



US 20170134516A1

(19) **United States**

(12) **Patent Application Publication**

Gutman et al.

(10) **Pub. No.: US 2017/0134516 A1**

(43) **Pub. Date: May 11, 2017**

(54) **SENDING NOTIFICATIONS AS A SERVICE**

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(21) Appl. No.: **14/970,408**

(22) Filed: **Dec. 15, 2015**

Related U.S. Application Data

(60) Provisional application No. 62/253,792, filed on Nov. 11, 2015.

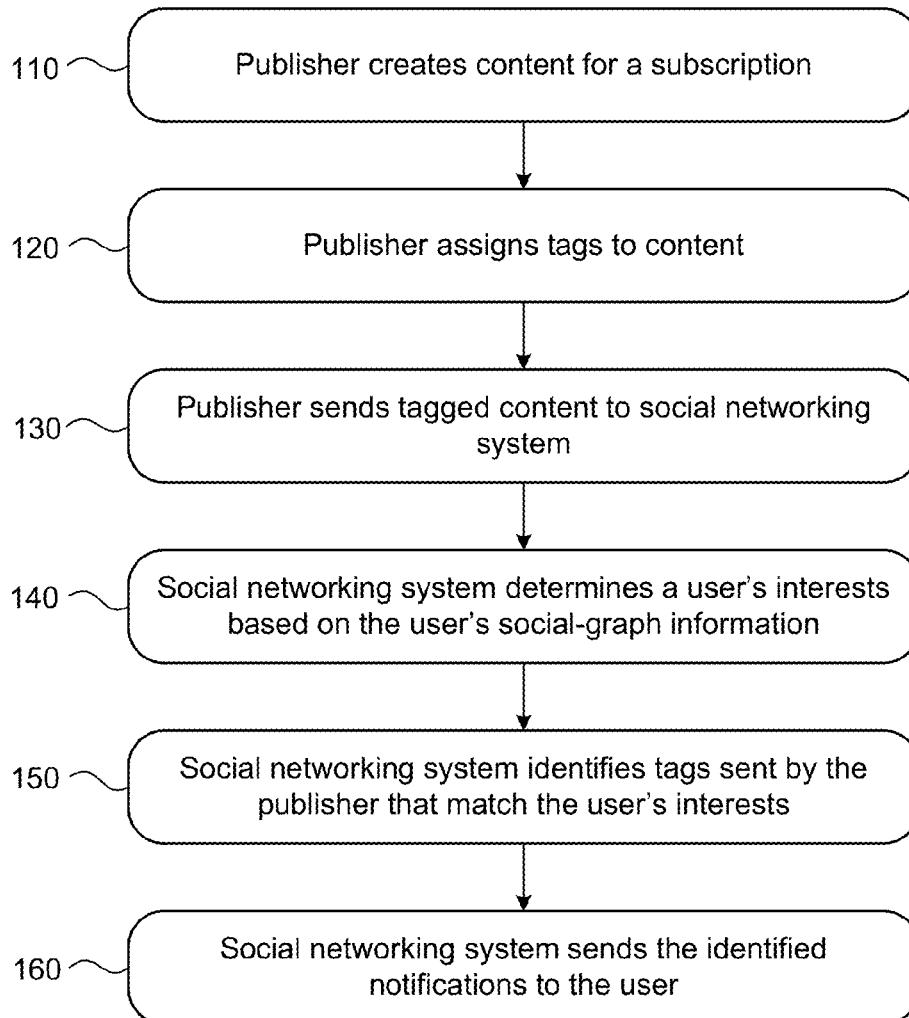
Publication Classification

(51) **Int. Cl.**
H04L 29/08 (2006.01)

(52) **U.S. Cl.**
CPC **H04L 67/26** (2013.01)

(57) **ABSTRACT**

A method for enabling a notification-providing system to allow third-party publishers to push notifications of interest to a user device as part of a notification subscription service. A computing device may receive notifications from one or more third-party systems. Each notification may be associated with one or more tags. The computing device may determine one or more interests of a user based in least in part on social graph information of the user. The computing device may match the user interests to the received tags to identify relevant notifications. The computing device may send one or more of the identified notifications to one or more delivery channels of the user.



