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(54) **DISPLAYING SOCIAL OPPORTUNITIES BY LOCATION ON A MAP**

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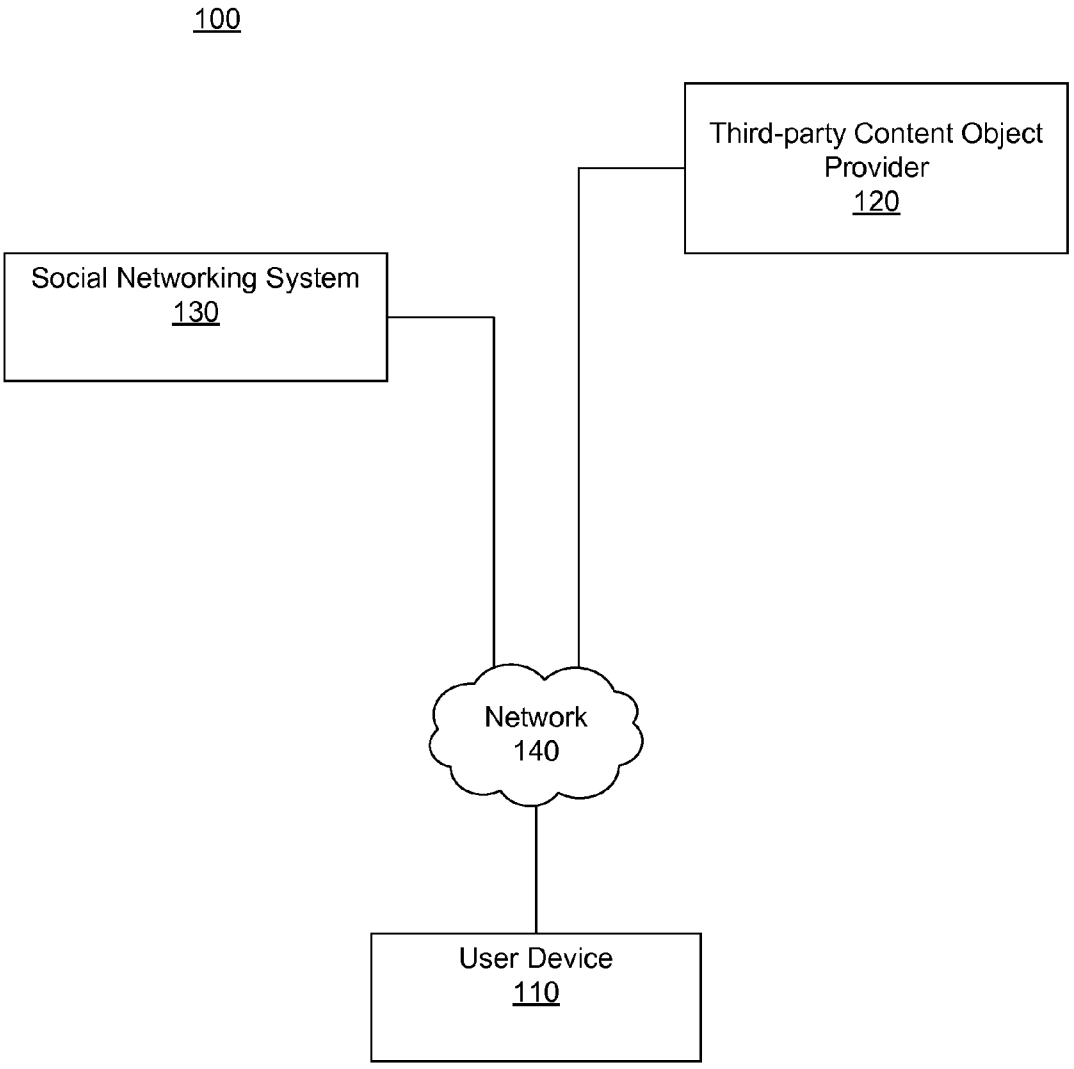
(52) **U.S. Cl.** **709/204**

(57) **ABSTRACT**

A social networking system provides relevant content objects at the request of social networking system users. Relevance scores are determined for content objects by matching user location, user interests, and other social information to the content, location, and timing associated with content objects. A ranked list of content objects can be provided to the user, where the content objects are relevant to them based on their interests, location, and other social information. The system provides a user interface that displays a map containing pins, where each pin represents a content object in actionable proximity to a user. The content objects selected to be presented as pins to the user are those content objects with sufficiently high relevance scores. Multiple pins for a nearby area can be clustered. The user can switch between zoom levels for the map, thereby showing pins at varying distances from the user's current location.



