

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

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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.

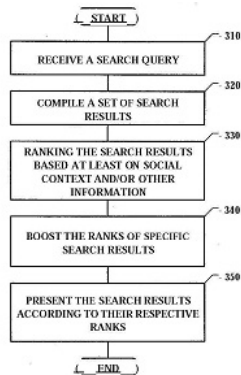


FIGURE 3

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