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(54) **QUERY EXPANSION**

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G06F 17/30 (2006.01)

(52) **U.S. Cl.** **707/736; 707/739; 707/748**

(58) **Field of Classification Search** None
See application file for complete search history.

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(57) **ABSTRACT**

An expanded queries data structure is described. The data structure is produced on the basis of a set of seed queries, and consists of entries each specifying an expanded query submitted by a user that has been determined to have a high degree of relatedness to at least a plurality of the seed queries of the set. The expanded queries specified by the entries of the expanded queries data structure can be used to define a segment of users expected to have interests characterized by the seed queries.

9 Claims, 12 Drawing Sheets