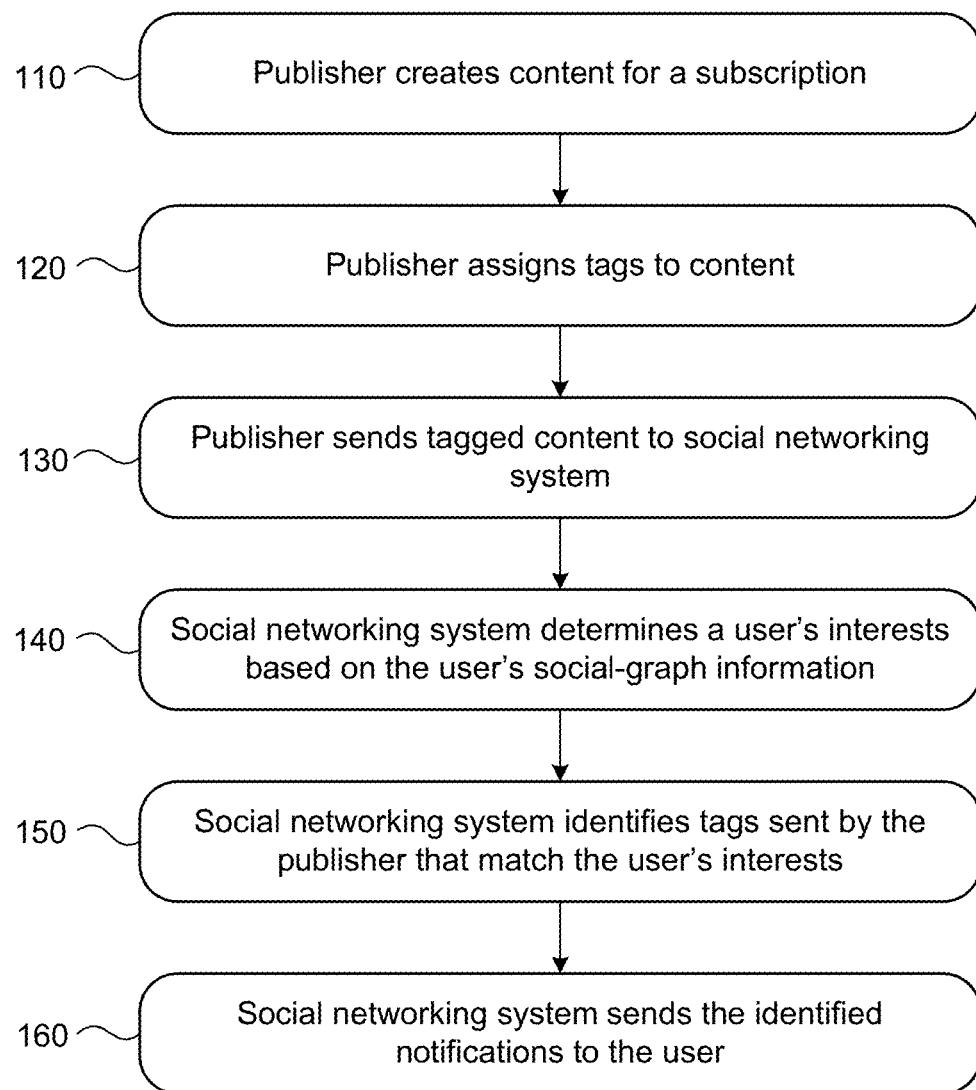


FIG. 1

200

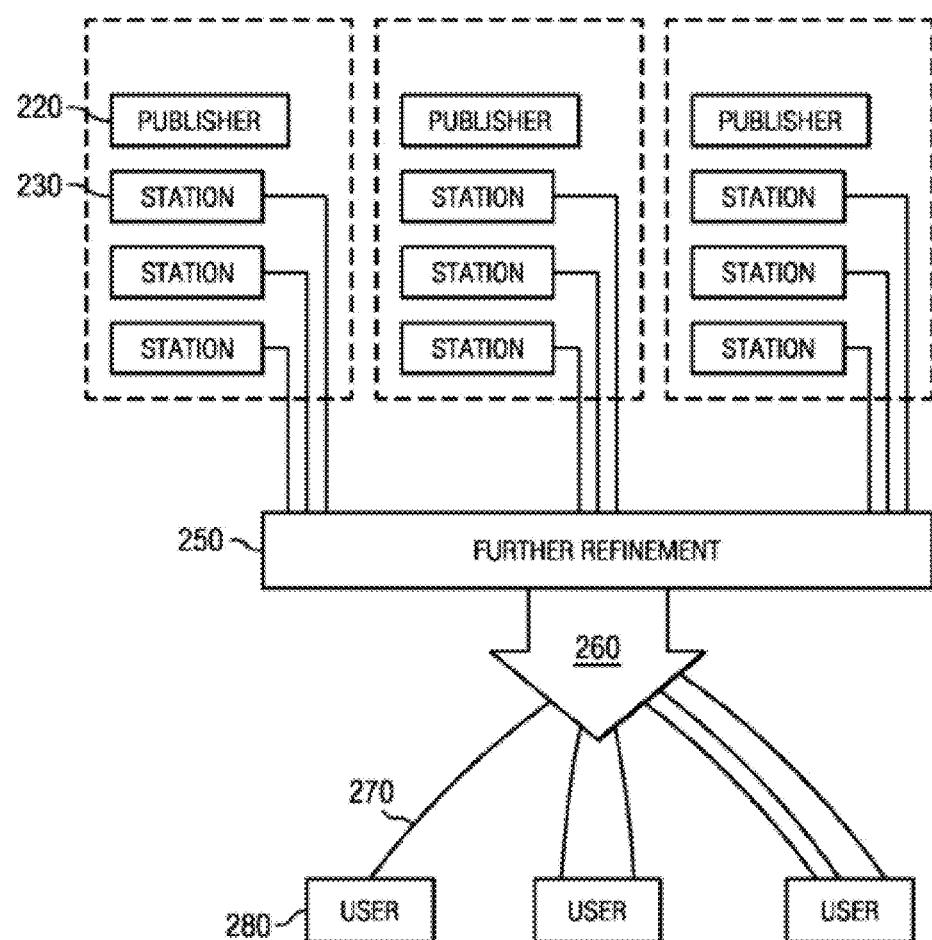


FIG. 2

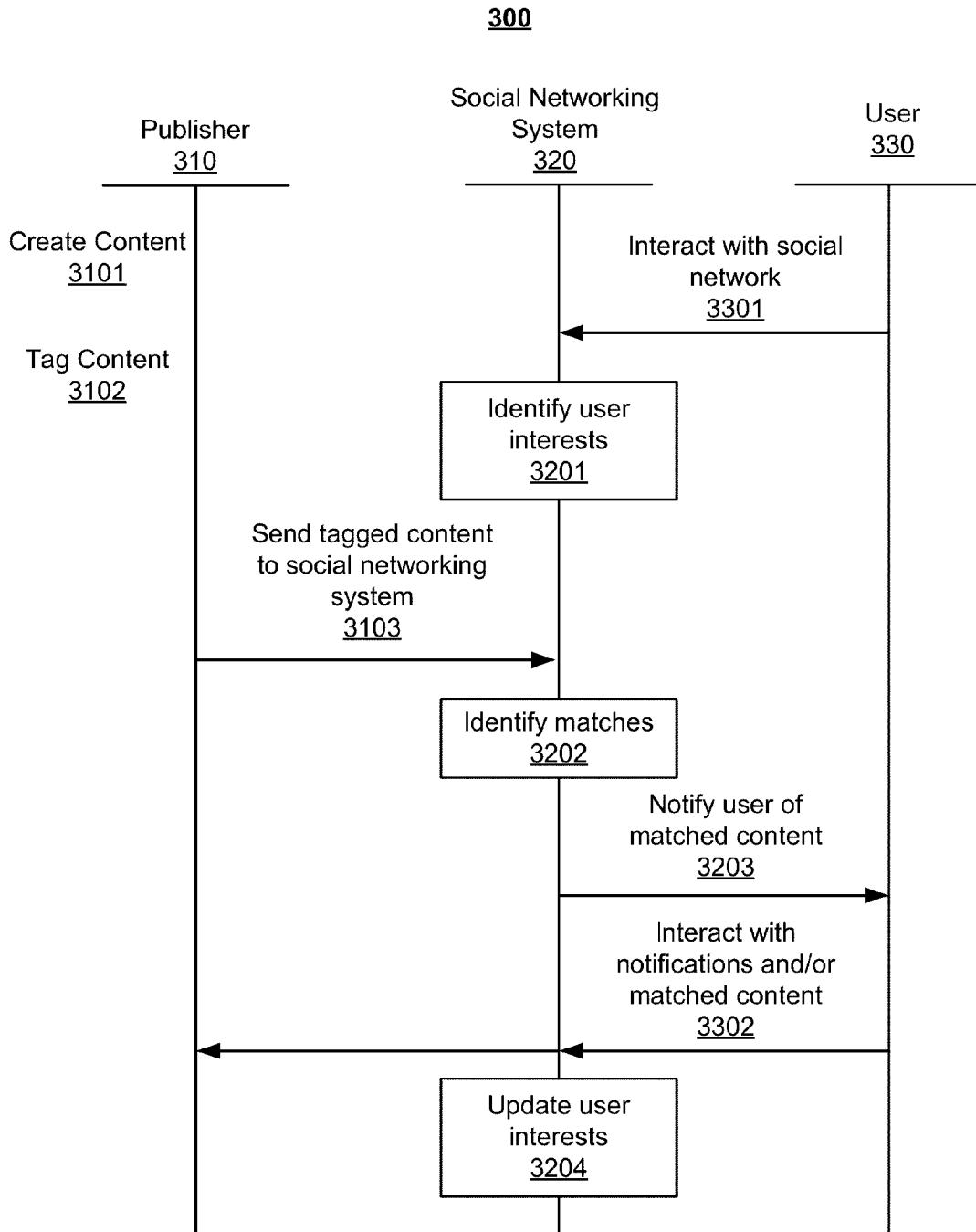


FIG. 3

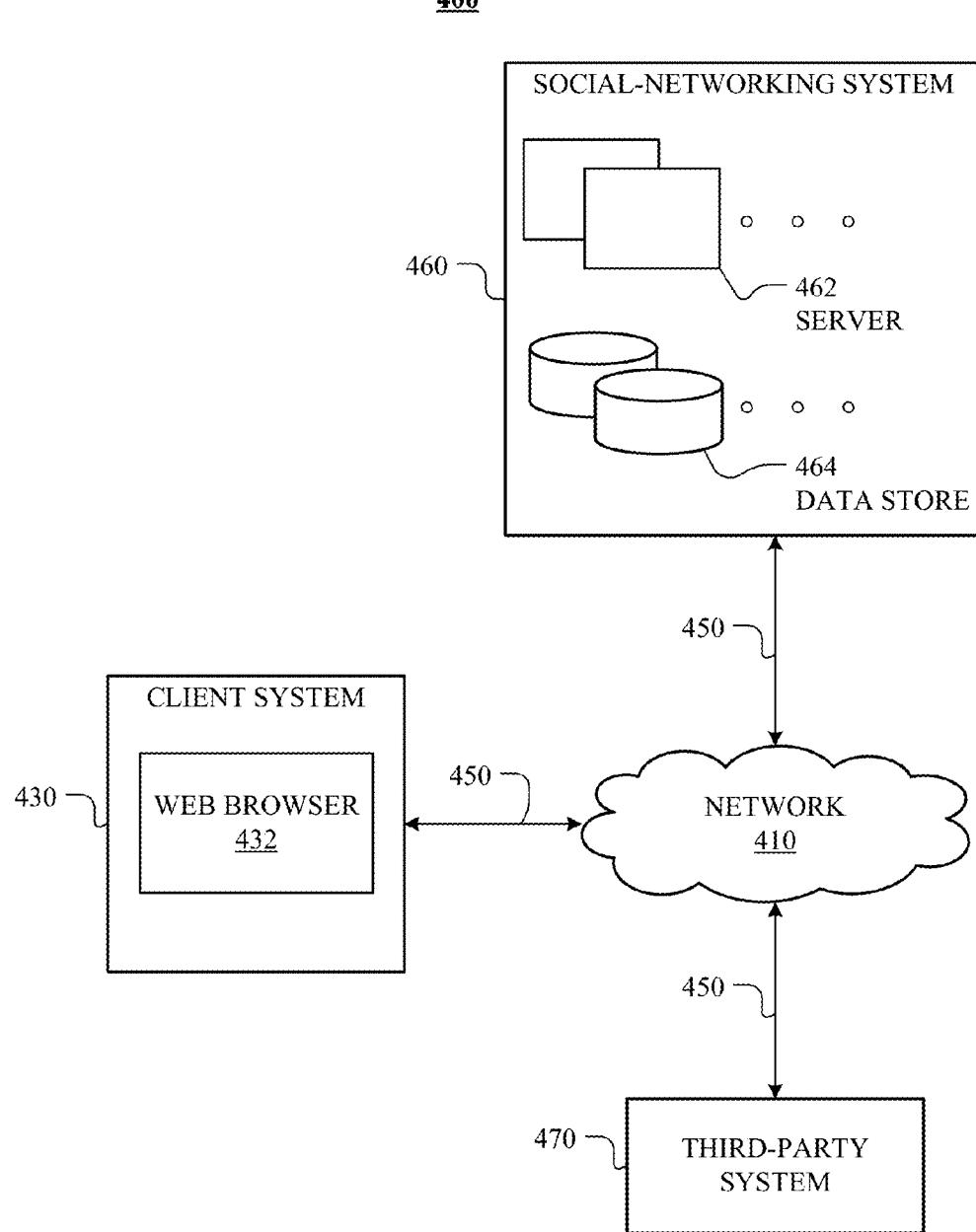


FIG. 4A

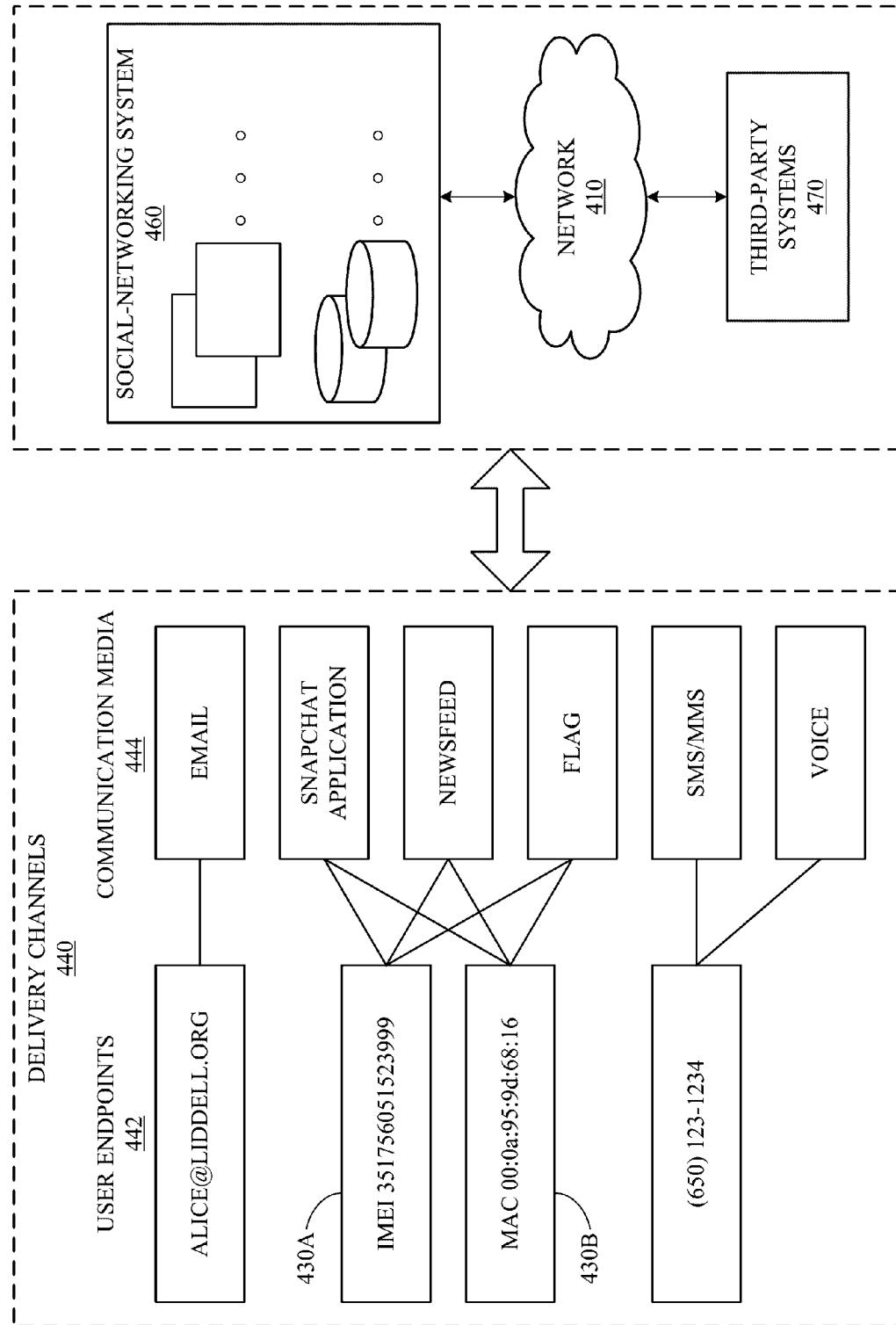
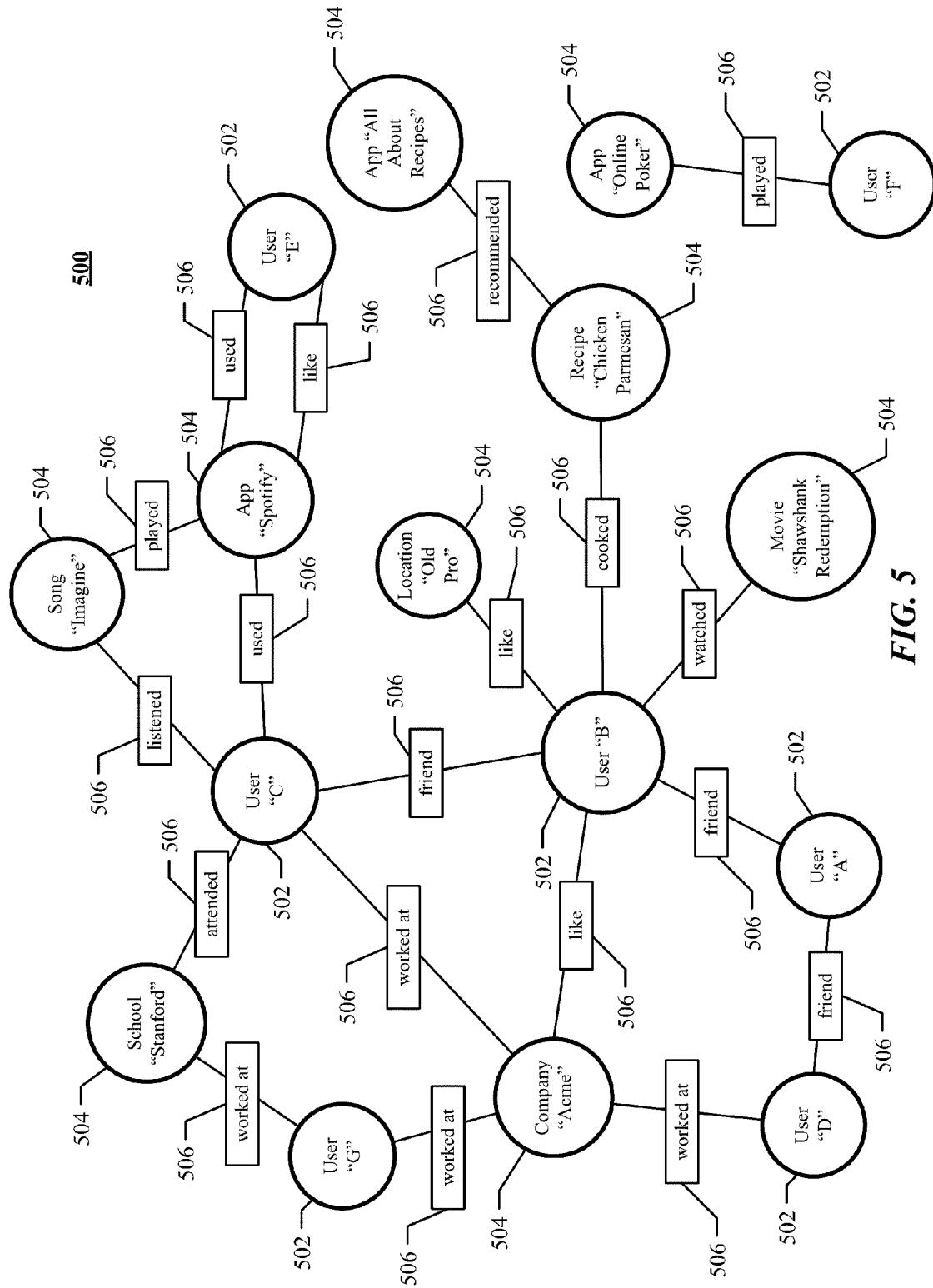
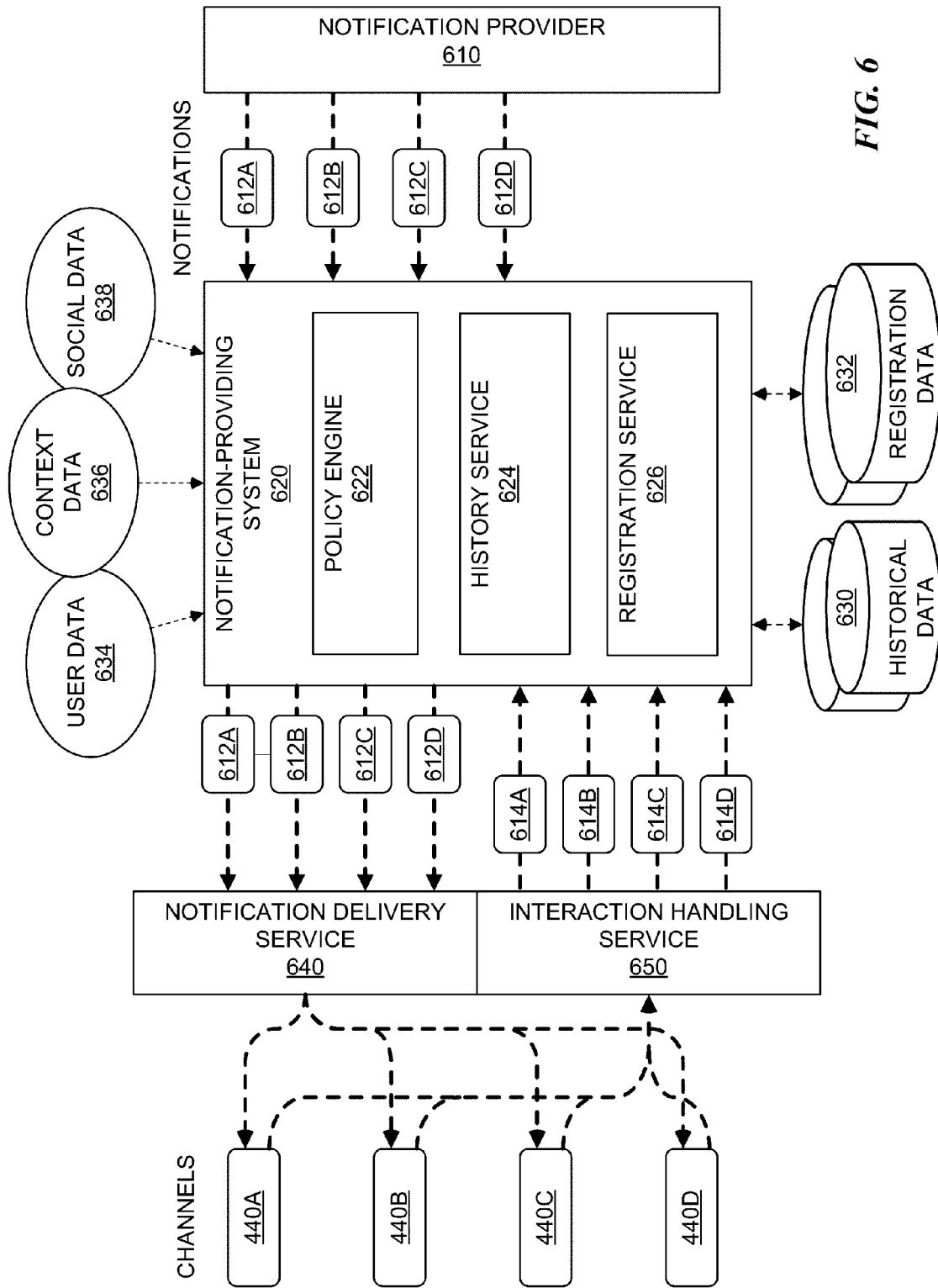


FIG. 4B


FIG. 5



700

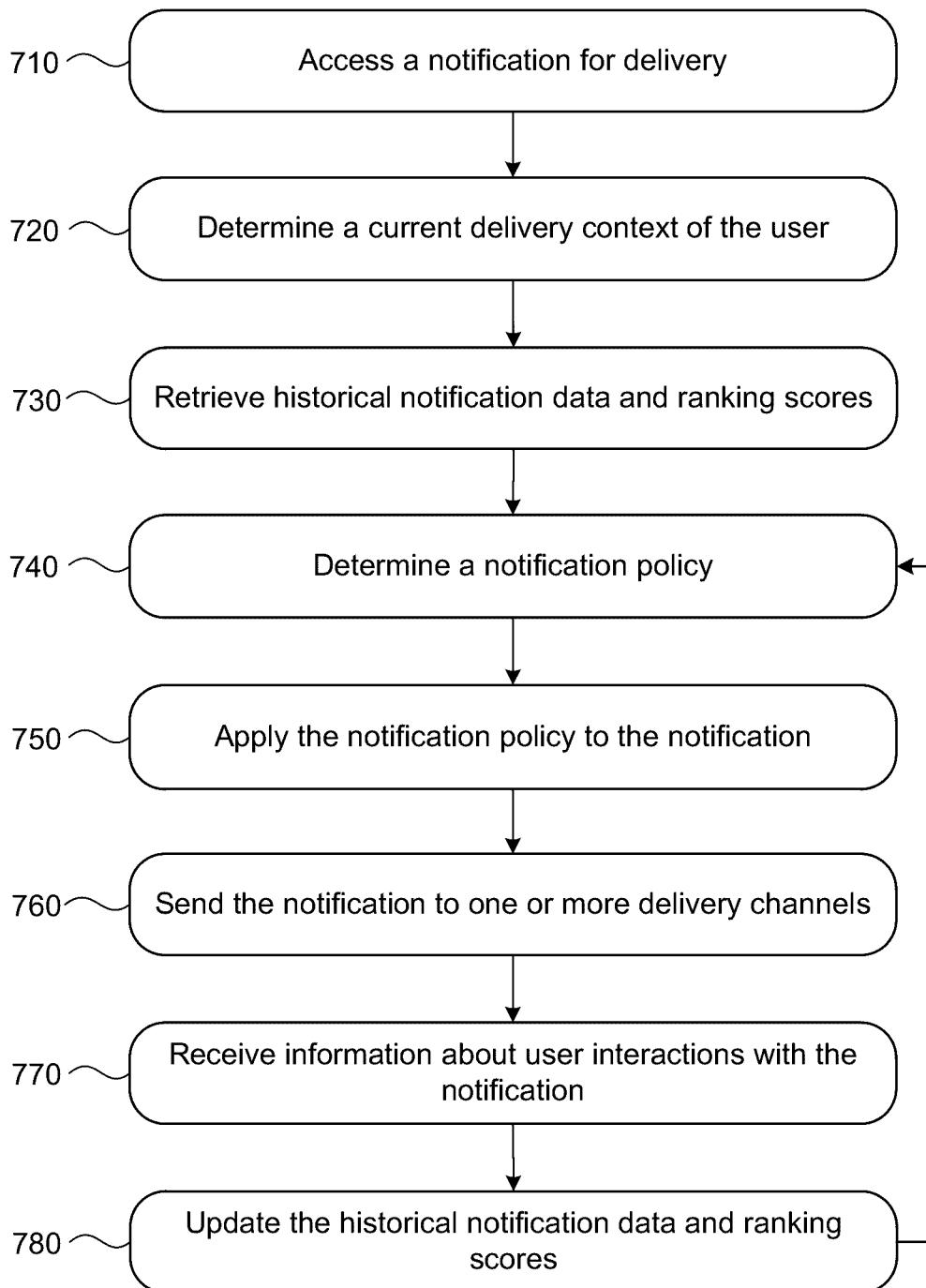


FIG. 7

800

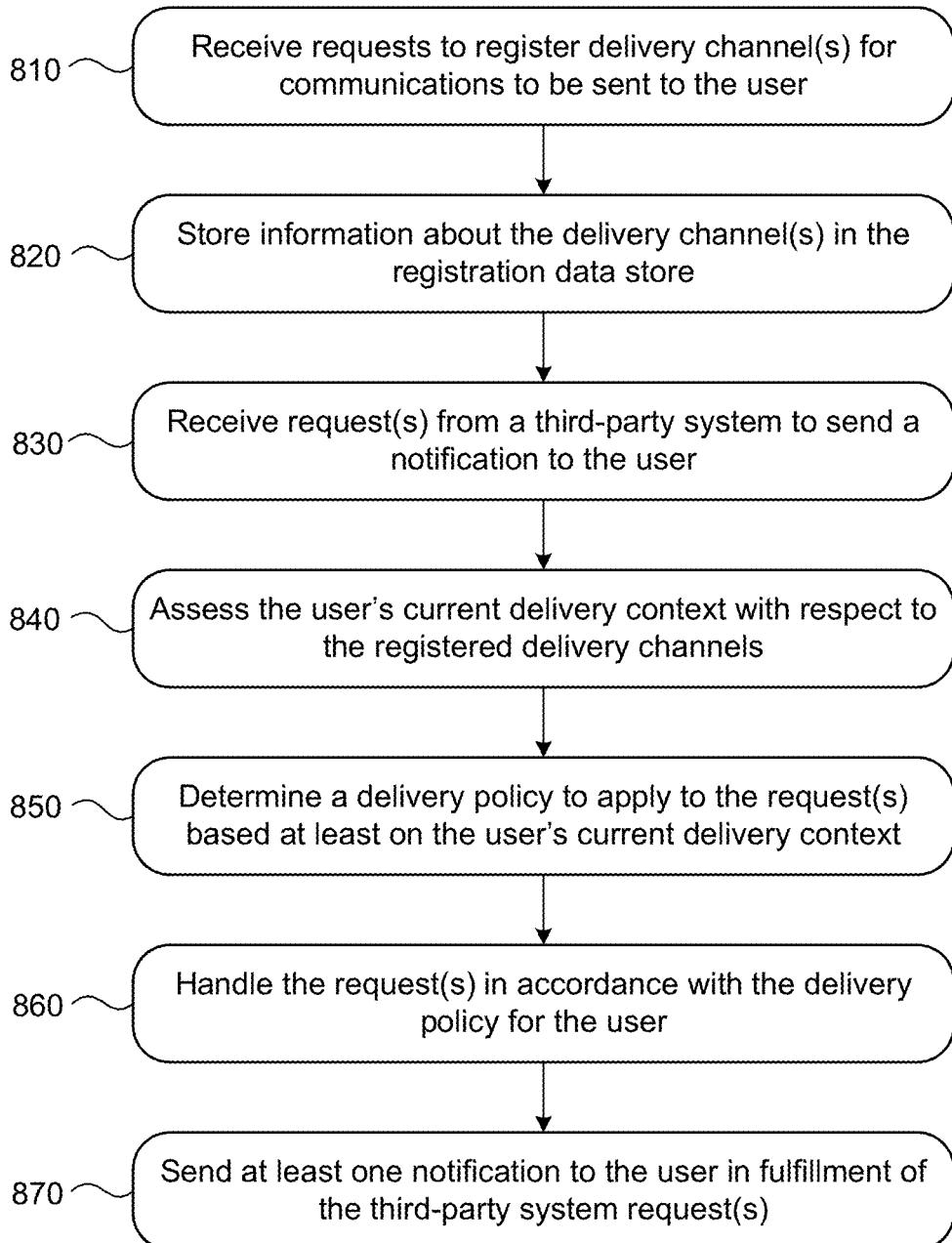


FIG. 8

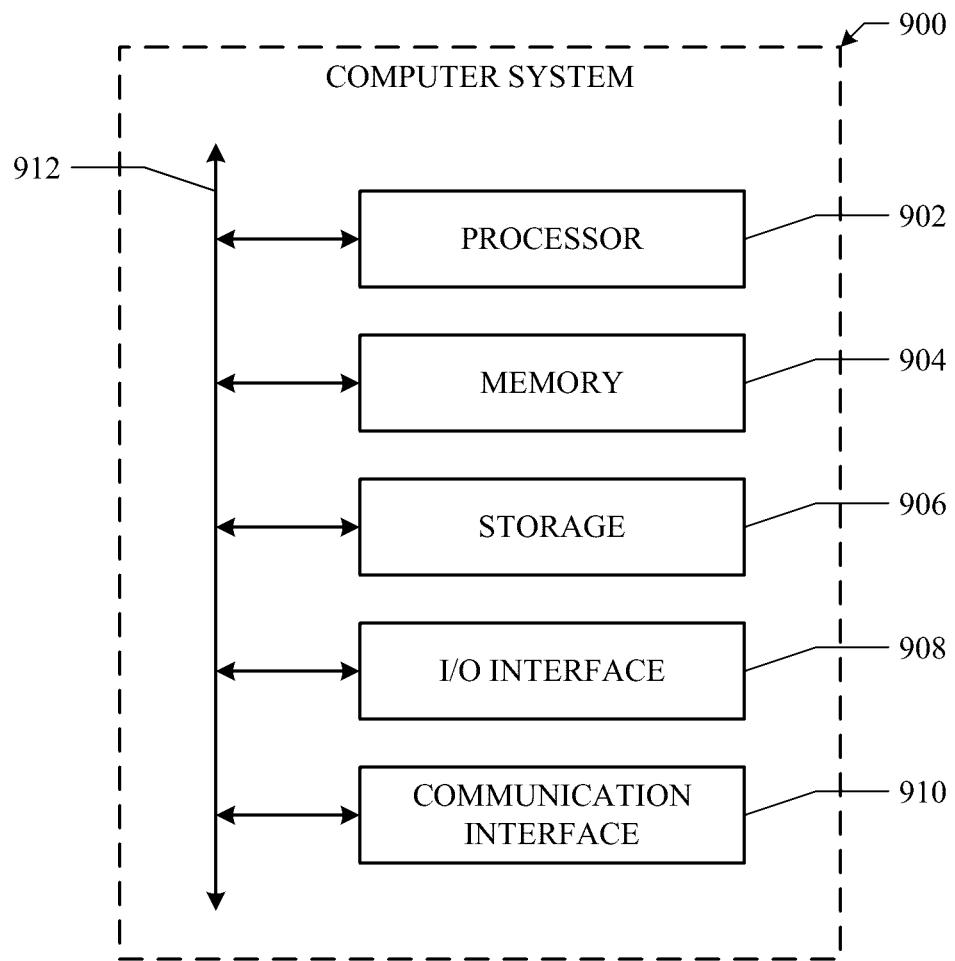


FIG. 9

SENDING NOTIFICATIONS AS A SERVICE**PRIORITY**

[0001] This application claims the benefit, under 35 U.S.C. §119(e), of U.S. Provisional Patent Application No. 62/253,792, filed 11 Nov. 2015, which is incorporated herein by reference.

TECHNICAL FIELD

[0002] This disclosure generally relates to delivering notifications to a user.

BACKGROUND

[0003] A social-networking system, which may include a social-networking website, may enable its users (such as persons or organizations) to interact with it and with each other through it. The social-networking system may, with input from a user, create and store in the social-networking system a user profile associated with the user. The user profile may include demographic information, communication-channel information, and information on personal interests of the user. The social-networking system may also, with input from a user, create and store a record of relationships of the user with other users of the social-networking system, as well as provide services (e.g., wall posts, photo-sharing, event organization, messaging, games, or advertisements) to facilitate social interaction between or among users.

[0004] The social-networking system may send over one or more networks content or messages related to its services to a mobile or other computing device of a user. A user may also install software applications on a mobile or other computing device of the user for accessing a user profile of the user and other data within the social-networking system. The social-networking system may generate a personalized set of content objects to display to a user, such as a newsfeed of aggregated stories of other users connected to the user.

[0005] A mobile computing device—such as a smartphone, tablet computer, or laptop computer—may include functionality for determining its location, direction, or orientation, such as a GPS receiver, compass, gyroscope, or accelerometer. Such a device may also include functionality for wireless communication, such as BLUETOOTH communication, near-field communication (NFC), or infrared (IR) communication or communication with a wireless local area networks (WLANs) or cellular-telephone network. Such a device may also include one or more cameras, scanners, touchscreens, microphones, or speakers. Mobile computing devices may also execute software applications, such as games, web browsers, or social-networking applications. With social-networking applications, users may connect, communicate, and share information with other users in their social networks.

SUMMARY OF PARTICULAR EMBODIMENTS

[0006] In particular embodiments, a notification providing system may be a universal platform that may allow an entity (e.g., person, organization, company, etc.) to send content to another entity via a subscription (e.g., consumer, organization, company, etc.). The content may comprise meta-data, which may be used to direct particular content to particular subscribers. The entity receiving the content may subscribe to and/or customize any stream of content by way of filters,

which will be explained below. The notification providing system may be understood to be a canonical representation of entities across content providers and outside of any other standard platform.

[0007] In particular embodiments, the notification providing system described herein may enable a curated and personalized stream of content from publishers to subscribers. The notification providing system may reduce the need to install many different news providing applications on a personal computing device. As such, the notification providing system described herein may also reduce the amount of notifications a user receives from different news providing applications (from, e.g., TWITTER, NYTIMES, WSJ, etc.). The notification providing system described herein may also reduce the need for publishers to create their own applications to create and send content to users. The notification providing system described herein may also enable the creation of universal profiles (based on canonical entities) that are customizable by the user.

