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(54) **METHOD AND SYSTEM FOR QUALIFYING USER ENGAGEMENT WITH A WEBSITE**

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G06F 15/16 (2006.01)

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(58) **Field of Classification Search** 709/203, 709/224; 707/3, 5
See application file for complete search history.

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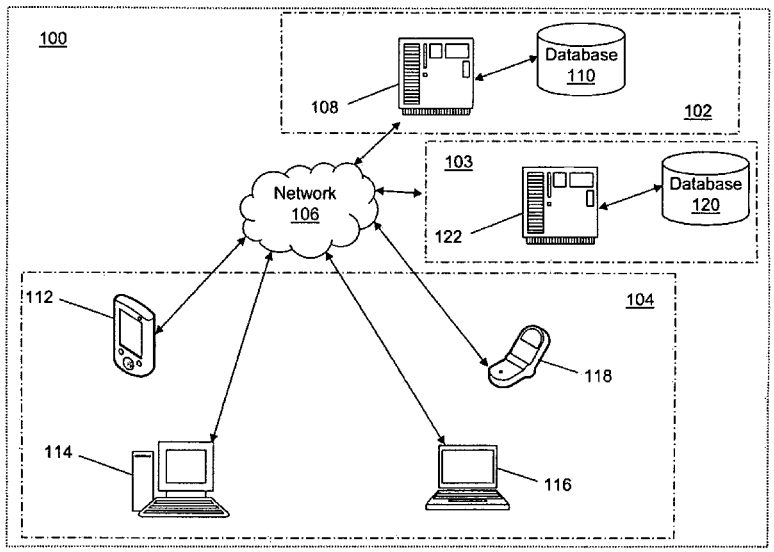
(57) **ABSTRACT**

A system and a method of identifying information characterizing use of a website is provided. A plurality of user profiles are analyzed. A user profile includes information associated with an interaction by a user with the website. A plurality of user comments associated with the website are analyzed. Characteristic information associated with use of the website is determined based on the analyzed user profiles and the analyzed user comments. The determined characteristic information is presented to a user.

23 Claims, 28 Drawing Sheets