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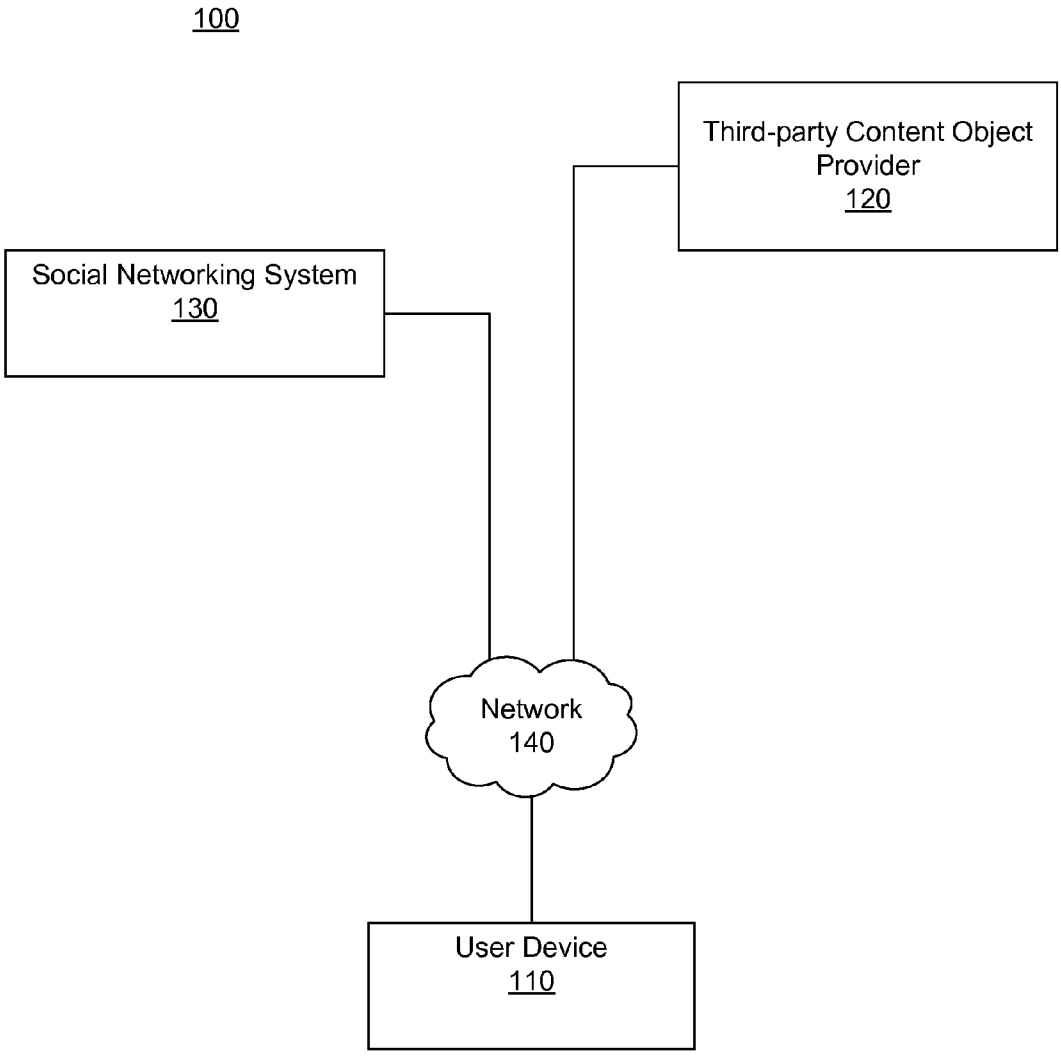