[0008] In particular embodiments, a notification-providing system may allow third-party publishers to push notifications of interest to a user device as part of a notification subscription service. A publisher may have several stations that each produce content in various formats (e.g., blog posts, articles, photos, videos, interactive software, etc.). The publisher may also associate one or more tags with each different piece of content. A tag may be understood to mean a content identifier that is stored in the content's metadata. The publisher may send the tagged content to the social network. A user of the social networking system may obtain a subscription to the notification service by selecting at least one station and indicating at least one interest. The social networking system may compare the received tags to the user's interest(s). If any tag matches (or is related to) an interest, the social networking system may send the user a notification of the content through at least one delivery channel. A user may obtain a subscription across multiple stations and multiple publishers. If this is the case, the social networking system may send to the user notifications whose content tags match the user's interest(s).

[0009] The steps of sending relevant notifications to users as part of a subscription service may be summarized as follows: a publisher may create content for a subscription; the publisher may assign tags to the content; the publisher may send the tagged content to a social networking system; the social networking system may determine a user's interests based on the user's social graph information or any other suitable method; the social networking system may identify tags sent by the publisher that match the user's interests; and the social networking system may send the identified notifications to the user.

[0010] Users may also configure the notification service to send notifications based on their interests across a variety of verticals (e.g., sports, movies, celebrity gossip, geographic location) and notifications from multiple publishers may be presented to the user in an aggregated platform. This allows the publishers to focus on content creation while the social networking system focuses on audience targeting and notification delivery.

[0011] Such notifications may be sent through one or more delivery channels, e.g., sent by one or more communication media (e.g., SMS, MMS, email, particular application, voice) to one or more unique endpoints (e.g., a telephone number, an email address, a particular client device as

specified by a unique device identifier, a particular user account for the particular application or for the client device). In particular embodiments, the notification-providing system may utilize different techniques to attempt to provide a notification to a user in a manner that increases the likelihood that the user will interact with the notification (e.g., a “click-through” action whereby the user clicks on a link presented in a visual notification presenting promotional content, which then brings up a third-party website on the user’s screen), which hopefully increases the likelihood that a “conversion” takes place—that the user takes some final action that is the ultimate goal of delivering the notification (e.g., completes an action, such as a registration, content consumption, or a purchase, on the third-party website).

[0012] The embodiments disclosed above are only examples, and the scope of this disclosure is not limited to them. Particular embodiments may include all, some, or none of the components, elements, features, functions, operations, or steps of the embodiments disclosed above. Embodiments according to the invention are in particular disclosed in the attached claims directed to a method, a storage medium, a system and a computer program product, wherein any feature mentioned in one claim category, e.g. method, can be claimed in another claim category, e.g. system, as well. The dependencies or references back in the attached claims are chosen for formal reasons only. However any subject matter resulting from a deliberate reference back to any previous claims (in particular multiple dependencies) can be claimed as well, so that any combination of claims and the features thereof are disclosed and can be claimed regardless of the dependencies chosen in the attached claims. The subject-matter which can be claimed comprises not only the combinations of features as set out in the attached claims but also any other combination of features in the claims, wherein each feature mentioned in the claims can be combined with any other feature or combination of other features in the claims. Furthermore, any of the embodiments and features described or depicted herein can be claimed in a separate claim and/or in any combination with any embodiment or feature described or depicted herein or with any of the features of the attached claims.

BRIEF DESCRIPTION OF THE DRAWINGS

[0013] FIG. 1 illustrates an example method for sending user-relevant content in a notification subscription service.

[0014] FIG. 2 illustrates an example notification providing system that provides user-relevant notifications.

[0015] FIG. 3 illustrates an exemplary interaction diagram between a publisher, user, and social networking system.

[0016] FIG. 4A illustrates an example network environment associated with a social-networking system.

[0017] FIG. 4B illustrates architecture for delivering notifications to a user.

[0018] FIG. 5 illustrates an example social graph

[0019] FIG. 6 illustrates an example embodiment of a notification-providing system.

[0020] FIG. 7 illustrates an example method for handling notification delivery in a user-aware manner.

[0021] FIG. 8 illustrates an example method for providing a user-aware notification delivery service.

[0022] FIG. 9 illustrates an example computer system.

DESCRIPTION OF EXAMPLE EMBODIMENTS

[0023] In particular embodiments, a notification providing system may be a universal platform that may allow an entity (e.g., person, organization, company, etc.) to send content to another entity via a subscription (e.g., consumer, organization, company, etc.). The content may comprise meta-data, which may be used to direct particular content to particular subscribers. The entity receiving the content may subscribe to and/or customize any stream of content by way of filters to create a personalized stream of content, which will be explained below. The notification providing system may be understood to be a canonical representation of entities across content providers and outside of any other standard platform.

[0024] In particular embodiments, the notification providing system described herein may enable a curated and personalized stream of content from publishers to subscribers (i.e., a subscriber may “personalize” his subscription so that she receives the content she is most interested in). The notification providing system may reduce the need to install many different news providing applications on a personal computing device. As such, the notification providing system described herein may also reduce the amount of notifications a user receives from different news providing applications (from, e.g., TWITTER, NYTIMES, WSJ, etc.). The notification providing system described herein may also reduce the need for publishers to create their own applications to create and send content to users. The notification providing system described herein may also enable the creation of universal profiles (based on canonical entities) that are customizable by the user.

[0025] In particular embodiments, the notification-providing system described herein may allow third-party publishers to push notifications of interest to a user device as part of a notification subscription service. A publisher may have several stations that each produce content in various formats (e.g., blog posts, articles, photos, videos, interactive software, etc.). The publisher may also associate one or more tags with each different piece of content. A tag may be understood to mean a content identifier that is stored in the content’s metadata. The publisher may send the tagged content to the social network. A user of the social networking system may obtain a subscription to the notification service by selecting at least one station and indicating at least one interest. The social networking system may compare the received tags to the user’s interest(s). If any tag matches (or is related to) an interest, the social networking system may send the user a notification of the content through at least one delivery channel. A user may obtain a subscription across multiple stations and multiple publishers. If this is the case, the social networking system may send to the user notifications whose content tags match the user’s interest(s).

[0026] The steps of sending relevant notifications to users as part of a subscription service may be summarized as follows: a publisher may create content for a subscription; the publisher may assign tags to the content; the publisher may send the tagged content to a social networking system; the social networking system may determine a user’s interests based on the user’s social graph information or any other suitable method; the social networking system may identify tags sent by the publisher that match the user’s interests; and the social networking system may send the identified notifications to the user.

[0027] Users may also configure the notification service to send notifications based on their interests across a variety of verticals (e.g., sports, movies, celebrity gossip, geographic location) and notifications from multiple publishers may be presented to the user in an aggregated platform. This allows the publishers to focus on content creation while the social networking system focuses on audience targeting and notification delivery. Further, the invention described herein may enable publishers to send content to users of mobile devices without the need to create their own mobile applications.

[0028] Such notifications may be sent through one or more delivery channels, e.g., sent by one or more communication media (e.g., SMS, MMS, email, particular application, voice) to one or more unique endpoints (e.g., a telephone number, an email address, a particular client device as specified by a unique device identifier, a particular user account for the particular application or for the client device). The delivery method may also be personalized for each subscriber. In particular embodiments, the notification-providing system may utilize different techniques to attempt to provide a notification to a user in a manner that increases the likelihood that the user will interact with the notification (e.g., a “click-through” action whereby the user clicks on a link presented in a visual notification presenting promotional content, which then brings up a third-party website on the user’s screen), which hopefully increases the likelihood that a “conversion” takes place—that the user takes some final action that is the ultimate goal of delivering the notification (e.g., completes an action, such as a registration, content consumption, or a purchase, on the third-party website).

[0029] The embodiments disclosed herein are only examples, and the scope of this disclosure is not limited to them. Particular embodiments may include all, some, or none of the components, elements, features, functions, operations, or steps of the embodiments disclosed herein.

[0030] In particular embodiments, a notification-providing system may deliver notifications to a user in a user-aware manner. Such notifications may be sent through one or more delivery channels, e.g., sent by one or more communication media (e.g., SMS, MMS, email, particular application, voice) to one or more unique endpoints (e.g., a telephone number, an email address, a particular client device as specified by a unique device identifier, a particular user account for the particular application or for the client device). In particular embodiments, the notification-providing system may utilize different techniques to attempt to provide a notification to a user in a manner that increases the likelihood that the user will interact with the notification (e.g., a “click-through” action whereby the user clicks on a link presented in a visual notification presenting promotional content, which then brings up a third-party website on the user’s screen), which hopefully increases the likelihood that a “conversion” takes place—that the user takes some final action that is the ultimate goal of delivering the notification (e.g., completes an action, such as a registration, content consumption, or a purchase, on the third-party website).

[0031] In particular embodiments, the notification-providing system may be implemented as part of a social-networking system that may handle requests from third-party systems to deliver notifications to a user of the social-networking system in a user-aware manner. The social-networking system may register one or more delivery channels for delivery of notifications to the user. Upon

receiving one or more requests from a third-party system to send notifications to the user, the social-networking system may assess the user’s current delivery context with respect to the registered delivery channels and determine a delivery policy to be applied to the request(s). The social-networking system may then handle the requests in accordance with the delivery policy, which may include sending at least one notification to the user in fulfillment of the requests.

[0032] In particular embodiments, a policy engine of the notification-providing system may assess different factors in order to determine the delivery policy (e.g., the delivery instructions) for a notification. For any particular notification, the policy engine may assess not only (1) information associated with the notification (e.g., the source, the content, or the format) and (2) information associated with a particular user (e.g., demographic information for the user, the user’s location, the user’s available delivery channels and the status thereof, the user’s current delivery context, user profile information, or social-networking information for the user), but also (3) historical notification information about this particular user’s responses to past notifications (e.g., conversion rates for different notification/context/delivery patterns) and about prior context/delivery patterns (if any) for the current notification (and interaction levels, if any, for those prior context/delivery patterns).

[0033] In particular embodiments, a history service of the notification-providing system may collect and analyze the user’s responses to past notifications in order to determine the user’s level of interaction (if any) with the past notifications. Information about the user’s responses to past notifications may be stored in a historical notification data store. The type of historical data collected about a past notification may include, by way of example and not limitation: the notification content and format, the source of the notification, the date and time when the past notification was delivered to the user, the delivery channel(s) to which the notification was sent, whether the notification was successfully delivered to the delivery channel(s) (and attempted context/delivery patterns), or information about a subsequent completed transaction (wherein the completed transaction is associated with the past notification), including time-to-completion.

[0034] Using such historical data, the history service may also rank, by their conversion scores, different aspects of the notification/context/delivery patterns for past notifications sent to a particular user, such as, by way of example and not limitation: delivery channels, notification content types, notification sources, delivery contexts, or delivery patterns. In particular embodiments, the history service may compute the ranking of conversion scores by combining together two sets of data, for example, the average conversion score for a particular delivery channel at a first time after delivery of the notification (e.g., 3 hours after delivery) and the average conversion score for a particular delivery channel at a second time after delivery of the notification (e.g., 36 hours after delivery). Taking a global view of such historical data, the history service may also rank, by their conversion scores, different aspects of the notification/context/delivery patterns for past notifications across all users.

[0035] As information about user interactions with notifications sent to the user are sent back to the notification-providing system, the history service may continuously update the historical notification data based on received information, so as to provide the policy engine with the most

up-to-date information about past user interactions. In some embodiments, the history service may also maintain a decision-tree model, based on the historical notification data, for determining delivery instructions for a current notification. The decision-tree model itself may be initially constructed using a machine-learning algorithm, based on a set of training data and/or a pre-existing set of historical data.

[0036] In particular embodiments, a registration service of the notification-providing system may collect and store information sent by a device of the user upon enabling a new delivery channel (a communication medium-endpoint combination). For example, if the user installs a software application on their computing device through which notifications may be delivered, the application may send registration information back to the registration service indicating that a new delivery channel is now available for this particular user—that a new communication medium (e.g., a particular application) is available for a particular endpoint (e.g., the computing device). Such registration information may be provided in the form of a registration token identifying the user, the installed instance, and the computing device. The registration information about the user's available delivery channels may then be provided to the policy engine for use when determining the delivery policy to be applied to a particular notification. Information about the user's available delivery channels may be stored in a registration data store. The registration data may include, by way of example and not limitation: a unique identifier for the endpoint, features and capabilities of the endpoint (e.g., audio-visual specifications, battery capacity, or network connectivity specifications), a unique identifier for the communication medium, features and capabilities of the communication medium (e.g., maximum message size, data transfer allotment, or maximum bandwidth), or a unique identifier for the installed instance of the software application.

[0037] By assessing information such as that described above, the policy engine may generate a delivery policy for the notification. The delivery policy may provide instructions for a notification delivery service to deliver the notification in accordance with a specified context/delivery pattern. The context/delivery pattern may provide instructions regarding when to send the notification (e.g., day, time, ideal delivery context), how to send the notification (e.g., which delivery channels should be utilized), a maximum duration beyond which the notification should be re-delivered, when and how to re-deliver the notification in the absence of user interaction and/or successful conversion, or whether to deliver the notification in light of (1) the information associated with the notification, (2) the information associated with a particular user, and (3) the historical notification information.

[0038] Actual delivery of the notification may be handled by a notification delivery service, which receives the notification and the delivery policy. The notification delivery service may generate an appropriate form of the notification for delivery through the selected delivery channel(s). The notification delivery service may schedule the notification for delivery at a specified time and day, for delivery upon detecting a particular user delivery context (e.g., upon detecting that the user has begun actively using their mobile device; upon determining, based on the user's calendar information, that the user should be available; upon determining that the user's location has changed; or upon deter-

mining that the user has moved within a threshold proximity to one or more social-networking contacts of the user).

[0039] Information about user interactions with the notification may be sent back to a response-handling service by way of the same delivery channel by which the related notification was delivered. Such information may include, for example, and without limitation: whether the user ever actively opened the notification (including, e.g., how many times the user actively opened the notification), user attention level with respect to the opened notification (including, e.g., how many times the user viewed or listened to the notification, how long the user paid attention on each occasion, and the user's delivery context on each occasion), whether the user clicked on a link in the notification, or whether the user provided feedback regarding the notification (e.g., clicking to "Like" or rate the notification, or commenting on the notification). Such information may also factor in negative feedback, such as, for example, and without limitation: whether the user dismissed the notification without opening it, whether the user subsequently blocked notifications from the source of the notification, whether the user subsequently disabled push notifications, whether the user subsequently logged out of the application, or whether the user subsequently unsubscribed from receiving certain email notifications. Other factors may be considered when computing a conversion success rate, such as: comparison as against an expected level of interaction, comparison as against an average level of interaction, the duration of time between delivery of the notification and the user interaction with the notification, delivery patterns leading to the interaction, or the number and/or pattern of lower-level interactions leading up to a higher-level interaction). A conversion success rate may be determined based on a target user interaction (e.g., in some cases, the ultimate goal of a notification may be to cause the user to open and view the full text of the notification, whereas, in other cases, the ultimate goal of a notification may be to motivate the user to click on a link in the notification and then complete a purchase, download, or registration on a third-party website). The response-handling service may then forward the user interaction information to the history service, which may collect and analyze the user's responses to past notifications, as described above.

[0040] The steps of sending relevant notifications to users as part of a subscription service may be summarized as follows: a publisher may create content for a subscription; the publisher may assign tags to the content; the publisher may send the tagged content to a social networking system; the social networking system may determine a user's interests based on the user's social graph information or any other suitable method; the social networking system may send recommendations to the user to sign up for particular subscriptions (notifications of content corresponding to one or more particular stations and one or more particular interests) and register any subscriptions for which the user signs up; the social networking system may identify tags sent by the publisher that match the user's interests; and the social networking system may send the identified notifications to the user.

[0041] Users may also configure the notification service to send notifications based on their interests across a variety of verticals (e.g., sports, movies, celebrity gossip, geographic location) and notifications from multiple publishers may be presented to the user in an aggregated platform. This allows

the publishers to focus on content creation while the social networking system focuses on audience targeting and notification delivery.

[0042] Users may additionally configure the notification service to send notifications based on privacy settings, maturity ratings, and friends' affinity, among other things.

[0043] Such notifications may be sent through one or more delivery channels, e.g., sent by one or more communication media (e.g., SMS, MMS, email, particular application, voice) to one or more unique endpoints (e.g., a telephone number, an email address, a particular client device as specified by a unique device identifier, a particular user account for the particular application or for the client device). In particular embodiments, the notification-providing system may utilize different techniques to attempt to provide a notification to a user in a manner that increases the likelihood that the user will interact with the notification (e.g., a "click-through" action whereby the user clicks on a link presented in a visual notification presenting promotional content, which then brings up a third-party website on the user's screen), which may increase the likelihood that a "conversion" takes place—that the user takes some final action that is the ultimate goal of delivering the notification (e.g., completes an action, such as a registration, content consumption, or a purchase, on the third-party website).

[0044] The embodiments disclosed herein are only examples, and the scope of this disclosure is not limited to them. Particular embodiments may include all, some, or none of the components, elements, features, functions, operations, or steps of the embodiments disclosed herein.

[0045] In particular embodiments, a notification-providing system may allow third-party publishers to push notifications of interest to a user device as part of a notification subscription service. FIG. 1 illustrates an example method 100 for sending user-relevant content in a notification subscription service. These steps may be performed in a different order than that presented in FIG. 1, or they may also be performed simultaneously with one another. In step 110, a publisher may create content for a subscription. A publisher may be any entity that creates online content. It is contemplated that many publishers may be news media outlets, such as CNN, MSNBC, HUFFINGTON POST, the WALL STREET JOURNAL, the NEW YORK TIMES, etc., as well as sports and music networks, such as ESPN, MTV, VH1, etc. Additionally, any person may be a publisher as well. Any blogger, amateur reporter, or novelist, etc. may be a publisher. The subscription service may operate in an open platform format; thus, anyone may be permitted to publish and send content to the social networking system as part of the notification subscription service. In step 120, the publisher may assign or associate one or more tags to the content it has produced. A tag may be a content identifier that may be stored in the content's metadata. A publisher may have several stations that each produce content in various formats (e.g., blog posts, articles, photos, videos, interactive software, etc.). The publisher may also associate one or more tags with each different piece of content. As an example and not by way of limitation, the celebrity gossip network TMZ may publish an article called "celebrity sidewalk altercations," documenting several quarrels that have occurred over the years between celebrities like Justin Bieber or Buzz Aldrin and the paparazzi or general members of the public. The article may include text, photos, and video. As part of the invention, TMZ may assign one or more tags to the

content, such as "Justin Bieber," "Buzz Aldrin," "Sidewalk altercations," "fist fights," "face punches," etc. Note that these tags may be one or more separate words, or may be multiple words combined as one word (e.g., "SidewalkAltercation"). The tags may also use a hashtag or other symbol that designates the term as a tag (e.g., #JustinBieber).

[0046] In step 130 of FIG. 1, the publisher sends the tagged content to the social networking system. The tagged content may comprise both the content media (e.g., blog post, photos, video, interactive software, etc.) and the content's metadata. The tags associated with the content media may be stored in the content's metadata. As an example, and not by way of limitation, ANIMAL PLANET may be a publisher, and may produce a station called "dog training." Animal planet may then publish content of a video of Cesar Milan training a Labrador how to sit quietly on the sidewalk while its owner buys coffee at a local coffee shop. The content may also include an article about how to properly train hyperactive Labradors. The content's metadata may include one or more hashtags, such as "Cesar Milan," "Dog Whisperer," "Dog Training," and the like.

[0047] The publisher may send the tagged content to the social network. The social networking system then compares the tags associated with that content to user interests. If there is a match between tags and user interests, the content that is associated with the relevant tag is sent to the user along one or more delivery channels in the form of a notification.

[0048] A user of the social networking system may obtain a subscription to the notification service by selecting at least one station and indicating at least one interest. In particular embodiments, the social-networking system may only sign up a user for a subscription upon receiving an explicit request to sign up for a subscription. In some embodiments, the social-networking system may register a user for a subscription sua sponte based on an assessment of the user's interests and/or affinities. In step 140, the social networking system may determine a user's interests based on the user's social-graph information. Alternatively, the social networking system may determine the user's interests based on interests that the user has selected or indicated, or it may determine interests based on a combination of social graph information and interests that the user has selected. Note that this step can be performed at any time; the social networking system may determine a user's interests before it receives content from publishers or while it is receiving content from publishers. Additionally, the social networking system may determine a user's interests through semantic analysis, NLP, or a combination of all the methods described.

[0049] As another aspect of the invention, a user may select an interest, but may "carve out" a sub-topic in that interest. For example a user may subscribe to an NFL football station, and may select the "OAKLAND RAIDERS" as an interest. The user may only be interested in receiving notifications about the RAIDERS' regular season and playoff games (if any), but may not be interested in receiving notifications about pre-season games. The user may indicate that he does not want to receive such notifications, either by deselecting that sub-topic, or by disliking (or otherwise expressing disinterest for) the notification and/or associated content. The social networking system may determine, based on the user's past interaction with the social network, that preseason RAIDERS football is not an interest of the user, and may refrain from notifying the user

of such content. This may occur automatically (i.e., without any input from the user, aside from disliking the notification/content or other expression of disinterest).

