(54) Title of the invention: CONTEXT BASED RANKING OF SEARCH RESULTS

(51) International classification: G06F17/30, G06F3/14
(31) Priority Document No: 13/152614
(32) Priority Date: 03/06/2011
(33) Name of priority country: U.S.A.
(86) International Application No: PCT/US2012/040160
   Filing Date: 31/05/2012
(87) International Publication No: WO 2012/166885
(61) Patent of Addition to Application Number: NA
   Filing Date: NA
(62) Divisional to Application Number: NA
   Filing Date: NA

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(57) Abstract:
In one embodiment a computing device may access a search query provided by a user; identify a set of search results in response to
the search query wherein one or more search results in the set are associated with a feature of a social networking system; rank the set
of search results based on one or more factors; boost one or more ranks of the one or more search results associated with the feature
to bring the feature to the user's attention; and present the set of search results to the user in order of its ranking.

No. of Pages: 32 No. of Claims: 18