FIG. 1

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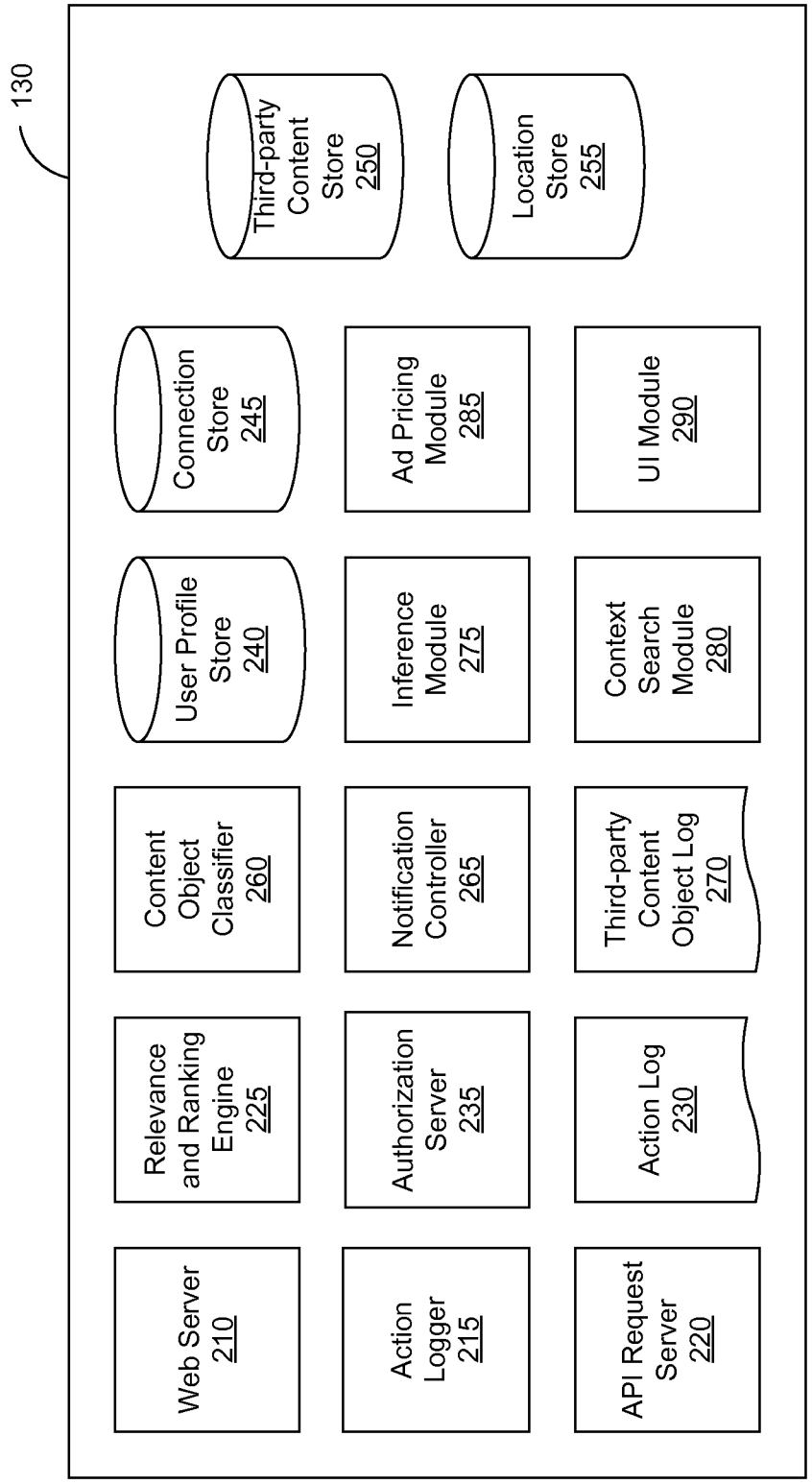

