--|---|---|--|--|--|--|--|
| Back • D • 🔊 🗷 | | rorites 🎱 Media 🥝 🕃 | | | | | |
| 400 | | om the directory below to help | <i>i</i> . | | | | |
| For example: 1. Click on Health. 2. Check the Health (General) checkbox. This selects the entire Health category. 3. Click Start Searching 4. Search for "stanford", and drag the slider to see the effects of personalization. | | | | | | | |
| Your Interests: | Categories: | | | | | | |
| (Click on the [delete] link to delete an Interest.) | Arts/Cinema — Business/Industries | Subcategories of Recreation | Subcategories of Games | | | | |
| Computers (<u>delete)</u> | Computers → Health → | Recreation (General) | Games (General) | | | | |
| <u>.</u> <u>Delete all preferences</u> | Home → Kids/Teens → Music → | □ Autos □ Birding □ Boating | ☐ Board Games ☐ Card Games ☐ Gambling | | | | |
| Start Searching | News — Recreation — Science — Society — Sports — Regions — | ☐ Climbing Games → ☐ Motorcycles ☐ Outdoors ☐ Pets ☐ Travel | □ Puzzles □ Roleplaying □ Video Games 402 | | | | |
| | | | | | | | |
| Google Privacy Policy - ©2004 Google | | | | | | | |
| | | | | | | | |
| € Done | | | ₩ Internet | | | | |

FIG. 4

DOCKET

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