[0050] The social networking system may automatically identify a user's interests and disinterests by analyzing how the user interacts with notifications without requiring the user to affirmatively select or de-select interests. Additionally, the social networking system may or may not notify a user that a new interest has been added. For example, if a user "likes," reads, or watches several articles and videos related to Donald Trump's presidential race, the social networking system may determine that "Donald Trump" is an interest of the user. The social networking system may also determine "2016 election" may be another interest of the user. The social networking system may then add "Donald Trump" and "2016 election" to the user's interests (with or without notifying the user of the added interest), and begin notifying the user of content with the "Donald Trump" and/or the "2016 election" tags. Further, the user may not be interested in Donald Trump generally, but only with regard to his presidential race. And, the user may only be interested in Donald Trump's election efforts, not Hillary Clinton or Ben Carson. The social networking system may learn this information about the user when, for example, the user skips over (or otherwise expresses disinterest for) a notification of article about Donald Trump selling the MISS UNIVERSE organization. Such an article may have the "Donald Trump" tag, but may not have a "2016 election" tag. The user may have clicked through to all the articles having both "Donald Trump" and "2016 election" tag, but not clicked through to articles having the "Donald Trump" tag but no "2016 election" tag. Moreover, the user could have passed over content with the "Hillary Clinton" tag, and so the social networking system may determine that the user is not interested in Hillary Clinton's presidential race. In this way, the user's interests may be more precisely identified by the social networking system. This system may enable a curated and personalized stream of content for each user of the notification providing system.

[0051] The social networking system may compare the received tags to the user's interest(s). If any tag matches (or is related to) an interest, the social networking system may send the user a notification of the content through at least one delivery channel. In step 150, the social networking system may identify tags sent by the publisher that are associated with content and that also match at least one user interest. A tag may "match" an interest in several ways. First, if the tag and interest are identical, a match may exist. For example, a publisher may tag an article with the term "HELL'S KITCHEN," and the user may select or indicate "HELL'S KITCHEN" as one of the user's interests. Because the tag and the interest are identical, there may be a match. Second, the tag could be related to the interest. For example, the user may simply select "culinary arts" as an interest, and because HELL'S KITCHEN is a reality TV show about culinary arts, the two terms are related, and a match may exist between the tag and the interest. Whether two terms are related enough to match may be determined by a number of ways, including affinity (explained below), natural language processing, or semantic analysis. Additionally, the social networking system may use multiple user interests to determine whether a match exists. For example, the user may indicate "culinary arts" and "reality TV competitions" are interests. Because HELL'S KITCHEN is a reality TV com-

petition about culinary arts, there may be a match. Additionally, the social networking system may determine the user's interest based on the user's social graph information. For example, the user may have attended a cooking class, posted a link to a recipe, liked a TV episode from the Food Network, among other activities, all of which may indicate an affinity for cooking and/or reality TV. This may lead to a match between the "HELL'S KITCHEN" tag and the user's interests.

[0052] Another method to determine a user's interest may occur when the user selects a station. A user may obtain a subscription across multiple stations and multiple publishers. If this is the case, the social networking system may send to the user notifications whose content tags match the user's interest(s). To continue the above example, a station may exist called "All About Food." "All About Food" may publish content related to recipes, cooking, BBQ-ing, restaurants, etc. After the user selects this station, the notification service may request the user to select interests within that station. These interests may include "quick recipes," "fine dining," "best dives," "favorite food trucks," "TV shows about cooking," etc. If the user selects as an interest "TV shows about cooking," the tag "HELL'S KITCHEN" may be a match because HELL'S KITCHEN is a TV show about cooking.

[0053] In step 160, the social networking system may send the identified notifications (i.e., the notifications whose tags match the user's interests) to the user using the notification delivery method described herein.

[0054] The social networking system may filter out certain content from or add content to a subscription based on a number of factors, including, but not limited to, a user's privacy settings, age, maturity level, and friends' affinity. Users may additionally configure the notification service to send notifications based on privacy settings, maturity ratings, and friends' affinity, among other things. For example and not by way of limitation, a user may subscribe to a station called "Race Cars." The user may either select certain interests or the social networking system can identify interests based the user's social graph information. A user who subscribes to a "Race Car" station may have interests that include "Formula 1," "drag racing" "Daytona 500" "street racing," and the like. In conjunction with photos and articles about race cars, it may be common for publishers to also publish photos of inadequately clothed women. If a user is under a certain age, or has otherwise designated or expressed a distaste for such material, the social networking system may filter out content that includes inadequately clothed women before it sends content to the user. The filtering mechanism may occur by identifying tags that are related to potentially inappropriate material (e.g., content tagged with "model" "bikini" "model photos" may be filtered out and not sent to the user). Other suitable filtering methods may also be used.

[0055] As another example, a user may subscribe to a "fails" station. The user may either select certain interests or the social networking system can identify interests based the user's social graph information. A user who subscribes to a "fails" station may have interests that include, "crossfit fails," "cat fails," "dog fails," "skateboard fails," and the like. Some of these fails may include horrific and/or graphic accidents, (e.g., a skater rides into the middle of the street and is hit by a car). If a user is under a certain age, or has otherwise designated or expressed a distaste for such mate-

rial, the social networking system may filter out content that includes graphic or violent content. The filtering mechanism may occur by identifying tags that are related to potentially inappropriate material (e.g., content tagged with “bone crushing” “adult only” “graphic content,” or similar tags may be filtered out and not sent to the user). Other suitable filtering methods may also be used. Thus, this system may enable the creation of universal profiles that are customizable by the user, either by the affirmatively filtering of content, or via online activity.

[0056] Although this disclosure describes and illustrates particular steps of the method of FIG. 1 as occurring in a particular order, this disclosure contemplates any suitable steps of the method of FIG. 1 occurring in any suitable order. Moreover, although this disclosure describes and illustrates an example method for sending user-relevant content in a notification subscription service including the particular steps of the method of FIG. 1, this disclosure contemplates any suitable method for sending user-relevant content in a notification subscription service, including any suitable steps, which may include all, some, or none of the steps of the method of FIG. 1, where appropriate. Furthermore, although this disclosure describes and illustrates particular components, devices, or systems carrying out particular steps of the method of FIG. 1, this disclosure contemplates any suitable combination of any suitable components, devices, or systems carrying out any suitable steps of the method of FIG. 1.

[0057] FIG. 2 illustrates an example of a notification-refinement system 200. The term refinement may be understood to mean the user indicating an interest after selecting a station. For example, if the user selects a station called “NBA Big Men,” he may refine (i.e., indicate a further interest) by either selecting or indicating “Yao Ming,” “Shaquille O’Neal,” or perhaps even “Carlos Boozer” as big men of the NBA that the user is interested in. The system may be comprised of one or more publishers 220, and each publisher 220 may have at least one station 230. Each station 230 may publish content in the form of articles, photos, videos, interactive software, or a combination of these formats, as well as other formats. The publishers may create content and send the content to the social network; they are not required to attempt to target particular users or to determine when to send alerts. The social networking system may then direct the content to appropriate users in the further refinement step 250. The combination of receiving content from a subscriber and further refining that content in some way (either by affirmatively selecting interests from a list of interests, or by making available social-graph information, or by some other way) may create a subscription 260 for the user. The content may then be sent to the user 280 by any of the delivery channels 270 that are available. To continue the above example, once the user selects Yao Ming, Shaquille O’Neal, and/or Carlos Boozer, the user 280 may then receive content related to those three NBA big men. Content is related if it is an exact match, or if it has a tag that is sufficiently related to the user interest. For example, content tagged with “Shaquille O’Neal” is an exact match to the player. “SHAQ” would also be suitable, since that is a well-known nickname. Other suitable tags that are associated with Shaquille O’Neal may include “Laker Greats,” “LSU Tigers,” “NBA rappers,” “huge feet,” and the like. Such tags would result in a match

between the user’s interest (“Shaquille O’Neal”) and the content with the tags, because the user interest and the tags are sufficiently related.

[0058] Relatedness may be determined in several ways. First, the social networking system, third party publishers, or another third party may affirmatively identify tags that are related to one another, and send users content that lack the specific user-identified tag, but have one or more related tags. One way that this may be achieved is by identifying larger categories of tags, under which more specific tags may be categorized. Tags under which other tags are categorized may be referred to as “super tags,” and the tags which fall under the super tags may be referred to as sub tags. For example, a user may identify “Big Men of the West” as a user interest. “Big Men of the West” may serve as a super tag under which publishers, the social networking system, or third parties may categorize sub tags, such as, but not limited to “Kareem,” “Mutumbo” “SHAQ,” etc. This way, if a user selects “Big Men of the West” as a user interest, the user may receive content with tags related to all the big men that have played for Western Conference NBA teams, without having to affirmatively select every big man that has played in the Western Conference. The user may receive content having the “Kareem” tag but not the “Big Men of the West” tag, because “Kareem” may be a sub tag that is categorized under the super tag “Big Men of the West.” Therefore, the two tags may be related, and the user may receive notification of the content.

[0059] Another way relatedness may be determined is by natural language processing and/or semantic analysis. This may operate by identifying words or phrases that commonly appear in content with a particular tag, and then automatically generating new tags with the identified words or phrases, and appending those newly generated tags to the content’s metadata. For example, a user may specify the “SHAQ” tag as a user interest. Several articles having the “SHAQ” tag may also discuss how big O’Neal’s feet are. The articles may include the phrase “big feet” or “size 22 shoe” at a frequency that is disproportionate to the rate those phrases appear in a general corpus of content. Then, the social networking system or another third party may automatically generate “big feet,” or “size 22 shoe” tags, and associate those tags with the “SHAQ” tag. Because these tags may have been generated in response to content that has the “SHAQ” tag, these generated tags may be associated with “SHAQ.” Thus, a user may receive notifications of content with “size 22 shoe” or “big feet” tags that do not necessarily also have the “SHAQ” tag. These notifications may be further modified and/or refined by the user or by the social networking system, or by a third party, as discussed herein.

[0060] Notification delivery occurs by way of delivery channels 270, which may include, but are not limited to, a text message to the user’s personal device, a notification on a social media account, an email, a notification from a third party application, or any other suitable delivery method.

[0061] FIG. 2 demonstrates aggregation of notifications across all stations for a particular tag. In other words, a user may express interest in a particular tag, and, as a result, may receive content related to that tag across multiple stations and multiple publishers. As an example, and not by way of limitation, Billy may be a sports fan, and he may especially like basketball. Billy may select the following stations from ESPN (the publisher): NBA Highlights, NFL Highlights,

Game Summaries, and SPORTSCENTER Top 10 Plays. If Game Summaries requires a further refinement of team selection, Billy may select the LA CLIPPERS and the GOLDEN STATE WARRIORS. The social networking system may also learn that Billy is interested in “ankle-breaking crossovers,” either because Billy previously liked or shared a video with that tag, or because he affirmatively selected that interest. ESPN may publish a highlight reel called “Best Crossovers of 2015” and may assign it a tag called “crossover,” and may publish it via the NBA Highlights station. The social networking system may identify a match between the “crossover” tag and Billy’s interest and send a notification to Billy alerting him of this video.

[0062] Continuing with the example, ESPN may create a different highlight reel called “Michael Vick’s Most Amazing Plays” and assign two tags to the content: “jukes” and “Michael Vick.” Because “jukes” is related to “crossover” (both involve feats of athleticism where one athlete moves past another athlete) and Billy likes “ankle-breaking crossovers,” it is likely that Billy may enjoy “Michael Vick’s Most Amazing Plays.” There may be a correlation between Billy’s interest and the tag on this content. Thus, the social networking system may send a notification to Billy alerting him of this video.

[0063] However, if Billy still has not forgiven Michael Vick for his dog fighting days from 2007, he may edit this notification and opt out of receiving content with the “Michael Vick” tag. Additionally, if the social networking system determines that content relates to Michael Vick even if it does not contain a tag called “Michael Vick,” the social networking system may decline from sending the content to Billy, given his disdain for Michael Vick. In this way the user may express disinterest in certain tags. The disinterest may apply across publishers and stations, so that if Billy wants no information regarding Michael Vick, the social networking system will not send Billy anything that is tagged with “Michael Vick,” regardless of publisher or station. This is, of course, reverse-able if Billy decides he would like to be notified of information regarding Michael Vick.

[0064] Alternatively, interests, subscriptions, and/or delivery channels may be removed based on a click-through rate of the identified notifications being lower than a pre-determined threshold value. For example, the notification providing system may send a notification to users both as a text message and as an email. If the click-through rate of the notification sent via email is below a pre-determined threshold, the notification providing system may remove email as a delivery channel. The foregoing may apply to the click-through rate of an individual user, or alternatively, to the click-through rate of multiple users. As another example, a user may select or the social networking system may identify “Taylor Swift” as a user interest. Then, if the user’s click-through rate of Taylor Swift related content is below a pre-determined threshold, the social networking system may ask the user if Taylor Swift is really an interest of the user. Alternatively, the social networking system may remove Taylor Swift from the user’s interests without asking or notifying the user. Whether or not a user is notified of an interest removal or is asked if he or she would like to remove an interest may be a feature that the user could opt in or out of in a settings menu. The default method may be to notify users when an interest has been removed, and the user may confirm the removal, or instruct the social networking sys-

tem to retain the interest. If the user does not wish to be notified every time an interest is added or removed, this may be handled by the user in a settings menu.

[0065] As another aspect of the invention, the social networking system may index the information it receives from either or both users and/or publishers. The indexing may include indexing user interests and subscriptions, delivery channels by which to deliver notifications, indications of interests and disinterests from a user, among other things. The information that is indexed may be recorded in a look-up table or any other suitable information recording system.

[0066] FIG. 3 illustrates an interaction diagram 300, depicting the interaction that may occur between a publisher 310, the social networking system 320, and the user 330. More than one publisher, social networking system, and user may exist in the system described herein. In step 3101, a publisher 310 may create content in the ways described above (e.g., write articles, publish photos, or videos, etc.). The publisher 310 then tags the content in step 3102. The tags may be generated by the publisher, or by a third party. Alternatively, the social networking system may create tags. The tags created by the social networking system may be generated by computer algorithm or by human input. In step 3103, the publisher may send the social networking system the tagged content. Alternatively, the publisher 310 may send the social networking system untagged content, and the social networking system or a third party may tag the content after receiving it from the publisher.

[0067] In step 3301, a user 330 may interact with a social network. Interaction may occur through any of the means described herein, including, but not limited to, adding a friend, liking a post, reading an article, “checking in” at a location, attending an event, posting a photo, video, or status update, joining a group, following a person, organization, or other entity, etc.

[0068] In step 3201, the social networking system 320 may add user activity information to the user’s social graph using the methods described herein. Based on the user’s interaction with the social network, the social networking system may identify interests of the user. As an example or not by way of limitation, the social networking system may learn that a user has clicked on a link to an article about slow roasted meatballs, watched a video about how to make pork and sausage meatballs, and started following Paula Deen, who may be known for making delicious meatballs. The social networking system may determine, based on the user’s interaction with the social network, that the user is interested in meatballs. Thus, the social networking system may identify meatballs as an interest of the user.

[0069] In step 3202, the social networking system may identify matches between a user’s interests and tagged content received from one or more publishers. Identifying matches may be accomplished by the methods described above, or by any suitable method. Upon identifying a match between tagged content and a user interest, the social networking system, in step 3203, may notify the user of the matched content by any of the delivery methods described herein. In step 3302, the user may then interact with the notification(s) in a number of ways, including but not limited to “clicking it” (i.e., selecting it and opening the associated content), ignoring it, liking it, disliking it (or otherwise expressing distaste for the notification and/or associated content), sharing it, or saving it for later (i.e., “bookmark-

ing” it). The social networking system may gather this information about how the user interacts with the sent notifications to update the user’s interests, in step 3204. The social networking system may then repeat steps 3202 and 3203 several times and thus continuously update the user’s interests. This repeated updating of user interests allows the social networking system to notify the user of increasingly relevant content (i.e., content that the user is most likely to read, like, and/or share).

[0070] In an embodiment, one aspect of the invention relates to bookmarking notifications. The social networking system may notify the user of matched content. These notifications may appear in a notifications center on the user’s computing device, on the computing device’s locked screen, or in a different application on the computing device. The user may see the notification, but may wish to view the notification and the associated content at a later time. The user may indicate she wishes to view the notification and the associated content at a later time by tapping a “save for later” button, swiping, or dragging her finger across the display screen in an appropriate manner to accomplish her purpose of saving the notification for later. Alternatively, the user may make any gesture that will cause the notification to be saved for later consumption. Upon being designating as “saved for later,” the notification may be placed on a bookmarks page or other suitable list/queue. Alternatively, the user may be able to request the notification be re-sent at a later time, or when the user enters a particular geographic location. As an example of the above functionality, and not by way of limitation, a user may receive a notification of a video about how to perform a magic card trick while she is on the subway headed to work. The subway may be too loud for her to watch and listen to the video. If that is the case, the user may “bookmark” the notification. The bookmarked notification may then be sent to a bookmarks page, list, or queue, to be consumed when the user is at her desk at work. Alternatively, the bookmarked notification may be re-sent by the social networking system at a later time. The time at which the notification may be re-sent may be determined in a number of different ways, including, but not limited to, determining a specific time, determining a specific geographic location to resend the notification, determining when the user is interacting with the device to resend, determining when the user is interacting with one or more particular applications on the device to resend the notification. As an example and not by way of notification, the user may designate that the notification be resent when she enters her office building, or when she is scrolling through her newsfeed on any one of a number of different applications, or when she next unlocks her device, or at another suitable time or location.

[0071] FIG. 4A illustrates an example network environment 400 associated with a social-networking system. Network environment 400 includes a client system 430, a social-networking system 460, and a third-party system 470 connected to each other by a network 410. Although FIG. 4A illustrates a particular arrangement of client system 430, social-networking system 460, third-party system 470, and network 410, this disclosure contemplates any suitable arrangement of client system 430, social-networking system 460, third-party system 470, and network 410. As an example and not by way of limitation, two or more of client system 430, social-networking system 460, and third-party system 470 may be connected to each other directly, bypass-

ing network 410. As another example, two or more of client system 430, social-networking system 460, and third-party system 470 may be physically or logically co-located with each other in whole or in part. Moreover, although FIG. 4A illustrates a particular number of client systems 430, social-networking systems 460, third-party systems 470, and networks 410, this disclosure contemplates any suitable number of client systems 430, social-networking systems 460, third-party systems 470, and networks 410. As an example and not by way of limitation, network environment 400 may include multiple client system 430, social-networking systems 460, third-party systems 470, and networks 410.

[0072] This disclosure contemplates any suitable network 410. As an example and not by way of limitation, one or more portions of network 410 may include an ad hoc network, an intranet, an extranet, a virtual private network (VPN), a local area network (LAN), a wireless LAN (WLAN), a wide area network (WAN), a wireless WAN (WWAN), a metropolitan area network (MAN), a portion of the Internet, a portion of the Public Switched Telephone Network (PSTN), a cellular telephone network, or a combination of two or more of these. Network 410 may include one or more networks 410.

[0073] Links 450 may connect client system 430, social-networking system 460, and third-party system 470 to communication network 410 or to each other. This disclosure contemplates any suitable links 450. In particular embodiments, one or more links 450 include one or more wireline (such as for example Digital Subscriber Line (DSL) or Data Over Cable Service Interface Specification (DOCSIS)), wireless (such as for example Wi-Fi or Worldwide Interoperability for Microwave Access (WiMAX)), or optical (such as for example Synchronous Optical Network (SONET) or Synchronous Digital Hierarchy (SDH)) links. In particular embodiments, one or more links 450 each include an ad hoc network, an intranet, an extranet, a VPN, a LAN, a WLAN, a WAN, a WWAN, a MAN, a portion of the Internet, a portion of the PSTN, a cellular technology-based network, a satellite communications technology-based network, another link 450, or a combination of two or more such links 450. Links 450 need not necessarily be the same throughout network environment 400. One or more first links 450 may differ in one or more respects from one or more second links 450.

[0074] In particular embodiments, client system 430 may be an electronic device including hardware, software, or embedded logic components or a combination of two or more such components and capable of carrying out the appropriate functionalities implemented or supported by client system 430. As an example and not by way of limitation, a client system 430 may include a computer system such as a desktop computer, notebook or laptop computer, netbook, a tablet computer, e-book reader, GPS device, camera, personal digital assistant (PDA), handheld electronic device, cellular telephone, smartphone, other suitable electronic device, or any suitable combination thereof. This disclosure contemplates any suitable client systems 430. A client system 430 may enable a network user at client system 430 to access network 410. A client system 430 may enable its user to communicate with other users at other client systems 430.

[0075] In particular embodiments, client system 430 may include a web browser 432, such as MICROSOFT INTERNET EXPLORER, GOOGLE CHROME or MOZILLA

FIREFOX, and may have one or more add-ons, plug-ins, or other extensions, such as TOOLBAR or YAHOO TOOLBAR. A user at client system 430 may enter a Uniform Resource Locator (URL) or other address directing the web browser 432 to a particular server (such as server 462, or a server associated with a third-party system 470), and the web browser 432 may generate a Hyper Text Transfer Protocol (HTTP) request and communicate the HTTP request to server. The server may accept the HTTP request and communicate to client system 430 one or more Hyper Text Markup Language (HTML) files responsive to the HTTP request. Client system 430 may render a webpage based on the HTML files from the server for presentation to the user. This disclosure contemplates any suitable webpage files. As an example and not by way of limitation, webpages may render from HTML files, Extensible Hyper Text Markup Language (XHTML) files, or Extensible Markup Language (XML) files, according to particular needs. Such pages may also execute scripts such as, for example and without limitation, those written in JAVASCRIPT, JAVA, MICROSOFT SILVERLIGHT, combinations of markup language and scripts such as AJAX (Asynchronous JAVASCRIPT and XML), and the like. Herein, reference to a webpage encompasses one or more corresponding webpage files (which a browser may use to render the webpage) and vice versa, where appropriate.