FIG. 2

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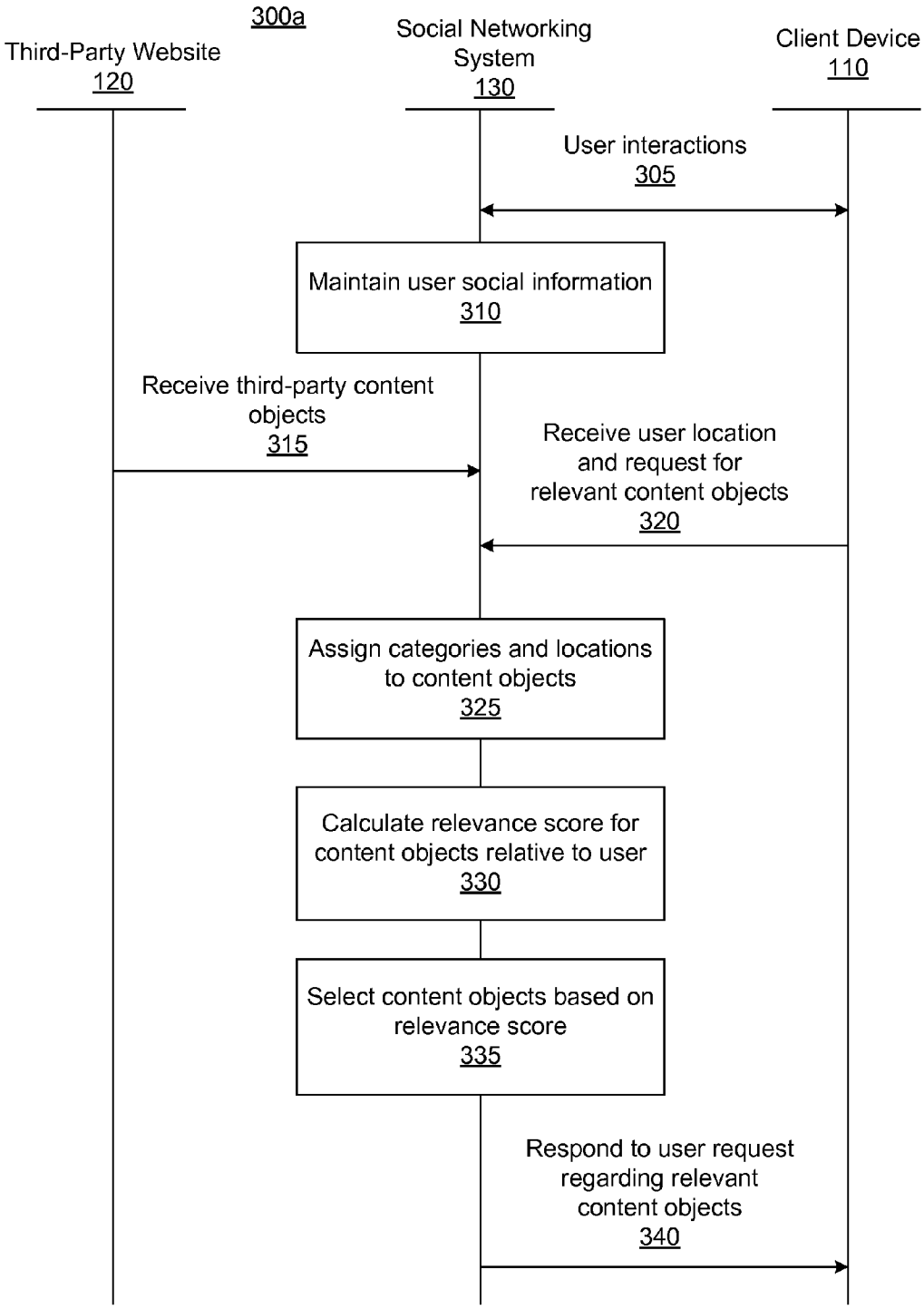

