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(54) Title: GROUP INTERACTION AROUND COMMON ONLINE CONTENT

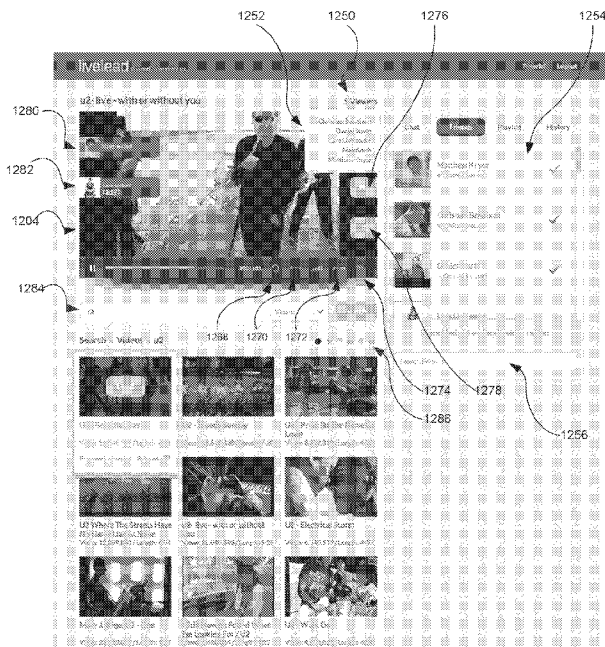


FIG. 12

(57) Abstract: An on-line system that allows a group of people to interact around common content, in which the system includes: a computer network; a server system coupled to the computer network; and multiple user devices, each of which is coupled to the computer network and each of which is associated with a respective member of the group, in which the server system stores identification information for each member of the group, and in which, in response to receiving a lead to content initiated by a member of the group, the server system is configured to send a reference to the content to the respective user devices of the other members of the group. In response to receiving the reference to the content, at least some of the user devices automatically access and load the content via the network.

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