[0076] In particular embodiments, social-networking system 460 may be a network-addressable computing system that can host an online social network. Social-networking system 460 may generate, store, receive, and send social-networking data, such as, for example, user-profile data, concept-profile data, social-graph information, or other suitable data related to the online social network. Social-networking system 460 may be accessed by the other components of network environment 400 either directly or via network 410. As an example and not by way of limitation, client system 430 may access social-networking system 460 using a web browser 432, or a native application associated with social-networking system 460 (e.g., a mobile social-networking application, a messaging application, another suitable application, or any combination thereof) either directly or via network 410. In particular embodiments, social-networking system 460 may include one or more servers 462. Each server 462 may be a unitary server or a distributed server spanning multiple computers or multiple datacenters. Servers 462 may be of various types, such as, for example and without limitation, web server, news server, mail server, message server, advertising server, file server, application server, exchange server, database server, proxy server, another server suitable for performing functions or processes described herein, or any combination thereof. In particular embodiments, each server 462 may include hardware, software, or embedded logic components or a combination of two or more such components for carrying out the appropriate functionalities implemented or supported by server 462. In particular embodiments, social-networking system 460 may include one or more data stores 464. Data stores 464 may be used to store various types of information. In particular embodiments, the information stored in data stores 464 may be organized according to specific data structures. In particular embodiments, each data store 464 may be a relational, columnar, correlation, or other suitable database. Although this disclosure describes or illustrates particular types of databases, this disclosure

contemplates any suitable types of databases. Particular embodiments may provide interfaces that enable a client system 430, a social-networking system 460, or a third-party system 470 to manage, retrieve, modify, add, or delete, the information stored in data store 464.

[0077] In particular embodiments, social-networking system 460 may store one or more social graphs in one or more data stores 464. In particular embodiments, a social graph may include multiple nodes—which may include multiple user nodes (each corresponding to a particular user) or multiple concept nodes (each corresponding to a particular concept)—and multiple edges connecting the nodes. Social-networking system 460 may provide users of the online social networking system the ability to communicate and interact with other users. In particular embodiments, users may join the online social networking system via social-networking system 460 and then add connections (e.g., relationships) to a number of other users of social-networking system 460 to whom they want to be connected. Herein, the term “friend” may refer to any other user of social-networking system 460 with whom a user has formed a connection, association, or relationship via social-networking system 460.

[0078] In particular embodiments, social-networking system 460 may provide users with the ability to take actions on various types of items or objects, supported by social-networking system 460. As an example and not by way of limitation, the items and objects may include groups or social networks to which users of social-networking system 460 may belong, events or calendar entries in which a user might be interested, computer-based applications that a user may use, transactions that allow users to buy or sell items via the service, interactions with advertisements that a user may perform, or other suitable items or objects. A user may interact with anything that is capable of being represented in social-networking system 460 or by an external system of third-party system 470, which is separate from social-networking system 460 and coupled to social-networking system 460 via a network 410.

[0079] In particular embodiments, social-networking system 460 may be capable of linking a variety of entities. As an example and not by way of limitation, social-networking system 460 may enable users to interact with each other as well as receive content from third-party systems 470 or other entities, or to allow users to interact with these entities through an application programming interfaces (API) or other delivery channels.

[0080] In particular embodiments, a third-party system 470 may include one or more types of servers, one or more data stores, one or more interfaces, including but not limited to APIs, one or more web services, one or more content sources, one or more networks, or any other suitable components, e.g., that servers may communicate with. A third-party system 470 may be operated by a different entity from an entity operating social-networking system 460. In particular embodiments, however, social-networking system 460 and third-party systems 470 may operate in conjunction with each other to provide social-networking services to users of social-networking system 460 or third-party systems 470. In this sense, social-networking system 460 may provide a platform, or backbone, which other systems, such as third-party systems 470, may use to provide social-networking services and functionality to users across the Internet.

[0081] In particular embodiments, a third-party system **470** may include a third-party content object provider. A third-party content object provider may include one or more sources of content objects, which may be communicated to a client system **430**. As an example and not by way of limitation, content objects may include information regarding things or activities of interest to the user, such as, for example, movie show times, movie reviews, restaurant reviews, restaurant menus, product information and reviews, or other suitable information. As another example and not by way of limitation, content objects may include incentive content objects, such as coupons, discount tickets, gift certificates, or other suitable incentive objects.

[0082] In particular embodiments, social-networking system **460** also includes user-generated content objects, which may enhance a user's interactions with social-networking system **460**. User-generated content may include anything a user can add, upload, send, or "post" to social-networking system **460**. As an example and not by way of limitation, a user communicates posts to social-networking system **460** from a client system **430**. Posts may include data such as status updates or other textual data, location information, photos, videos, links, music or other similar data or media. Content may also be added to social-networking system **460** by a third-party through a "delivery channel," such as a newsfeed or stream.

[0083] In particular embodiments, social-networking system **460** may include a variety of servers, sub-systems, programs, modules, logs, and data stores. In particular embodiments, social-networking system **460** may include one or more of the following: a web server, action logger, API-request server, relevance-and-ranking engine, content-object classifier, notification controller, action log, third-party-content-object-exposure log, inference module, authorization/privacy server, search module, advertisement-targeting module, user-interface module, user-profile store, connection store, third-party content store, or location store. Social-networking system **460** may also include suitable components such as network interfaces, security mechanisms, load balancers, failover servers, management-and-network-operations consoles, other suitable components, or any suitable combination thereof. In particular embodiments, social-networking system **460** may include one or more user-profile stores for storing user profiles. A user profile may include, for example, biographic information, demographic information, behavioral information, social information, or other types of descriptive information, such as work experience, educational history, hobbies or preferences, interests, affinities, or location. Interest information may include interests related to one or more categories. Categories may be general or specific. As an example and not by way of limitation, if a user "likes" an article about a brand of shoes the category may be the brand, or the general category of "shoes" or "clothing." A connection store may be used for storing connection information about users. The connection information may indicate users who have similar or common work experience, group memberships, hobbies, educational history, or are in any way related or share common attributes. The connection information may also include user-defined connections between different users and content (both internal and external). A web server may be used for linking social-networking system **460** to one or more client systems **430** or one or more third-party system **470** via network **410**. The web server may include a mail

server or other messaging functionality for receiving and routing messages between social-networking system **460** and one or more client systems **430**. An API-request server may allow a third-party system **470** to access information from social-networking system **460** by calling one or more APIs. An action logger may be used to receive communications from a web server about a user's actions on or off social-networking system **460**. In conjunction with the action log, a third-party-content-object log may be maintained of user exposures to third-party-content objects. A notification controller may provide information regarding content objects to a client system **430**. Information may be pushed to a client system **430** as notifications, or information may be pulled from client system **430** responsive to a request received from client system **430**. Authorization servers may be used to enforce one or more privacy settings of the users of social-networking system **460**. A privacy setting of a user determines how particular information associated with a user can be shared. The authorization server may allow users to opt in to or opt out of having their actions logged by social-networking system **460** or shared with other systems (e.g., third-party system **470**), such as, for example, by setting appropriate privacy settings. Third-party-content-object stores may be used to store content objects received from third parties, such as a third-party system **470**. Location stores may be used for storing location information received from client systems **430** associated with users. Advertisement-pricing modules may combine social information, the current time, location information, or other suitable information to provide relevant advertisements, in the form of notifications, to a user.

[0084] FIG. 4B illustrates an example architecture for delivering notifications to a user (Alice Liddell). In one example embodiment described herein, elements of the notification-providing system may be implemented as part of a social-networking system, and the notification-providing system may handle delivery of notifications generated by third-party systems as well as by the social-networking system itself. In particular embodiments, elements of the notification-providing system may be implemented as part of a third-party system.

[0085] As shown in FIG. 4B, notifications may be delivered by way of a number of different delivery channels **440**. As discussed above, a delivery channel **440** may comprise one or more uniquely-identified endpoints **442** and one or more communication media **444**. As shown in FIG. 4B, notifications may be delivered by one or more communication media (e.g., SMS, MMS, email, particular application, voice, newsfeed, flag) to one or more unique endpoints (e.g., a telephone number, an email address, a particular client device as specified by a unique device identifier, a particular user account for the particular application or for the client device). In some embodiments, a particular communication media may be able to deliver a notification to more than one endpoint—for example, a third-party application such as SNAPCHAT (communication media) may be installed on the user's smartphone client device **430A** (first endpoint) and also on the user's laptop **430B** (second endpoint). Communication media may be a push-type medium, such as SMS or email, or it may be a pull-type medium, such as newsfeed.

[0086] In particular embodiments, the notification-providing system may select different delivery channels for notifications based on the user's available delivery channels and

the status thereof. As discussed above, the information about the user's available delivery channels may be retrieved from the registration data store (e.g., information to enable the notification-providing system to deliver the notification to a SNAPCHAT application). The notification-providing system may also select different delivery channels for notifications based on the user's current delivery context, which may include device status. For example, if Alice's smartphone is currently placed in Silent mode, and she just checked in at a movie theater with her friends, then delivery of any notifications may be delayed until movement detected by the phone indicates that she is exiting the theater. The notification-providing system may also choose to "escalate" a notification from a lower-ranked delivery channel (e.g., newsfeed) to a higher-ranked delivery channel (e.g., SMS) when re-delivering a notification, in order to increase the likelihood that the receiving user will interact with the notification.

[0087] FIG. 5 illustrates example social graph 500. In particular embodiments, social-networking system 460 may store one or more social graphs 500 in one or more data stores. In particular embodiments, social graph 500 may include multiple nodes—which may include multiple user nodes 502 or multiple concept nodes 504—and multiple edges 506 connecting the nodes. Example social graph 500 illustrated in FIG. 5 is shown, for didactic purposes, in a two-dimensional visual map representation. In particular embodiments, a social-networking system 460, client system 430, or third-party system 470 may access social graph 500 and related social-graph information for suitable applications. The nodes and edges of social graph 500 may be stored as data objects, for example, in a data store (such as a social-graph database). Such a data store may include one or more searchable or queryable indexes of nodes or edges of social graph 500.

[0088] In particular embodiments, a user node 502 may correspond to a user of social-networking system 460. As an example and not by way of limitation, a user may be an individual (human user), an entity (e.g., an enterprise, business, or third-party application), or a group (e.g., of individuals or entities) that interacts or communicates with or over social-networking system 460. In particular embodiments, when a user registers for an account with social-networking system 460, social-networking system 460 may create a user node 502 corresponding to the user, and store the user node 502 in one or more data stores. Users and user nodes 502 described herein may, where appropriate, refer to registered users and user nodes 502 associated with registered users. In addition or as an alternative, users and user nodes 502 described herein may, where appropriate, refer to users that have not registered with social-networking system 460. In particular embodiments, a user node 502 may be associated with information provided by a user or information gathered by various systems, including social-networking system 460. As an example and not by way of limitation, a user may provide his or her name, profile picture, contact information, birth date, sex, marital status, family status, employment, education background, preferences, interests, or other demographic information. In particular embodiments, a user node 502 may be associated with one or more data objects corresponding to information associated with a user. In particular embodiments, a user node 502 may correspond to one or more webpages.

[0089] In particular embodiments, a concept node 504 may correspond to a concept. As an example and not by way of limitation, a concept may correspond to a place (such as, for example, a movie theater, restaurant, landmark, or city); a website (such as, for example, a website associated with social-network system 460 or a third-party website associated with a web-application server); an entity (such as, for example, a person, business, group, sports team, or celebrity); a resource (such as, for example, an audio file, video file, digital photo, text file, structured document, or application) which may be located within social-networking system 460 or on an external server, such as a web-application server; real or intellectual property (such as, for example, a sculpture, painting, movie, game, song, idea, photograph, or written work); a game; an activity; an idea or theory; another suitable concept; or two or more such concepts. A concept node 504 may be associated with information of a concept provided by a user or information gathered by various systems, including social-networking system 460. As an example and not by way of limitation, information of a concept may include a name or a title; one or more images (e.g., an image of the cover page of a book); a location (e.g., an address or a geographical location); a website (which may be associated with a URL); contact information (e.g., a phone number or an email address); other suitable concept information; or any suitable combination of such information. In particular embodiments, a concept node 504 may be associated with one or more data objects corresponding to information associated with concept node 504. In particular embodiments, a concept node 504 may correspond to one or more webpages.

[0090] In particular embodiments, a node in social graph 500 may represent or be represented by a webpage (which may be referred to as a "profile page"). Profile pages may be hosted by or accessible to social-networking system 460. Profile pages may also be hosted on third-party websites associated with a third-party server 470. As an example and not by way of limitation, a profile page corresponding to a particular external webpage may be the particular external webpage and the profile page may correspond to a particular concept node 504. Profile pages may be viewable by all or a selected subset of other users. As an example and not by way of limitation, a user node 502 may have a corresponding user-profile page in which the corresponding user may add content, make declarations, or otherwise express himself or herself. As another example and not by way of limitation, a concept node 504 may have a corresponding concept-profile page in which one or more users may add content, make declarations, or express themselves, particularly in relation to the concept corresponding to concept node 504.

[0091] In particular embodiments, a concept node 504 may represent a third-party webpage or resource hosted by a third-party system 470. The third-party webpage or resource may include, among other elements, content, a selectable or other icon, or other inter-actable object (which may be implemented, for example, in JavaScript, AJAX, or PHP codes) representing an action or activity. As an example and not by way of limitation, a third-party webpage may include a selectable icon such as "like," "check-in," "eat," "recommend," or another suitable action or activity. A user viewing the third-party webpage may perform an action by selecting one of the icons (e.g., "check-in"), causing a client system 430 to send to social-networking system 460 a message indicating the user's action. In response to the

message, social-networking system 460 may create an edge (e.g., a check-in-type edge) between a user node 502 corresponding to the user and a concept node 504 corresponding to the third-party webpage or resource and store edge 506 in one or more data stores.

[0092] In particular embodiments, a pair of nodes in social graph 500 may be connected to each other by one or more edges 506. An edge 506 connecting a pair of nodes may represent a relationship between the pair of nodes. In particular embodiments, an edge 506 may include or represent one or more data objects or attributes corresponding to the relationship between a pair of nodes. As an example and not by way of limitation, a first user may indicate that a second user is a “friend” of the first user. In response to this indication, social-networking system 460 may send a “friend request” to the second user. If the second user confirms the “friend request,” social-networking system 460 may create an edge 506 connecting the first user’s user node 502 to the second user’s user node 502 in social graph 500 and store edge 506 as social-graph information in one or more of data stores 164. In the example of FIG. 5, social graph 500 includes an edge 506 indicating a friend relation between user nodes 502 of user “A” and user “B” and an edge indicating a friend relation between user nodes 502 of user “C” and user “B.” Although this disclosure describes or illustrates particular edges 506 with particular attributes connecting particular user nodes 502, this disclosure contemplates any suitable edges 506 with any suitable attributes connecting user nodes 502. As an example and not by way of limitation, an edge 506 may represent a friendship, family relationship, business or employment relationship, fan relationship (including, e.g., liking, etc.), follower relationship, visitor relationship (including, e.g., accessing, viewing, checking-in, sharing, etc.), subscriber relationship, superior/subordinate relationship, reciprocal relationship, non-reciprocal relationship, another suitable type of relationship, or two or more such relationships. Moreover, although this disclosure generally describes nodes as being connected, this disclosure also describes users or concepts as being connected. Herein, references to users or concepts being connected may, where appropriate, refer to the nodes corresponding to those users or concepts being connected in social graph 500 by one or more edges 506.

[0093] In particular embodiments, an edge 506 between a user node 502 and a concept node 504 may represent a particular action or activity performed by a user associated with user node 502 toward a concept associated with a concept node 504. As an example and not by way of limitation, as illustrated in FIG. 5, a user may “like,” “attended,” “played,” “listened,” “cooked,” “worked at,” or “watched” a concept, each of which may correspond to a edge type or subtype. A concept-profile page corresponding to a concept node 504 may include, for example, a selectable “check in” icon (such as, for example, a clickable “check in” icon) or a selectable “add to favorites” icon. Similarly, after a user clicks these icons, social-networking system 460 may create a “favorite” edge or a “check in” edge in response to a user’s action corresponding to a respective action. As another example and not by way of limitation, a user (user “C”) may listen to a particular song (“Imagine”) using a particular application (SPOTIFY, which is an online music application). In this case, social-networking system 460 may create a “listened” edge 506 and a “used” edge (as illustrated in FIG. 5) between user nodes 502 corresponding to the user

and concept nodes 504 corresponding to the song and application to indicate that the user listened to the song and used the application. Moreover, social-networking system 460 may create a “played” edge 506 (as illustrated in FIG. 5) between concept nodes 504 corresponding to the song and the application to indicate that the particular song was played by the particular application. In this case, “played” edge 506 corresponds to an action performed by an external application (SPOTIFY) on an external audio file (the song “Imagine”). Although this disclosure describes particular edges 506 with particular attributes connecting user nodes 502 and concept nodes 504, this disclosure contemplates any suitable edges 506 with any suitable attributes connecting user nodes 502 and concept nodes 504. Moreover, although this disclosure describes edges between a user node 502 and a concept node 504 representing a single relationship, this disclosure contemplates edges between a user node 502 and a concept node 504 representing one or more relationships. As an example and not by way of limitation, an edge 506 may represent both that a user likes and has used at a particular concept. Alternatively, another edge 506 may represent each type of relationship (or multiples of a single relationship) between a user node 502 and a concept node 504 (as illustrated in FIG. 5 between user node 502 for user “E” and concept node 504 for “SPOTIFY”).

[0094] In particular embodiments, social-networking system 460 may create an edge 506 between a user node 502 and a concept node 504 in social graph 500. As an example and not by way of limitation, a user viewing a concept-profile page (such as, for example, by using a web browser or a special-purpose application hosted by the user’s client system 430) may indicate that he or she likes the concept represented by the concept node 504 by clicking or selecting a “Like” icon, which may cause the user’s client system 430 to send to social-networking system 460 a message indicating the user’s liking of the concept associated with the concept-profile page. In response to the message, social-networking system 460 may create an edge 506 between user node 502 associated with the user and concept node 504, as illustrated by “like” edge 506 between the user and concept node 504. In particular embodiments, social-networking system 460 may store an edge 506 in one or more data stores. In particular embodiments, an edge 506 may be automatically formed by social-networking system 460 in response to a particular user action. As an example and not by way of limitation, if a first user uploads a picture, watches a movie, or listens to a song, an edge 506 may be formed between user node 502 corresponding to the first user and concept nodes 504 corresponding to those concepts. Although this disclosure describes forming particular edges 506 in particular manners, this disclosure contemplates forming any suitable edges 506 in any suitable manner.

[0095] In particular embodiments, an advertisement may be text (which may be HTML-linked), one or more images (which may be HTML-linked), one or more videos, audio, one or more ADOBE FLASH files, a suitable combination of these, or any other suitable advertisement in any suitable digital format presented on one or more web pages, in one or more e-mails, or in connection with search results requested by a user. In addition or as an alternative, an advertisement may be one or more sponsored stories (e.g., a news-feed or ticker item on social-networking system 460). A sponsored story may be a social action by a user (such as “liking” a page, “liking” or commenting on a post on a page,

RSVPing to an event associated with a page, voting on a question posted on a page, checking in to a place, using an application or playing a game, or “liking” or sharing a website) that an advertiser promotes, for example, by having the social action presented within a pre-determined area of a profile page of a user or other page, presented with additional information associated with the advertiser, bumped up or otherwise highlighted within news feeds or tickers of other users, or otherwise promoted. The advertiser may pay to have the social action promoted. The social action may be promoted within or on social-networking system 460. In addition or as an alternative, the social action may be promoted outside or off of social-networking system 460, where appropriate. In particular embodiments, a page may be an on-line presence (such as a webpage or website within or outside of social-networking system 460) of a business, organization, or brand facilitating its sharing of stories and connecting with people. A page may be customized, for example, by adding applications, posting stories, or hosting events.

[0096] A sponsored story may be generated from stories in users' news feeds and promoted to specific areas within displays of users' web browsers when viewing a web page associated with social-networking system 460. Sponsored stories are more likely to be viewed by users, at least in part because sponsored stories generally involve interactions or suggestions by the users' friends, fan pages, or other connections. In connection with sponsored stories, particular embodiments may utilize one or more systems, components, elements, functions, methods, operations, or steps disclosed in U.S. patent application Ser. No. 13/327,557, entitled “Sponsored Stories Unit Creation from Organic Activity Stream” and filed 15 Dec. 2011, U.S. Patent Application Publication No. 2012/0203831, entitled “Sponsored Stories Unit Creation from Organic Activity Stream” and filed 3 Feb. 2012 as U.S. patent application Ser. No. 13/020,745, or U.S. Patent Application Publication No. 2012/0233009, entitled “Endorsement Subscriptions for Sponsored Stories” and filed 9 Mar. 2011 as U.S. patent application Ser. No. 13/044,506, which are all incorporated herein by reference as an example and not by way of limitation. In particular embodiments, sponsored stories may utilize computer-vision algorithms to detect products in uploaded images or photos lacking an explicit connection to an advertiser as disclosed in U.S. patent application Ser. No. 13/212,356, entitled “Computer-Vision Content Detection for Sponsored Stories” and filed 18 Aug. 2011, which is incorporated herein by reference as an example and not by way of limitation.