FIG. 3

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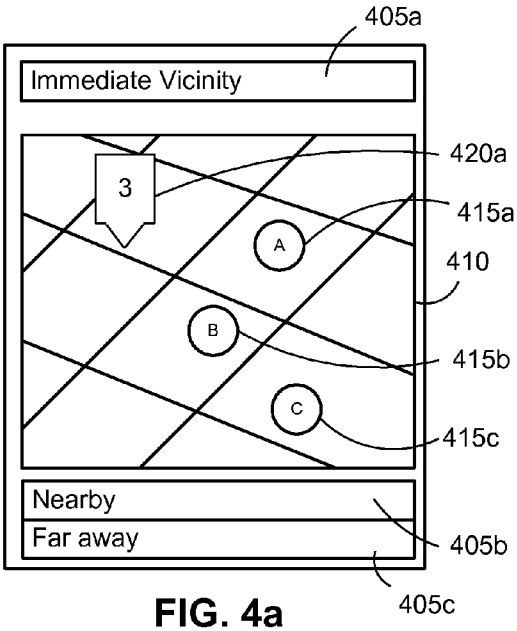

FIG. 4a

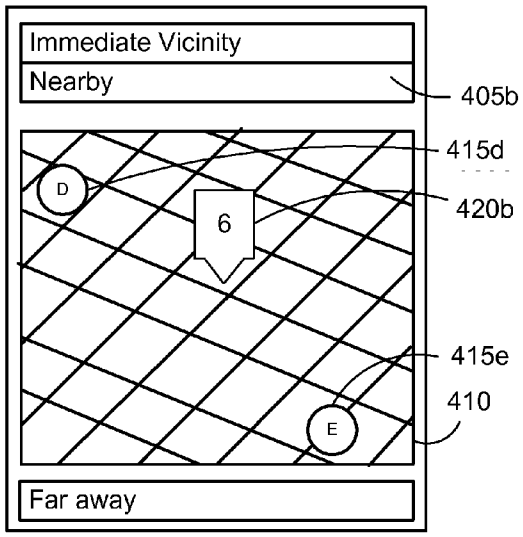

FIG. 4b

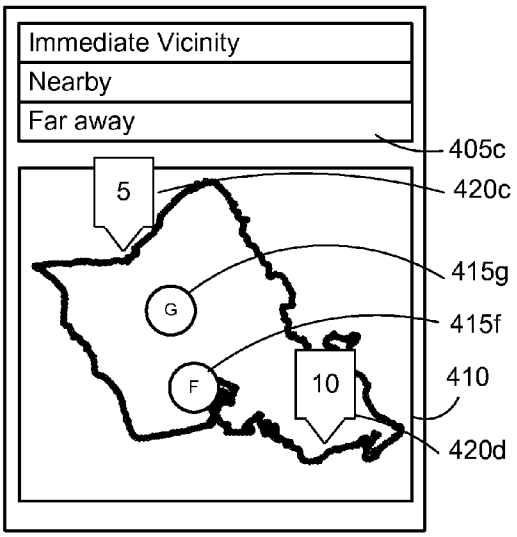

FIG. 4c

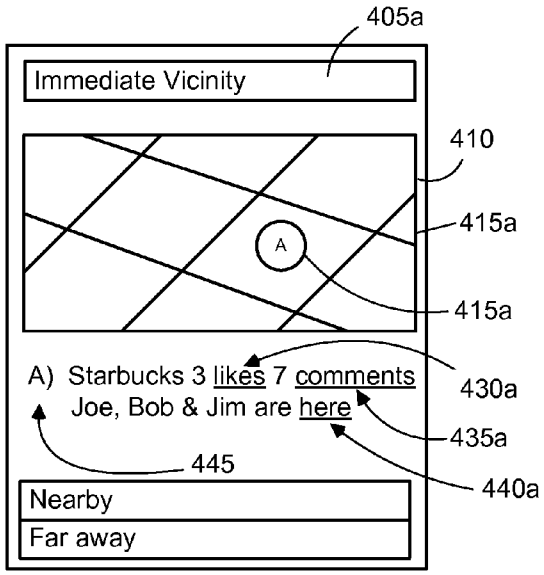

FIG. 4d

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