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CONTENT RECOMMENDATION SERVICE,  
AND METHOD THEREFOR**(30) **Foreign Application Priority Data**

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(2019.01); **H04N 21/25841** (2013.01)(57) **ABSTRACT**

An electronic device may include a wireless communication circuit, a memory, and a processor. The memory may store instructions that allow, when executed, the processor to: obtain context information associated with the state of the electronic device, and contents information being provided by the electronic device; extracting first keywords on the basis of the context information and the contents information; analyze the keyword level for the first keywords; changing the first keywords into a superordinate concept according to preset keyword levels to obtain second keywords; and transmit the second keywords to at least one server by using the wireless communication circuit. Other various embodiments identified through the specification are possible.

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