[0097] As described above, an advertisement may be text (which may be HTML-linked), one or more images (which may be HTML-linked), one or more videos, audio, one or more ADOBE FLASH files, a suitable combination of these, or any other suitable advertisement in any suitable digital format. In particular embodiments, an advertisement may be requested for display within third-party webpages, social-networking-system webpages, or other pages. An advertisement may be displayed in a dedicated portion of a page, such as in a banner area at the top of the page, in a column at the side of the page, in a GUI of the page, in a pop-up window, over the top of content of the page, or elsewhere with respect to the page. In addition or as an alternative, an advertisement may be displayed within an application or within a game. An advertisement may be displayed within dedicated pages,

requiring the user to interact with or watch the advertisement before the user may access a page, utilize an application, or play a game. The user may, for example view the advertisement through a web browser.

[0098] A user may interact with an advertisement in any suitable manner. The user may click or otherwise select the advertisement, and the advertisement may direct the user (or a browser or other application being used by the user) to a page associated with the advertisement. At the page associated with the advertisement, the user may take additional actions, such as purchasing a product or service associated with the advertisement, receiving information associated with the advertisement, or subscribing to a newsletter associated with the advertisement. An advertisement with audio or video may be played by selecting a component of the advertisement (like a “play button”). In particular embodiments, an advertisement may include one or more games, which a user or other application may play in connection with the advertisement. An advertisement may include functionality for responding to a poll or question in the advertisement.

[0099] An advertisement may include social-networking-system functionality that a user may interact with. For example, an advertisement may enable a user to “like” or otherwise endorse the advertisement by selecting an icon or link associated with endorsement. Similarly, a user may share the advertisement with another user (e.g., through social-networking system 460) or RSVP (e.g., through social-networking system 460) to an event associated with the advertisement. In addition or as an alternative, an advertisement may include social-networking-system content directed to the user. For example, an advertisement may display information about a friend of the user within social-networking system 460 who has taken an action associated with the subject matter of the advertisement.

[0100] Social-networking-system functionality or content may be associated with an advertisement in any suitable manner. For example, an advertising system (which may include hardware, software, or both for receiving bids for advertisements and selecting advertisements in response) may retrieve social-networking functionality or content from social-networking system 460 and incorporate the retrieved social-networking functionality or content into the advertisement before serving the advertisement to a user. Examples of selecting and providing social-networking-system functionality or content with an advertisement are disclosed in U.S. Patent Application Publication No. 2012/0084460, entitled “Providing Social Endorsements with Online Advertising” and filed 5 Oct. 2010 as U.S. patent application Ser. No. 12/898,662, and in U.S. Patent Application Publication No. 2012/0232998, entitled “Selecting Social Endorsement Information for an Advertisement for Display to a Viewing User” and filed 8 Mar. 2011 as U.S. patent application Ser. No. 13/043,424, which are both incorporated herein by reference as examples only and not by way of limitation. Interacting with an advertisement that is associated with social-networking-system functionality or content may cause information about the interaction to be displayed in a profile page of the user in social-networking system 460.

[0101] Particular embodiments may facilitate the delivery of advertisements to users that are more likely to find the advertisements more relevant or useful. For example, an advertiser may realize higher conversion rates (and therefore

higher return on investment (ROI) from advertising) by identifying and targeting users that are more likely to find its advertisements more relevant or useful. The advertiser may use user-profile information in social-networking system 460 to identify those users. In addition or as an alternative, social-networking system 460 may use user-profile information in social-networking system 460 to identify those users for the advertiser. As examples and not by way of limitation, particular embodiments may target users with the following: invitations or suggestions of events; suggestions regarding coupons, deals, or wish-list items; suggestions regarding friends' life events; suggestions regarding groups; advertisements; or social advertisements. Such targeting may occur, where appropriate, on or within social-networking system 460, off or outside of social-networking system 460, or on mobile computing devices of users. When on or within social-networking system 460, such targeting may be directed to users' news feeds, search results, e-mail or other in-boxes, or notifications channels or may appear in particular area of web pages of social-networking system 460, such as a right-hand side of a web page in a concierge or grouper area (which may group along a right-hand rail advertisements associated with the same concept, node, or object) or a network-ego area (which may be based on what a user is viewing on the web page and a current news feed of the user). When off or outside of social-networking system 460, such targeting may be provided through a third-party website, e.g., involving an ad exchange or a social plug-in. When on a mobile computing device of a user, such targeting may be provided through push notifications to the mobile computing device.

[0102] Targeting criteria used to identify and target users may include explicit, stated user interests on social-networking system 460 or explicit connections of a user to a node, object, entity, brand, or page on social-networking system 460. In addition or as an alternative, such targeting criteria may include implicit or inferred user interests or connections (which may include analyzing a user's history, demographic, social or other activities, friends' social or other activities, subscriptions, or any of the preceding of other users similar to the user (based, e.g., on shared interests, connections, or events)). Particular embodiments may utilize platform targeting, which may involve platform and "like" impression data; contextual signals (e.g., "Who is viewing now or has viewed recently the page for COCA-COLA?"); light-weight connections (e.g., "check-ins"); connection lookalikes; fans; extracted keywords; EMU advertising; inferential advertising; coefficients, affinities, or other social-graph information; friends-of-friends connections; pinning or boosting; deals; polls; household income, social clusters or groups; products detected in images or other media; social- or open-graph edge types; geo-prediction; views of profile or pages; status updates or other user posts (analysis of which may involve natural-language processing or keyword extraction); events information; or collaborative filtering. Identifying and targeting users may also include privacy settings (such as user opt-outs), data hashing, or data anonymization, as appropriate.

[0103] To target users with advertisements, particular embodiments may utilize one or more systems, components, elements, functions, methods, operations, or steps disclosed in the following, which are all incorporated herein by reference as examples and not by way of limitation: U.S. Patent Application Publication No. 5009/0119167, entitled

"Social Advertisements and Other Informational Messages on a Social Networking Website and Advertising Model for Same" and filed 18 August 5008 as U.S. patent application Ser. No. 12/193,702; U.S. Patent Application Publication No. 5009/0070219, entitled "Targeting Advertisements in a Social Network" and filed 20 August 5008 as U.S. patent application Ser. No. 12/195,321; U.S. Patent Application Publication No. 2012/0158501, entitled "Targeting Social Advertising to Friends of Users Who Have Interacted With an Object Associated with the Advertising" and filed 15 Dec. 2010 as U.S. patent application Ser. No. 12/968,786; or U.S. Patent Application Publication No. 2012/0166532, entitled "Contextually Relevant Affinity Prediction in a Social-Networking System" and filed 23 Dec. 2010 as U.S. patent application Ser. No. 12/978,265.

[0104] An advertisement may be presented or otherwise delivered using plug-ins for web browsers or other applications, iframe elements, news feeds, tickers, notifications (which may include, for example, e-mail, Short Message Service (SMS) messages, or notifications), or other means. An advertisement may be presented or otherwise delivered to a user on a mobile or other computing device of the user. In connection with delivering advertisements, particular embodiments may utilize one or more systems, components, elements, functions, methods, operations, or steps disclosed in the following, which are all incorporated herein by reference as examples and not by way of limitation: U.S. Patent Application Publication No. 2012/0159635, entitled "Comment Plug-In for Third-Party System" and filed 15 Dec. 2010 as U.S. patent application Ser. No. 12/969,368; U.S. Patent Application Publication No. 2012/0158753, entitled "Comment Ordering System" and filed 15 Dec. 2010 as U.S. patent application Ser. No. 12/969,408; U.S. Pat. No. 7,669,123, entitled "Dynamically Providing a News Feed About a User of a Social Network" and filed 11 August 5006 as U.S. patent application Ser. No. 11/503,242; U.S. Pat. No. 8,402,094, entitled "Providing a Newsfeed Based on User Affinity for Entities and Monitored Actions in a Social Network Environment" and filed 11 August 5006 as U.S. patent application Ser. No. 11/503,093; U.S. Patent Application Publication No. 2012/0072428, entitled "Action Clustering for News Feeds" and filed 16 Sep. 2010 as U.S. patent application Ser. No. 12/884,010; U.S. Patent Application Publication No. 2011/0004692, entitled "Gathering Information about Connections in a Social Networking Service" and filed 1 July 5009 as U.S. patent application Ser. No. 12/496,606; U.S. Patent Application Publication No. 5008/0065701, entitled "Method and System for Tracking Changes to User Content in an Online Social Network" and filed 12 September 5006 as U.S. patent application Ser. No. 11/531,154; U.S. Patent Application Publication No. 5008/0065604, entitled "Feeding Updates to Landing Pages of Users of an Online Social Network from External Sources" and filed 17 January 5007 as U.S. patent application Ser. No. 11/624,088; U.S. Pat. No. 8,244,848, entitled "Integrated Social-Network Environment" and filed 19 Apr. 2010 as U.S. patent application Ser. No. 12/763,171; U.S. Patent Application Publication No. 2011/0083101, entitled "Sharing of Location-Based Content Item in Social-Networking Service" and filed 6 October 5009 as U.S. patent application Ser. No. 12/574,614; U.S. Pat. No. 8,150,844, entitled "Location Ranking Using Social-Graph Information" and filed 18 Aug. 2010 as U.S. patent application Ser. No. 12/858,718; U.S. patent application Ser. No. 13/051,286,

entitled "Sending Notifications to Users Based on Users' Notification Tolerance Levels" and filed 18 Mar. 2011; U.S. patent application Ser. No. 13/096,184, entitled "Managing Notifications Pushed to User Devices" and filed 28 Apr. 2011; U.S. patent application Ser. No. 13/276,248, entitled "Platform-Specific Notification Delivery Channel" and filed 18 Oct. 2011; or U.S. Patent Application Publication No. 2012/0197709, entitled "Mobile Advertisement with Social Component for Geo-Social Networking System" and filed 1 Feb. 2011 as U.S. patent application Ser. No. 13/019,061. Although this disclosure describes or illustrates particular advertisements being delivered in particular ways and in connection with particular content, this disclosure contemplates any suitable advertisements delivered in any suitable ways and in connection with any suitable content.

[0105] In particular embodiments, social-networking system **460** may determine the social-graph affinity (which may be referred to herein as "affinity") of various social-graph entities for each other. Affinity may represent the strength of a relationship or level of interest between particular objects associated with the online social network, such as users, concepts, content, actions, advertisements, other objects associated with the online social network, or any suitable combination thereof. Affinity may also be determined with respect to objects associated with third-party systems **470** or other suitable systems. An overall affinity for a social-graph entity for each user, subject matter, or type of content may be established. The overall affinity may change based on continued monitoring of the actions or relationships associated with the social-graph entity. Although this disclosure describes determining particular affinities in a particular manner, this disclosure contemplates determining any suitable affinities in any suitable manner.

[0106] In particular embodiments, social-networking system **460** may measure or quantify social-graph affinity using an affinity coefficient (which may be referred to herein as "coefficient"). The coefficient may represent or quantify the strength of a relationship between particular objects associated with the online social network. The coefficient may also represent a probability or function that measures a predicted probability that a user will perform a particular action based on the user's interest in the action. In this way, a user's future actions may be predicted based on the user's prior actions, where the coefficient may be calculated at least in part a the history of the user's actions. Coefficients may be used to predict any number of actions, which may be within or outside of the online social network. As an example and not by way of limitation, these actions may include various types of communications, such as sending messages, posting content, or commenting on content; various types of observation actions, such as accessing or viewing profile pages, media, or other suitable content; various types of coincidence information about two or more social-graph entities, such as being in the same group, tagged in the same photograph, checked-in at the same location, or attending the same event; or other suitable actions. Although this disclosure describes measuring affinity in a particular manner, this disclosure contemplates measuring affinity in any suitable manner.

[0107] In particular embodiments, social-networking system **460** may use a variety of factors to calculate a coefficient. These factors may include, for example, user actions, types of relationships between objects, location information, other suitable factors, or any combination thereof. In par-

ticular embodiments, different factors may be weighted differently when calculating the coefficient. The weights for each factor may be static or the weights may change according to, for example, the user, the type of relationship, the type of action, the user's location, and so forth. Ratings for the factors may be combined according to their weights to determine an overall coefficient for the user. As an example and not by way of limitation, particular user actions may be assigned both a rating and a weight while a relationship associated with the particular user action is assigned a rating and a correlating weight (e.g., so the weights total 100%). To calculate the coefficient of a user towards a particular object, the rating assigned to the user's actions may comprise, for example, 60% of the overall coefficient, while the relationship between the user and the object may comprise 40% of the overall coefficient. In particular embodiments, the social-networking system **460** may consider a variety of variables when determining weights for various factors used to calculate a coefficient, such as, for example, the time since information was accessed, decay factors, frequency of access, relationship to information or relationship to the object about which information was accessed, relationship to social-graph entities connected to the object, short- or long-term averages of user actions, user feedback, other suitable variables, or any combination thereof. As an example and not by way of limitation, a coefficient may include a decay factor that causes the strength of the signal provided by particular actions to decay with time, such that more recent actions are more relevant when calculating the coefficient. The ratings and weights may be continuously updated based on continued tracking of the actions upon which the coefficient is based. Any type of process or algorithm may be employed for assigning, combining, averaging, and so forth the ratings for each factor and the weights assigned to the factors. In particular embodiments, social-networking system **460** may determine coefficients using machine-learning algorithms trained on historical actions and past user responses, or data farmed from users by exposing them to various options and measuring responses. Although this disclosure describes calculating coefficients in a particular manner, this disclosure contemplates calculating coefficients in any suitable manner.

[0108] In particular embodiments, social-networking system **460** may calculate a coefficient based on a user's actions. Social-networking system **460** may monitor such actions on the online social network, on a third-party system **470**, on other suitable systems, or any combination thereof. Any suitable type of user actions may be tracked or monitored. Typical user actions include viewing profile pages, creating or posting content, interacting with content, tagging or being tagged in images, joining groups, listing and confirming attendance at events, checking-in at locations, liking particular pages, creating pages, and performing other tasks that facilitate social action. In particular embodiments, social-networking system **460** may calculate a coefficient based on the user's actions with particular types of content. The content may be associated with the online social network, a third-party system **470**, or another suitable system. The content may include users, profile pages, posts, news stories, headlines, instant messages, chat room conversations, emails, advertisements, pictures, video, music, other suitable objects, or any combination thereof. Social-networking system **460** may analyze a user's actions to determine whether one or more of the actions indicate an affinity

for subject matter, content, other users, and so forth. As an example and not by way of limitation, if a user may make frequently posts content related to “coffee” or variants thereof, social-networking system 460 may determine the user has a high coefficient with respect to the concept “coffee”. Particular actions or types of actions may be assigned a higher weight and/or rating than other actions, which may affect the overall calculated coefficient. As an example and not by way of limitation, if a first user emails a second user, the weight or the rating for the action may be higher than if the first user simply views the user-profile page for the second user.

[0109] In particular embodiments, social-networking system 460 may calculate a coefficient based on the type of relationship between particular objects. Referencing the social graph 500, social-networking system 460 may analyze the number and/or type of edges 506 connecting particular user nodes 502 and concept nodes 504 when calculating a coefficient. As an example and not by way of limitation, user nodes 502 that are connected by a spouse-type edge (representing that the two users are married) may be assigned a higher coefficient than user nodes 502 that are connected by a friend-type edge. In other words, depending upon the weights assigned to the actions and relationships for the particular user, the overall affinity may be determined to be higher for content about the user’s spouse than for content about the user’s friend. In particular embodiments, the relationships a user has with another object may affect the weights and/or the ratings of the user’s actions with respect to calculating the coefficient for that object. As an example and not by way of limitation, if a user is tagged in first photo, but merely likes a second photo, social-networking system 460 may determine that the user has a higher coefficient with respect to the first photo than the second photo because having a tagged-in-type relationship with content may be assigned a higher weight and/or rating than having a like-type relationship with content. In particular embodiments, social-networking system 460 may calculate a coefficient for a first user based on the relationship one or more second users have with a particular object. In other words, the connections and coefficients other users have with an object may affect the first user’s coefficient for the object. As an example and not by way of limitation, if a first user is connected to or has a high coefficient for one or more second users, and those second users are connected to or have a high coefficient for a particular object, social-networking system 460 may determine that the first user should also have a relatively high coefficient for the particular object. In particular embodiments, the coefficient may be based on the degree of separation between particular objects. The lower coefficient may represent the decreasing likelihood that the first user will share an interest in content objects of the user that is indirectly connected to the first user in the social graph 500. As an example and not by way of limitation, social-graph entities that are closer in the social graph 500 (i.e., fewer degrees of separation) may have a higher coefficient than entities that are further apart in the social graph 500.

[0110] In particular embodiments, social-networking system 460 may calculate a coefficient based on location information. Objects that are geographically closer to each other may be considered to be more related or of more interest to each other than more distant objects. In particular embodiments, the coefficient of a user towards a particular

object may be based on the proximity of the object’s location to a current location associated with the user (or the location of a client system 430 of the user). A first user may be more interested in other users or concepts that are closer to the first user. As an example and not by way of limitation, if a user is one mile from an airport and two miles from a gas station, social-networking system 460 may determine that the user has a higher coefficient for the airport than the gas station based on the proximity of the airport to the user.

[0111] In particular embodiments, social-networking system 460 may perform particular actions with respect to a user based on coefficient information. Coefficients may be used to predict whether a user will perform a particular action based on the user’s interest in the action. A coefficient may be used when generating or presenting any type of objects to a user, such as advertisements, search results, news stories, media, messages, notifications, or other suitable objects. The coefficient may also be utilized to rank and order such objects, as appropriate. In this way, social-networking system 460 may provide information that is relevant to user’s interests and current circumstances, increasing the likelihood that they will find such information of interest. In particular embodiments, social-networking system 460 may generate content based on coefficient information. Content objects may be provided or selected based on coefficients specific to a user. As an example and not by way of limitation, the coefficient may be used to generate media for the user, where the user may be presented with media for which the user has a high overall coefficient with respect to the media object. As another example and not by way of limitation, the coefficient may be used to generate advertisements for the user, where the user may be presented with advertisements for which the user has a high overall coefficient with respect to the advertised object. In particular embodiments, social-networking system 460 may generate search results based on coefficient information. Search results for a particular user may be scored or ranked based on the coefficient associated with the search results with respect to the querying user. As an example and not by way of limitation, search results corresponding to objects with higher coefficients may be ranked higher on a search-results page than results corresponding to objects having lower coefficients.

[0112] In particular embodiments, social-networking system 460 may calculate a coefficient in response to a request for a coefficient from a particular system or process. To predict the likely actions a user may take (or may be the subject of) in a given situation, any process may request a calculated coefficient for a user. The request may also include a set of weights to use for various factors used to calculate the coefficient. This request may come from a process running on the online social network, from a third-party system 470 (e.g., via an API or other delivery channel), or from another suitable system. In response to the request, social-networking system 460 may calculate the coefficient (or access the coefficient information if it has previously been calculated and stored). In particular embodiments, social-networking system 460 may measure an affinity with respect to a particular process. Different processes (both internal and external to the online social network) may request a coefficient for a particular object or set of objects. Social-networking system 460 may provide a measure of affinity that is relevant to the particular process that requested the measure of affinity. In this way, each process

receives a measure of affinity that is tailored for the different context in which the process will use the measure of affinity.

[0113] In connection with social-graph affinity and affinity coefficients, particular embodiments may utilize one or more systems, components, elements, functions, methods, operations, or steps disclosed in U.S. patent application Ser. No. 11/503,093, filed 11 August 2006, U.S. patent application Ser. No. 12/977,027, filed 22 Dec. 2010, U.S. patent application Ser. No. 12/978,265, filed 23 Dec. 2010, and U.S. patent application Ser. No. 13/632,869, filed 1 Oct. 2012, each of which is incorporated by reference.

[0114] In particular embodiments, one or more of the content objects of the online social networking system may be associated with a privacy setting. The privacy settings (or “access settings”) for an object may be stored in any suitable manner, such as, for example, in association with the object, in an index on an authorization server, in another suitable manner, or any combination thereof. A privacy setting of an object may specify how the object (or particular information associated with an object) can be accessed (e.g., viewed or shared) using the online social network. Where the privacy settings for an object allow a particular user to access that object, the object may be described as being “visible” with respect to that user. As an example and not by way of limitation, a user of the online social networking system may specify privacy settings for a user-profile page identify a set of users that may access the work experience information on the user-profile page, thus excluding other users from accessing the information. In particular embodiments, the privacy settings may specify a “blocked list” of users that should not be allowed to access certain information associated with the object. In other words, the blocked list may specify one or more users or entities for which an object is not visible. As an example and not by way of limitation, a user may specify a set of users that may not access photo albums associated with the user, thus excluding those users from accessing the photo albums (while also possibly allowing certain users not within the set of users to access the photo albums). In particular embodiments, privacy settings may be associated with particular social-graph elements. Privacy settings of a social-graph element, such as a node or an edge, may specify how the social-graph element, information associated with the social-graph element, or content objects associated with the social-graph element can be accessed using the online social network. As an example and not by way of limitation, a particular concept node 504 corresponding to a particular photo may have a privacy setting specifying that the photo may only be accessed by users tagged in the photo and their friends. In particular embodiments, privacy settings may allow users to opt in or opt out of having their actions logged by social-networking system 460 or shared with other systems (e.g., third-party system 470). In particular embodiments, the privacy settings associated with an object may specify any suitable granularity of permitted access or denial of access. As an example and not by way of limitation, access or denial of access may be specified for particular users (e.g., only me, my roommates, and my boss), users within a particular degrees-of-separation (e.g., friends, or friends-of-friends), user groups (e.g., the gaming club, my family), user networks (e.g., employees of particular employers, students or alumni of particular university), all users (“public”), no users (“private”), users of third-party systems 470, particular applications (e.g., third-party applications, external websites), other

suitable users or entities, or any combination thereof. Although this disclosure describes using particular privacy settings in a particular manner, this disclosure contemplates using any suitable privacy settings in any suitable manner.

