

[0123] Furthermore, examples of the invention may be practiced in an electrical circuit comprising discrete electronic elements, packaged or integrated electronic chips containing logic gates, a circuit utilizing a microprocessor, or on a single chip containing electronic elements or microprocessors. For example, examples of the invention may be practiced via a system-on-a-chip (SOC) where each or many of the components illustrated in FIG. 4 may be integrated onto a single integrated circuit. Such an SOC device may include one or more processing units, graphics units, communications units, system virtualization units and various application functionality all of which are integrated (or “burned”) onto the chip substrate as a single integrated circuit. When operating via an SOC, the functionality described herein may be operated via application-specific logic integrated with other components of the operating environment 400 on the single integrated circuit (chip). Examples of the present disclosure may also be practiced using other technologies capable of performing logical operations such as, for example, AND, OR, and NOT, including but not limited to mechanical, optical, fluidic, and quantum technologies. In addition, examples of the invention may be practiced within a general purpose computer or in any other circuits or systems.

[0124] This disclosure described some aspects of the present technology with reference to the accompanying drawings, in which only some of the possible embodiments were shown. Other aspects may, however, be embodied in many different forms and should not be construed as limited to the embodiments set forth herein. Rather, these aspects were provided so that this disclosure was thorough and complete and fully conveyed the scope of the possible embodiments to those skilled in the art.

[0125] Although specific aspects were described herein, the scope of the technology is not limited to those specific embodiments. One skilled in the art will recognize other embodiments or improvements that are within the scope and spirit of the present technology. Therefore, the specific structure, acts, or media are disclosed only as illustrative embodiments. The scope of the technology is defined by the following claims and any equivalents therein.

What is claimed is:

1. A computer-implemented method comprising:

processing information of an application to extract entity data that corresponds to a plurality of candidates to be designated as tastes, wherein a taste is one or more elements that describe an entity;

curating the candidates for the tastes, wherein the curating comprises:

filtering the candidates for the tastes to remove extracted candidates based on application of extraction rules for managing structured taste data stored in a memory,

determining a status of at least one remaining candidate as approved or rejected, wherein the status of the remaining candidate is determined based on processing of received user feedback,

generating taste data for an approved candidate, wherein the generating comprises assigning parameters that comprise a descriptor type and a recommendation type; and

associating the generated taste data with content of the application based on analyzing the assigned parameters of the taste data and attributes of the content, wherein

the associating comprises storing associations between the taste data and the content in the memory to update the structured taste data.

2. The computer-implemented method according to claim 1, further comprising presenting the taste data to a user of the application based on the stored associations, wherein the presenting displays the taste data within the application as directed information.

3. The computer-implemented method according to claim 1, wherein the curating further comprises clustering the generated taste data in a cluster with other taste data, the cluster representing hierarchical relationships between the generated taste data and other taste data, and storing cluster data for the cluster in the memory to update the structured taste data.

4. The computer-implemented method according to claim 3, wherein the generating of the taste data further comprises identifying whether the generated taste data is a non-compositional compound, and the clustering further comprises managing implications associated with clustering the generated taste data and the other taste data in response to identifying whether the generated taste data is the non-compositional compound.

5. The computer-implemented method according to claim 3, wherein the clustering further comprises associating synonyms for the generated taste data in the cluster based on matching the generated taste data with the other taste data.

6. The computer-implemented method according to claim 5, wherein the clustering further comprises determining a canonical phrase to represent the cluster data and setting any of the cluster data to be presentable in the application as the canonical phrase.

7. The computer-implemented method according to claim 6, wherein the clustering further comprises synthesizing the cluster data, wherein the synthesizing comprises at least one of rephrasing a portion of the cluster data, and expanding the cluster to include created taste data.

8. The computer-implemented method according to claim 7, wherein the associating of the generated taste data with the content further comprises associating the content with the canonical phrase, and wherein the computer-implemented method further comprising presenting the canonical phrase to a user of the application based on the stored associations, and wherein the presenting presents the canonical phrase within the application in association with creation of directed information.

9. The computer-implemented method according to claim 1, wherein the associating further comprises applying data association rules to determine associations between the generated taste data and the content, and wherein the data association rules comprise determining whether to blacklist generated taste data from being associated with particular content and selectively blacklisting the generated taste data.

10. A system comprising:

at least one processor; and

a memory operatively connected with the at least one processor, the memory comprising computer executable instructions that, when executed by the at least one processor, perform a method comprising:

processing information of an application to extract entity data that corresponds to a plurality of candidates to be designated as tastes, wherein a taste is one or more elements that describe an entity,