

experiments described had passed, all participants were presented with one of their keyword based profiles. Most users indicated that they were stunned by how well these profiles described them and that they would use the same set of keywords to describe themselves if asked. This indicates that there is a potential of using these keyword centric profiles in different areas. They could be used for personalizing advertisements, suggesting interesting news articles to read, interesting FaceBook groups that can be joined, and so on.

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