[0115] In particular embodiments, one or more servers 462 may be authorization/privacy servers for enforcing privacy settings. In response to a request from a user (or other entity) for a particular object stored in a data store 464, social-networking system 460 may send a request to the data store 464 for the object. The request may identify the user associated with the request and may only be sent to the user (or a client system 430 of the user) if the authorization server determines that the user is authorized to access the object based on the privacy settings associated with the object. If the requesting user is not authorized to access the object, the authorization server may prevent the requested object from being retrieved from the data store 464, or may prevent the requested object from be sent to the user. In the search query context, an object may only be generated as a search result if the querying user is authorized to access the object. In other words, the object must have a visibility that is visible to the querying user. If the object has a visibility that is not visible to the user, the object may be excluded from the search results. Although this disclosure describes enforcing privacy settings in a particular manner, this disclosure contemplates enforcing privacy settings in any suitable manner.

[0116] FIG. 6 illustrates an example embodiment of a notification-providing system. A notification provider 610 may provide notifications 612A-D for delivery. Notification provider 610 may include the social-networking system, a third-party system, or another system providing notification content to be delivered by the notification-providing system. In the example embodiment illustrated in FIG. 6, notifications 612 may all be targeted to the same user, yet delivered differently, due to differences in the current context, the user's social-networking information relating to the content of the notification, the user's past history of interacting with notifications sent by a particular source, etc. In particular embodiments, policy engine 622 of notification-providing system 620 may assess information associated with the notification (e.g., the source, the content, or the format). Such information may be provided within the content of notifications 612 or as associated metadata.

[0117] In particular embodiments, the policy engine 622 may also assess information associated with a particular user (e.g., demographic information for the user, the user's location, the user's available delivery channels 440A-D and the status thereof, the user's current delivery context, user profile information, or social-networking information for the user). The policy engine 622 may retrieve information about the user's available delivery channels 440 from registration data store 632. Information such as the demographic information for the user, user profile information, or social-networking information for the user may be retrieved as user data 634 and social data 638. Information about the user's current delivery context may be retrieved as context data 636—this category of information may cover any aspect of the user's current delivery context, such as, by way of example and not limitation: information about: a location of the user, a calendar associated with the user, an indicated status of the user, a scheduled event associated with the location, a trajectory of the user, a device status of one or more client devices associated with the user, or the user's

current location with respect to other users to whom the user is connected in their social network.

[0118] In particular embodiments, policy engine 622 may also retrieve historical notification information about this particular user's responses to past notifications (e.g., conversion rates for different notification/context/delivery patterns) and about prior context/delivery patterns (if any) for the current notification (and interaction levels, if any, for those prior context/delivery patterns) from history service 624. Once policy engine 622 has considered the relevant factors and produced a policy to be applied to notifications 612, notification delivery service 640 may handle formatting and delivering the notification in accordance with the context/delivery pattern specified in the delivery policy.

[0119] Notification delivery service 640 may generate an appropriate form of the notification for delivery through a delivery channel 440, based on the features and capabilities of the underlying medium and endpoint. The notification delivery service may schedule the notification for delivery at a specified time and day, for delivery upon detecting a particular user delivery context (e.g., upon detecting that the user has begun actively using their mobile device; upon determining, based on the user's calendar information, that the user should be available; upon determining that the user's location has changed; or upon determining that the user has moved within a threshold proximity closer to or farther away from one or more social-networking contacts of the user).

[0120] After having delivered the notifications to delivery channels 440, user interaction data 614A-D may be sent back to an interaction handling service 650, which sends the user interaction data 614A-D on to history service 624. History service 624 of the notification-providing system may collect and analyze the user's responses to past notifications in order to determine the user's level of interaction (if any) with the past notifications. Information about the user's responses to past notifications may be stored in historical notification data store 630.

[0121] FIG. 7 illustrates an example method 700 for handling notification delivery in a user-aware manner. In step 710, the notification-providing system receives a notification to be delivered. For example, a social-networking message may be sent from user Alice's designated best friend on the social-networking system to Alice.

[0122] In step 720, the notification-providing system determines information about the notification, such as (1) information associated with the notification (e.g., the source, the content, or the format) and (2) information associated with a particular user (e.g., demographic information for the user, the user's location, the user's available delivery channels and the status thereof, the user's current delivery context, user profile information, or social-networking information for the user). In this situation, the message may include buzzwords such as "hospital" and "accident." In addition, the message may be sent at 2:40 AM on a Sunday morning, and may include the name of a friend who is a first degree friend on Alice's social network. The message may also include the name of the hospital that the first degree friend is currently located at.

[0123] By retrieving information about Alice's current delivery context, the policy engine may determine that (1) the hospital is within 20 miles away from her based on a determination of her current location; (2) that she was actively using her mobile device 15 minutes prior to her best

friend sending the message by the social-networking system; (3) that she typically goes to bed after 2:30 AM on Sunday mornings based on her historical activity, including pictures and posts uploaded to the social-networking website; (4) that she typically will place her phone face down on a surface prior to going to sleep (e.g., as determined by a minimum 4 hour period of inactivity of her mobile device). Based on her recent activity, historical activity, the current time being 2:40 AM, and the determination that Alice has not placed her phone face down on a surface, the policy engine may conclude that she is likely still awake (and likely to interact with the notification).

[0124] By retrieving social-networking information about Alice, the policy engine may determine that Alice, her best friend, and the first degree friend all went to high school together and live in the same neighborhood based on: her profile information and location information, her best friend's profile information and location information, the first degree friend's profile information and location information, and Alice's, best friend's and first degree friend's posts on the social-networking website. The policy engine may also determine that Alice, her designated best friend, and the first degree friend have a bunch scheduled for 11:00 AM that Sunday morning based on Alice's recent posts on the social-networking website. Thus, the policy engine may determine that Alice is very close with the first degree friend as well, and thus is more likely to respond to the message.

[0125] In step 730, the notification-providing system retrieves historical notification data and ranking scores from the history service. The policy engine may also determine that Alice typically responds to messages sent by her designated best friend within an average of 2 minutes regardless of when the messages are sent to her based at least in part on her previous messaging data. In addition, the policy engine may determine that she typically responds to messages send after midnight within an average of 5 minutes. Thus, the policy engine may conclude that she typically responds to late night messages very quickly, and is very likely to respond to a message from her designated best friend. In addition, the policy engine may determine that she typically responds to messages sent to her mobile device on average within 10 minutes, messages sent to her laptop computer on average within 2 hours, emails to her mobile device and/or laptop computer on average within 30 minutes (and in particular, emails sent to her mobile device on average within 10 minutes), and voicemails to her mobile device within 3 hours. Thus, the policy engine may determine that she is more likely to respond to SMS messages and emails sent to her mobile device than any other endpoint.

[0126] In step 740, the notification-providing system determines a delivery policy, which is applied to the notification in step 750. In particular embodiments, certain notification types (e.g., invitations to participate in a game) may be sent to certain delivery channels (e.g., newsfeed page) but never to certain other delivery channels (e.g., SMS to her cellphone). Given the nature of the communication, the delivery policy may indicate that an SMS message should be re-sent to her mobile device once every five minutes until she interacts with the notification or dismisses it. In particular embodiments, the delivery policy may also indicate that a voice call should be made to her mobile device (using an automated voice) in order to leave Alice a voicemail and/or to give her an opportunity to pick up the phone and to be connected to her best friend's cellphone.

[0127] Based on these determinations, the policy engine may determine that given the urgency and importance of the request, Alice is highly likely to interact with the notification of the message and to act upon the content of the notification of the message. Therefore, given the high level of importance of the notification, the delivery context of the notification, and the historical data, the delivery policy indicates that the message is to be immediately delivered by all available media to all endpoints (as in step 760). In particular embodiments, once Alice has responded in one delivery channel to a notification sent by multiple delivery channels, any unopened notifications sent to other delivery channels may be recalled or retracted.

[0128] In step 770, the notification-providing system receives information about user interactions with the notification, and then updates the historical notification data and the conversion score rankings in step 780. As discussed in our example, once Alice views the text message and/or listens to the voicemail, information about that user interaction will be sent back to the notification-providing system, so that the notification-providing system is aware that it should not send the same message through the same delivery channel.

[0129] In a second example, an event invitation message may be received from a coordinator of an invitation-only dinner club group to all members of the dinner club group (step 710). In this situation, the dinner club group may be a paid membership group, of which Alice is a member. The message may indicate that La Folie is having a special classic Provençal cuisine tasting event this Saturday with guest chef Joël Robuchon, that the event includes a 12-course tasting menu and costs \$350/person, and that space is limited to the first 25 people who RSVP on a first come, first served, basis.

[0130] In step 720, the notification-providing system may determine a number of factors pertaining to her delivery context. The notification-providing system may determine that La Folie is within 35 miles from her home location. The notification-providing system may also determine that Alice likely owns a car based on determining that user's workplace is about 25 miles from her home location and that she is not located close to public transportation and does not usually take public transportation, which may be determined based on her location data. In addition, the notification-providing system may determine that she posted a request for information on recommendations for local auto repair shops on the social-networking website three months ago. Thus, the notification-providing system may determine that she owns a car, and that the 35 mile distance is a reasonable travel distance for her.

[0131] The notification-providing system may determine that Alice is currently on a business trip in a city that is 2000 miles away from her home location based on location data and her activity on the social-networking website (e.g., she posted on the social-networking website that she will be in Chicago for a business trip for the week and inviting friends in the area out for dinner). The notification-providing system may also determine that she is scheduled to fly back home on Friday based on her calendar and her conversations with other users on the social-networking website. Thus, the notification-providing system may determine that although she is not currently within a reasonable travel distance given her current location determined by the social-networking system, she will be within a reasonable travel distance on the

day of the special tasting event and thus will not immediately dismiss the message based on unavailability.

[0132] The notification-providing system may also determine that Alice loves French food based at least in part on her social-networking profile, her food-related posts and pictures, her comments on other user's posts and pictures on French food, and her frequented restaurants. In particular, the notification-providing system may determine that she has been to all French restaurants within a 60 mile radius of her home location, dines out on average three times a week for dinner, and goes to a French restaurant at least once a week for dinner, based at least in part on information collect on her location during dinnertime during the week, her posts and pictures on the social-networking system, and her credit card transaction information. In addition, the notification-providing system may determine that whenever she travels for work, she always schedules reservations for at least one French restaurant in the area around the travel location based at least in part on her calendar information, posts and pictures uploaded to her social-networking website, and credit card transactions. Thus, the notification-providing system may determine that she may be very interested in the special tasting event, and thus very likely to interact with the notification of such an event.

[0133] In step 730, the notification-providing system retrieves historical notification data and ranking scores from the history service. The notification-providing system may determine that Alice is typically very responsive to messages sent from the dinner club group, and at least views all messages sent by the dinner club group within an average of 3 minutes after receiving the message based at least in part on her social-networking activity and general mobile device activity. As an example, and not by way of limitation, the notification-providing system may determine that she is viewing the messages based on her interaction with the instant messenger, mail, and/or voicemail application, including opening the messenger and/or mail application, and 30 seconds to a minute of inactivity on the device (which the notification-providing system determines to be the user viewing the message) or pressing a play button for a voicemail message. In addition, the notification-providing system determines that she clicks on content presented in the messages at least 85% of the time, and when the content relates to French food, she clicks on content presented in the messages 100% of the time. Thus, the notification-providing system may determine that she is very likely to interact with the notification of the special tasting event with 3-5 minutes after sending the message.

[0134] Furthermore, the notification-providing system may determine that Alice is currently within a movie theatre based on location information, and has been at the movie theatre for two hours based on tracking and location information. In addition, the notification-providing system may determine that she has her mobile device on silent mode, and that the mobile device is face down on a surface, based on location information, mobile device gyroscope information, and mobile device settings information. Thus, the notification-providing system may determine that she will likely not respond to any messages sent immediately at this time. However, the notification-providing system may determine that the movie will likely end in 20 minutes based on local movie-times data. In addition, the notification-providing system may determine that, based on historical use data, she always checks his/her mobile device immediately after

leaving a movie theatre. Thus, the notification-providing system may determine that she will much more likely check their mobile device and interact with notifications after 20 minutes.

[0135] In step 740, based on these determinations, the notification-providing system may determine that there is a very high likelihood that Alice will interact with the notification of the message from the coordinator of a dinner club group and act upon the content of the notification of the special tasting event, and that this notification is urgent given the time limitations associated with the content. Therefore, given the high ranking of the notification, the context of the notification, and the historical data, the delivery policy indicates that the message should be delivered to the user by all available delivery channels. However, in step 750 and 760, because she is unlikely to view the notification at the current time based on her current activities, the policy may include delaying the sending of the notification to her for at least 20 minutes so that she will receive the notification after the movie has likely ended and thus will be more likely to immediately interact with the notification and act on the content of the notification. Once information indicating that the user viewed the SMS message is received (in step 770), any as-of-yet unopened emails may be recalled.

[0136] In a third example, in step 710, the notification-providing system may receive a promotional message may be sent to a predetermined number of users (e.g., a message broadcast to a predetermined group of users) notifying them of a MAXMARA closeout sale at a particular store location where all items are 40-70% off starting this Friday, and where the message is to be sent out this Wednesday.

[0137] In step 720, the notification-providing system may determine that Alice visits that MAXMARA store once every week based on her location information, and usually remains at the store for at least an hour during each visit. Thus, the notification-providing system may determine that she likes MAXMARA clothing, and would be interested in any sales going on at MAXMARA. In addition, the notification-providing system may determine that even though she visits the MAXMARA store once a week, she only buys clothes from that store once a month based on her location information, her posts and/or pictures uploaded to the social-networking website, and her credit card information. In addition, the notification-providing system may determine that she only buys clothing at MAXMARA once a month in part because of the high prices for the clothing. The notification-providing system may determine that MAXMARA rarely has sales based on information from MAXMARA's website, local advertisements, and store information. Thus, the notification-providing system concludes that she may be very interested in the closeout sale, and therefore the notification should be sent to her as soon as possible due to the limited duration of time until the sale.

[0138] In step 730, the notification-providing system may determine that Alice rarely clicks on emails associated with advertisements based on her interaction with their email notifications. In particular, the notification-providing system may determine that she only views and clicks through links and content presented in email notifications no more than 5% of the time. In addition, the notification-providing system may determine that she receives on average 10 advertisement ads per hour based on a determination of the amount and type of email content she receives. Thus, the

notification-providing system may determine that emailing notifications to her may not be a very effective method to get her to interact with the notification and act upon the content of the notification. However, due to the urgency of the notification, the notification-providing system may determine a time during the day that she may be most likely to check emails and view notifications. For example, the notification-providing system may determine that she likes to browse the internet and briefly glance through the most recent 20 or so emails based on social-networking webpage activity and 3rd party application data (e.g., an email application linked to her social-networking webpage). In addition, the notification-providing system may determine that she usually likes to go to bed between 11:00-11:30 PM during the weekdays, and around 12:30 AM on the weekends, based on social-networking webpage activity, location data, mobile device data including usage of the device and interaction with certain applications (e.g., an alarm clock application). Thus, the notification-providing system may determine that given her limited interaction with advertisement notifications by email, the most effective method of getting her to interact with the notification sent by email is to send the notification to her around 11:00 PM during the weekdays and around 12:00 AM on the weekends. In addition, the notification-providing system may determine that Alice interacts with SMS messages including advertisements about 50% of the time, and clicks through links to content associated with the advertisement around 30% of the time. Thus, the notification-providing system may determine that SMS messaging is another viable option to send notifications to her, but also may not have a high chance of user interaction.

[0139] The notification-providing system may also determine that Alice has a big holiday party coming up on the calendar in two weeks based at least in part on her calendar information, social-networking activity (e.g., her acceptance of a social-networking invitation regarding the party, her comments or discussions with other users relating to the holiday party), email information, and recent internet and/or in-store shopping activity. In addition, the notification-providing system may determine that she has previously purchased a nice dress at an upscale store prior to the big holiday party each year based on her social-networking information (e.g., previous posts or pictures of the dress on her social-networking webpage), location information, and credit card information. Thus, the notification-providing system may determine that she may be shopping at upscale stores for dresses, and thus is more likely to visit MAXMARA also to do shopping. Thus, the notification-providing system may determine that she may be very interested in the closeout sale at MAXMARA.

[0140] Based on these determinations, the notification-providing system may determine that that Alice is very likely to interact with the notification of the MAXMARA sale and act upon the content of the notification of the message. Therefore, in step 740, given the urgency of the request, and given the high ranking of the notification, the context of the notification, and the historical data, the policy for sending her the notification may be to immediately send the notification to her telephone number via SMS but to wait until specified times to send the notification to her email address (e.g., 11:30 PM on weekdays and 12:30 AM on weekends) for maximum effectiveness of the notifications. In step 770, once the notification-providing system receives

an indication that Alice viewed the SMS message and clicked on the link to go to MAXMARA's webpage about the sale, the notification-providing system may refrain from sending her the emails if she immediately makes a purchase.

[0141] In a fourth example, in step 710, the notification-providing system may receive a promotional notification to be sent to a large group of users (e.g., a message broadcast to a predetermined group of shoppers) notifying them of a 10% off coupon at Bloomingdales for all women's coats and shoes.

[0142] In step 720, the notification-providing system may determine that Alice often visits Stanford Mall, but does not typically visit Bloomingdales when at Stanford Mall based at least in part on her location information, her social-networking check-ins and posts, and her credit card information. In addition, the notification-providing system may determine that it is now February in Palo Alto and that the weather has been in the high 70's in the past 3 weeks based at least in part on calendar information, local weather information, her location data, and her social-networking webpage data (e.g., her posts of how nice the weather has been, what kinds of shoes and clothes she has been wearing, etc.). Thus, the notification-providing system may conclude that she may not be particularly interested in Bloomingdale's coupon for women's coats and shoes, and thus there may be low probability that she will interact with a notification including a Bloomingdale's coupon.

[0143] In addition, the notification-providing system may determine that she is on vacation in Hawaii, and will be returning after the sale will be over based on her calendar information, location information, social-networking webpage information (e.g., posting pictures and/or updates of where she has been in Hawaii), and other social media information (e.g., information from TWITTER). In addition, in step 730, the notification-providing system may determine that she rarely clicks on coupons of any kind from any vendor, based on her previously interactions of ignoring and/or actively deleting/blocking advertising notifications on her mobile device, and such information is determined based at least in part on the social-networking system's and the 3rd party system's data on her previous responses to advertisements. Thus, the notification-providing system may conclude that it is highly unlikely that she will interact with the notification comprising the 10% off coupon from Bloomingdales.

[0144] Based on these determinations, the notification-providing system may determine that there is a very low likelihood that Alice will interact with the notification comprising the coupon from Bloomingdales at all, and a very low likelihood that she will act upon the content of the notification. Therefore, given the lower ranking of the notification, the context of the notification, and the historical data, the notification-providing system determines that no particular strategy will be helpful in increasing the likelihood of her interacting with the notification. In fact, based on the historical data, in step 740, the notification-providing system may determine that she will generally ignore these notifications, and in some cases, will actively block some of these notifications relating to advertising (step 750). Thus, the policy for delivering this notification to her may be to simply send the message to her in the least distracting method (e.g., by displaying it only once in a newsfeed when

she is logged into a social-networking application) and to not use any other media or send to any other endpoints associated with this user.

[0145] However, if (in step 770), information is received that Alice did in fact click on the link and purchase gift-wrapped children's clothing to be shipped to her brother's address, in step 780, the notification-providing system may update the historical notification data and ranking scores with this new information.

[0146] Particular embodiments may repeat one or more steps of the method of FIG. 7, where appropriate. Although this disclosure describes and illustrates particular steps of the method of FIG. 7 as occurring in a particular order, this disclosure contemplates any suitable steps of the method of FIG. 7 occurring in any suitable order. Moreover, although this disclosure describes and illustrates an example method for method for handling notification delivery in a user-aware manner including the particular steps of the method of FIG. 7, this disclosure contemplates any suitable method for method for handling notification delivery in a user-aware manner including any suitable steps, which may include all, some, or none of the steps of the method of FIG. 7, where appropriate. Furthermore, although this disclosure describes and illustrates particular components, devices, or systems carrying out particular steps of the method of FIG. 7, this disclosure contemplates any suitable combination of any suitable components, devices, or systems carrying out any suitable steps of the method of FIG. 7.

