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**Nayfeh**

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(54) **NATURAL LANGUAGE SEARCH FOR AUDIENCE**

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(58) **Field of Classification Search** ..... **707/715, 707/805, 999.003; 705/14.49**  
See application file for complete search history.

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(57) **ABSTRACT**

A facility for defining a group of people is described. The facility provides a visual user interface containing a control for receiving a query string. The facility receives a query string via the control, and uses an index on a body of documents to identify documents of the body that satisfy the received query string. The facility accesses a record indicating which documents of the body were accessed by each of a population of people during a foregoing time period to identify people among the population that accessed at least a threshold number of the identified documents during the foregoing time period. The facility displays within the visual user interface, in conjunction with the control, information characterizing the people identified.

**8 Claims, 7 Drawing Sheets**