[0147] In particular embodiments, the social-networking system may send notifications to increase the likelihood that the user will view certain stories that the user appears to have overlooked in their newsfeed. Such notifications may be sent only when a combined score based on the user's affinity with the story and the likely conversion score exceeds a particular threshold. In some embodiments, the social-networking system may periodically check whether the user has viewed a particular story, update the combined score for the story, then determine whether the notification should be sent (e.g., when the updated combined score exceeds threshold).

[0148] FIG. 8 illustrates an example method 800 for providing a user-aware notification delivery service (e.g., as a web service). In some embodiments, a notification-providing system may provide such a service to a third-party system (e.g., social-networking system 460). The notification-providing system may provide delivery of notifications to registered users of the notification-providing system; such users may also be associated with the third-party system. Delivery of such notifications may be handled in such a manner so as to make the notification appear to the user to have originated from the third-party system.

[0149] In step 810, the notification-providing system may receive requests to register delivery channel(s) by which a user may receive notifications to be sent to the user. Such requests for registration may be handled, for example, by registration service 626 (as shown in FIG. 6). Requests for registration may be received, for example, at the time when a user first installs an application (e.g., provided by the third-party system) on their client device 430 and configures the application to receive notifications from the third-party system. Requests for registration of delivery channels may also be automatically or manually generated on other occasions, such as, for example, when the user sets up a new email account or changes their privacy settings, or when the

client device is configured to use a new wireless communications service provider and assigned to a new phone number or other unique communications identifier. In some embodiments, such requests may include a registration token including information identifying the user and the delivery channel.

[0150] In step 820, the notification-providing system may store information about the user's delivery channel(s) in registration data store 632. Registration information stored for such a delivery channel may include both the communication medium (software type, version, and unique installation identifier) and the endpoint (unique identifier for client device 430). In particular embodiments, such registration information may be indexed by user, by endpoint, or by communication medium.

[0151] In step 830, the notification-providing system may receive request(s) from a third-party system to send a notification to the user. Such a third-party system may send a request to the notification delivery web service with information about the notification, such as the content, subject line, sender information, desired delivery date/time/window, expiration date/time, and desired priority rating for the notification. In some embodiments, such requests may include push tokens identifying the user and/or the delivery channel. Such a notification may be related to, by way of example and not limitation: a message received from another user or entity (which may have been sent using the application provided by the third-party system); activity by another user or entity; a sponsored story, premium content, or an advertisement; or an emergency-related or maintenance-related notification sent by a governmental authority.

[0152] In step 840, the notification-providing system may assess the user's current delivery context with respect to the registered delivery channels. For example, an assessment may be made, using currently available information and/or historical information for the user, as to (1) which delivery channels are available/power on/enabled for delivery, (2) which delivery channels have audio/visual/tactile alarms and/or alerts that are currently enabled (e.g., alerts have not been silenced or otherwise disabled), (3) where the user is currently located, (4) a current date and time for the user (based on where the user is currently located), or (5) according to a calendar of the user, what activity the user is currently engaged in.

[0153] In step 850, the notification-providing system may determine a delivery policy to apply to the request(s) based on the user's current delivery context. As discussed above, notification-providing system 620 may assess not only (1) information associated with the notification (e.g., the source, the content, or the format) and (2) information associated with a particular user (e.g., demographic information for the user, the user's location, the user's available delivery channels and the status thereof, the user's current delivery context, user profile information, or social-networking information for the user), but also (3) historical notification information about this particular user's responses to past notifications (e.g., conversion rates for different notification/context/delivery patterns) and about prior context/delivery patterns (if any) for the current notification (and interaction levels, if any, for those prior context/delivery patterns). In particular embodiments, the data maintained by the notification-providing system and associated with the user is inaccessible to the third-party system.

[0154] In step 860, the notification-providing system may handle the request(s) in accordance with the delivery policy. As discussed above, the policy engine may generate a delivery policy for the notification. The delivery policy may provide instructions for notification delivery service 640 to deliver the notification in accordance with a specified context/delivery pattern. The context/delivery pattern may provide instructions regarding when to send the notification (e.g., day, time, ideal delivery context), how to send the notification (e.g., which delivery channels should be utilized), a maximum duration beyond which the notification should be re-delivered, when and how to re-deliver the notification in the absence of user interaction and/or successful conversion, or whether to deliver the notification in light of (1) the information associated with the notification, (2) the information associated with a particular user, and (3) the historical notification information.

[0155] In step 870, the notification-providing system may send at least one notification to the user in fulfillment of the third-party system request(s). In some embodiments, if multiple requests to push the same notification to the user were received in relation to different delivery channels, the policy engine may select one of the user's delivery channels for the initial transmission of the notification. In some embodiments, based on whether the notification-providing system is able to detect user interaction and/or successful conversion in response to the sent notification, the notification-providing system may attempt to re-send the notification, either to the same delivery channel, or possibly to other delivery channels of the user. In some embodiments, based on detected changes in the user's current delivery context, the notification-providing system may also attempt to resend the notification, either to the same delivery channel, or possibly to other delivery channels of the user.

[0156] Particular embodiments may repeat one or more steps of the method of FIG. 8, where appropriate. Although this disclosure describes and illustrates particular steps of the method of FIG. 8 as occurring in a particular order, this disclosure contemplates any suitable steps of the method of FIG. 8 occurring in any suitable order. Moreover, although this disclosure describes and illustrates an example method for method for handling notification delivery in a user-aware manner including the particular steps of the method of FIG. 8, this disclosure contemplates any suitable method for method for handling notification delivery in a user-aware manner including any suitable steps, which may include all, some, or none of the steps of the method of FIG. 8, where appropriate. Furthermore, although this disclosure describes and illustrates particular components, devices, or systems carrying out particular steps of the method of FIG. 8, this disclosure contemplates any suitable combination of any suitable components, devices, or systems carrying out any suitable steps of the method of FIG. 8. Furthermore, although this disclosure describes and illustrates delivery of notification-type communications, this disclosure contemplates any suitable type of communication.

[0157] FIG. 9 illustrates an example computer system 900. In particular embodiments, one or more computer systems 900 perform one or more steps of one or more methods described or illustrated herein. In particular embodiments, one or more computer systems 900 provide functionality described or illustrated herein. In particular embodiments, software running on one or more computer systems 900 performs one or more steps of one or more methods

described or illustrated herein or provides functionality described or illustrated herein. Particular embodiments include one or more portions of one or more computer systems **900**. Herein, reference to a computer system may encompass a computing device, and vice versa, where appropriate. Moreover, reference to a computer system may encompass one or more computer systems, where appropriate.

[0158] This disclosure contemplates any suitable number of computer systems **900**. This disclosure contemplates computer system **900** taking any suitable physical form. As example and not by way of limitation, computer system **900** may be an embedded computer system, a system-on-chip (SOC), a single-board computer system (SBC) (such as, for example, a computer-on-module (COM) or system-on-module (SOM)), a desktop computer system, a laptop or notebook computer system, an interactive kiosk, a mainframe, a mesh of computer systems, a mobile telephone, a personal digital assistant (PDA), a server, a tablet computer system, or a combination of two or more of these. Where appropriate, computer system **900** may include one or more computer systems **900**; be unitary or distributed; span multiple locations; span multiple machines; span multiple data centers; or reside in a cloud, which may include one or more cloud components in one or more networks. Where appropriate, one or more computer systems **900** may perform without substantial spatial or temporal limitation one or more steps of one or more methods described or illustrated herein. As an example and not by way of limitation, one or more computer systems **900** may perform in real time or in batch mode one or more steps of one or more methods described or illustrated herein. One or more computer systems **900** may perform at different times or at different locations one or more steps of one or more methods described or illustrated herein, where appropriate.

[0159] In particular embodiments, computer system **900** includes a processor **902**, memory **904**, storage **906**, an input/output (I/O) interface **908**, a communication interface **910**, and a bus **912**. Although this disclosure describes and illustrates a particular computer system having a particular arrangement, this disclosure contemplates any suitable computer system having any suitable number of any suitable components in any suitable arrangement.

[0160] In particular embodiments, processor **902** includes hardware for executing instructions, such as those making up a computer program. As an example and not by way of limitation, to execute instructions, processor **902** may retrieve (or fetch) the instructions from an internal register, an internal cache, memory **904**, or storage **906**; decode and execute them; and then write one or more results to an internal register, an internal cache, memory **904**, or storage **906**. In particular embodiments, processor **902** may include one or more internal caches for data, instructions, or addresses. This disclosure contemplates processor **902** including any suitable number of any suitable internal caches, where appropriate. As an example and not by way of limitation, processor **902** may include one or more instruction caches, one or more data caches, and one or more translation lookaside buffers (TLBs). Instructions in the instruction caches may be copies of instructions in memory **904** or storage **906**, and the instruction caches may speed up retrieval of those instructions by processor **902**. Data in the data caches may be copies of data in memory **904** or storage

906 for instructions executing at processor **902** to operate on; the results of previous instructions executed at processor **902** for access by subsequent instructions executing at processor **902** or for writing to memory **904** or storage **906**; or other suitable data. The data caches may speed up read or write operations by processor **902**. The TLBs may speed up virtual-address translation for processor **902**. In particular embodiments, processor **902** may include one or more internal registers for data, instructions, or addresses. This disclosure contemplates processor **902** including any suitable number of any suitable internal registers, where appropriate. Where appropriate, processor **902** may include one or more arithmetic logic units (ALUs); be a multi-core processor; or include one or more processors **902**. Although this disclosure describes and illustrates a particular processor, this disclosure contemplates any suitable processor.

[0161] In particular embodiments, memory **904** includes main memory for storing instructions for processor **902** to execute or data for processor **902** to operate on. As an example and not by way of limitation, computer system **900** may load instructions from storage **906** or another source (such as, for example, another computer system **900**) to memory **904**. Processor **902** may then load the instructions from memory **904** to an internal register or internal cache. To execute the instructions, processor **902** may retrieve the instructions from the internal register or internal cache and decode them. During or after execution of the instructions, processor **902** may write one or more results (which may be intermediate or final results) to the internal register or internal cache. Processor **902** may then write one or more of those results to memory **904**. In particular embodiments, processor **902** executes only instructions in one or more internal registers or internal caches or in memory **904** (as opposed to storage **906** or elsewhere) and operates only on data in one or more internal registers or internal caches or in memory **904** (as opposed to storage **906** or elsewhere). One or more memory buses (which may each include an address bus and a data bus) may couple processor **902** to memory **904**. Bus **912** may include one or more memory buses, as described below. In particular embodiments, one or more memory management units (MMUs) reside between processor **902** and memory **904** and facilitate accesses to memory **904** requested by processor **902**. In particular embodiments, memory **904** includes random access memory (RAM). This RAM may be volatile memory, where appropriate. Where appropriate, this RAM may be dynamic RAM (DRAM) or static RAM (SRAM). Moreover, where appropriate, this RAM may be single-ported or multi-ported RAM. This disclosure contemplates any suitable RAM. Memory **904** may include one or more memories **904**, where appropriate. Although this disclosure describes and illustrates particular memory, this disclosure contemplates any suitable memory.

[0162] In particular embodiments, storage **906** includes mass storage for data or instructions. As an example and not by way of limitation, storage **906** may include a hard disk drive (HDD), a floppy disk drive, flash memory, an optical disc, a magneto-optical disc, magnetic tape, or a Universal Serial Bus (USB) drive or a combination of two or more of these. Storage **906** may include removable or non-removable (or fixed) media, where appropriate. Storage **906** may be internal or external to computer system **900**, where appropriate. In particular embodiments, storage **906** is non-volatile, solid-state memory. In particular embodiments, storage **906** includes read-only memory (ROM). Where

appropriate, this ROM may be mask-programmed ROM, programmable ROM (PROM), erasable PROM (EPROM), electrically erasable PROM (EEPROM), electrically alterable ROM (EAROM), or flash memory or a combination of two or more of these. This disclosure contemplates mass storage 906 taking any suitable physical form. Storage 906 may include one or more storage control units facilitating communication between processor 902 and storage 906, where appropriate. Where appropriate, storage 906 may include one or more storages 906. Although this disclosure describes and illustrates particular storage, this disclosure contemplates any suitable storage.

[0163] In particular embodiments, I/O interface 908 includes hardware, software, or both, providing one or more interfaces for communication between computer system 900 and one or more I/O devices. Computer system 900 may include one or more of these I/O devices, where appropriate. One or more of these I/O devices may enable communication between a person and computer system 900. As an example and not by way of limitation, an I/O device may include a keyboard, keypad, microphone, monitor, mouse, printer, scanner, speaker, still camera, stylus, tablet, touch screen, trackball, video camera, another suitable I/O device or a combination of two or more of these. An I/O device may include one or more sensors. This disclosure contemplates any suitable I/O devices and any suitable I/O interfaces 908 for them. Where appropriate, I/O interface 908 may include one or more device or software drivers enabling processor 902 to drive one or more of these I/O devices. I/O interface 908 may include one or more I/O interfaces 908, where appropriate. Although this disclosure describes and illustrates a particular I/O interface, this disclosure contemplates any suitable I/O interface.

[0164] In particular embodiments, communication interface 910 includes hardware, software, or both providing one or more interfaces for communication (such as, for example, packet-based communication) between computer system 900 and one or more other computer systems 900 or one or more networks. As an example and not by way of limitation, communication interface 910 may include a network interface controller (NIC) or network adapter for communicating with an Ethernet or other wire-based network or a wireless NIC (WNIC) or wireless adapter for communicating with a wireless network, such as a WI-FI network. This disclosure contemplates any suitable network and any suitable communication interface 910 for it. As an example and not by way of limitation, computer system 900 may communicate with an ad hoc network, a personal area network (PAN), a local area network (LAN), a wide area network (WAN), a metropolitan area network (MAN), or one or more portions of the Internet or a combination of two or more of these. One or more portions of one or more of these networks may be wired or wireless. As an example, computer system 900 may communicate with a wireless PAN (WPAN) (such as, for example, a BLUETOOTH WPAN), a WI-FI network, a WI-MAX network, a cellular telephone network (such as, for example, a Global System for Mobile Communications (GSM) network), or other suitable wireless network or a combination of two or more of these. Computer system 900 may include any suitable communication interface 910 for any of these networks, where appropriate. Communication interface 910 may include one or more communication interfaces 910, where appropriate. Although this disclosure

describes and illustrates a particular communication interface, this disclosure contemplates any suitable communication interface.

[0165] In particular embodiments, bus 912 includes hardware, software, or both coupling components of computer system 900 to each other. As an example and not by way of limitation, bus 912 may include an Accelerated Graphics Port (AGP) or other graphics bus, an Enhanced Industry Standard Architecture (EISA) bus, a front-side bus (FSB), a HYPERTRANSPORT (HT) interconnect, an Industry Standard Architecture (ISA) bus, an INFINIBAND interconnect, a low-pin-count (LPC) bus, a memory bus, a Micro Channel Architecture (MCA) bus, a Peripheral Component Interconnect (PCI) bus, a PCI-Express (PCIe) bus, a serial advanced technology attachment (SATA) bus, a Video Electronics Standards Association local (VLB) bus, or another suitable bus or a combination of two or more of these. Bus 912 may include one or more buses 912, where appropriate. Although this disclosure describes and illustrates a particular bus, this disclosure contemplates any suitable bus or interconnect.

[0166] Herein, a computer-readable non-transitory storage medium or media may include one or more semiconductor-based or other integrated circuits (ICs) (such, as for example, field-programmable gate arrays (FPGAs) or application-specific ICs (ASICs)), hard disk drives (HDDs), hybrid hard drives (HHDs), optical discs, optical disc drives (ODDs), magneto-optical discs, magneto-optical drives, floppy diskettes, floppy disk drives (FDDs), magnetic tapes, solid-state drives (SSDs), RAM-drives, SECURE DIGITAL cards or drives, any other suitable computer-readable non-transitory storage media, or any suitable combination of two or more of these, where appropriate. A computer-readable non-transitory storage medium may be volatile, non-volatile, or a combination of volatile and non-volatile, where appropriate.

[0167] Herein, “or” is inclusive and not exclusive, unless expressly indicated otherwise or indicated otherwise by context. Therefore, herein, “A or B” means “A, B, or both,” unless expressly indicated otherwise or indicated otherwise by context. Moreover, “and” is both joint and several, unless expressly indicated otherwise or indicated otherwise by context. Therefore, herein, “A and B” means “A and B, jointly or severally,” unless expressly indicated otherwise or indicated otherwise by context.

[0168] The scope of this disclosure encompasses all changes, substitutions, variations, alterations, and modifications to the example embodiments described or illustrated herein that a person having ordinary skill in the art would comprehend. The scope of this disclosure is not limited to the example embodiments described or illustrated herein. Moreover, although this disclosure describes and illustrates respective embodiments herein as including particular components, elements, feature, functions, operations, or steps, any of these embodiments may include any combination or permutation of any of the components, elements, features, functions, operations, or steps described or illustrated anywhere herein that a person having ordinary skill in the art would comprehend. Furthermore, reference in the appended claims to an apparatus or system or a component of an apparatus or system being adapted to, arranged to, capable of, configured to, enabled to, operable to, or operative to perform a particular function encompasses that apparatus, system, component, whether or not it or that particular function is activated, turned on, or unlocked, as long as that

apparatus, system, or component is so adapted, arranged, capable, configured, enabled, operable, or operative.

What is claimed is:

1. A method comprising:

- by a computing devices, receiving a plurality of notifications from one or more third-party systems, wherein each notification is associated with one or more tags associated with content of the notification;
- by the computing device, determining one or more interests of a user based at least in part on social-graph information of the user;
- by the computing device, identifying one or more notifications from the plurality of received notifications based at least in part on matching one or more of the interests with one or more of the tags of the received notifications; and
- by the computing devices, sending one or more of the identified notifications to one or more delivery channels of the user.

2. The method of claim 1, wherein:

- one or more of the received notifications is generated by a publisher;
- each publisher has one or more stations that each correspond to at least one topic; and
- each notification is associated with at least one subscription.

3. The method of claim 2, wherein a subscription comprises at least one station and at least one interest.

4. The method of claim 2, further comprising indexing one or more of the delivery channels of the user with a particular subscription of the user.

5. The method of claim 2, further comprising:
receiving an input from the user comprising an indication of interest in one or more of the subscriptions; and
indexing one or more of the delivery channels of the user to one or more of the subscriptions associated with the received input.

6. The method of claim 2, further comprising:
receiving an input from the user comprising an indication of disinterest in one or more of the sent notifications; and
removing one or more delivery channels that is indexed to a subscription associated with the received input.

7. The method of claim 2, further comprising removing one or more delivery channels indexed to a particular subscription based on a click-through rate (CTR) of the identified notifications being lower than a pre-determined threshold value.

8. The method of claim 2, further comprising:
aggregating the plurality of received notifications; and
organizing each received notification into a corresponding subscription.

9. The method of claim 1, wherein the identified notifications are sent in accordance with a delivery policy.

10. The method of claim 9, wherein the delivery policy comprises:
whether to send the identified notifications to the user; when to send the identified notifications to the user; or identification of a particular subset of a plurality of endpoints of the user to send the identified notifications to; or
identification of a delivery channel to send the identified notifications to the user in.

11. The method of claim 1, wherein the identified notifications are sent in accordance with privacy settings of the user.

12. The method of claim 1, wherein the social-graph information is associated with a social graph of the user, wherein the social-graph comprises:

- a plurality of nodes and edges connecting the nodes;
- at least a first node corresponding to the user; and
- at least one or more second nodes connected to the first node by one or more edges, and wherein the interests are determined based at least in part on an affinity between the first node and one or more of the second nodes.

13. The method of claim 12, wherein:

- at least one of the second nodes is a user node that corresponds to another user; and
- one or more of the interests of the user is based on one or more subscriptions of the other user associated with the second node.

14. The method of claim 12, wherein:

- at least one of the second nodes is a concept node; and
- one or more of the interests of the user is determined based on the affinity between the user and the concept node.

15. The method of claim 1, wherein the determined interests of the user are further based on a location of the user or one a subscription associated with a trending topic.

16. The method of claim 1, further comprising receiving the tags from the third-party systems, wherein each tag comprises a keyword associated with a portion of the content of the received notification.

17. The method of claim 1, further comprising:
generating one or more tags based on the social-graph information of the user; and
providing the tags to one or more of the third-party systems.

18. The method of claim 1, wherein:
the delivery channels comprise a communication media and an endpoint;
one or more of the delivery channels of the user is associated with a mobile computing device; and
the sent notifications are displayed on a native application of the mobile computing device.

19. One or more computer-readable non-transitory storage media embodying software configured when executed to:

- receive a plurality of notifications from one or more third-party systems, wherein each notification is associated with one or more tags associated with content of the notification;
- determine one or more interests of a user based at least in part on social-graph information of the user;
- identify one or more notifications from the plurality of received notifications based at least in part on matching one or more of the interests with one or more of the tags of the received notifications; and
- send one or more of the identified notifications to one or more delivery channels of the user.

20. A device comprising:

- one or more processors; and
- one or more computer-readable non-transitory storage media coupled to the processors and embodying software configured when executed to:

receive a plurality of notifications from one or more third-party systems, wherein each notification is associated with one or more tags associated with content of the notification; determine one or more interests of a user based at least in part on social-graph information of the user; identify one or more notifications from the plurality of received notifications based at least in part on matching one or more of the interests with one or more of the tags of the received notifications; and send one or more of the identified notifications to one or more delivery channels of the user.

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