EXHIBIT B

1. A data processing method for enabling a user utilizing a local computer system having a local data storage system to locate desired data from a plurality of **data items** stored in a remote data storage system in a remote computer system, the remote computer system being linked to the local computer system by a telecommunication link, the method comprising the steps of:

(a) extracting, by one of the local computer system and the remote computer system, a **user profile** from **user linguistic data** previously provided by the user, said **user data profile** being representative of a first **linguistic pattern** of the said **user linguistic data**;

(b) constructing, by the remote computer system, a plurality of **data item profiles**, each **plural data item profile** corresponding to a different one of each **plural data item** stored in the remote data storage system, each of said **plural data item profiles** being representative of a second **linguistic pattern** of a corresponding **plural data item**, each said **plural second linguistic pattern** being substantially unique to each corresponding **plural data item**;

(c) providing, by the user to the local computer system, **search request data** representative of the user's expressed desire to locate data substantially pertaining to said **search request data**;

(d) extracting, by one of the local computer system and the remote computer system, a **search request profile** from said **search request data**, said **search request profile** being representative of a third **linguistic pattern** of said **search request data**;

(e) determining, by one of the local computer system and the remote computer system, a **first similarity factor** representative of a first correlation between said **search request profile** and said **user profile** by comparing said **search request profile** to said **user profile**;

(f) determining, by one of the local computer system and the remote computer system, a plurality of **second similarity factors**, each said **plural second similarity factor** being representative of a second correlation between said **search request profile** and a different one of said **plural data item profiles**, by comparing said **search request profile** to each of said **plural data item profiles**;

(g) calculating, by one of the local computer system and the remote computer system, a final **match factor** for each of said **plural data item profiles**, by adding said **first similarity factor** to at least one of said **plural second similarity factors** in accordance with at least one intersection between said first correlation and said second correlation;

(h) selecting, by one of the local computer system and the remote computer system, one of said **plural data items** corresponding to a **plural data item profile** having a highest final **match factor**; and

(i) retrieving, by one of the local computer system and the remote computer system from the

remote data storage system, said selected **data item** for display to the user, such that the user is presented with a **data item** having **linguistic characteristics** that substantially correspond to **linguistic characteristics** of the **linguistic data** generated by the user, whereby the **linguistic characteristics** of the **data item** correspond to the user's social, cultural, educational, economic background as well as to the user's **psychological profile**.

3. The method of claim 1, wherein said **user linguistic data** comprises at least one of: **personal textual data** generated by the user and favorite **textual data** generated by a source other than the user and that the user has adopted as being favorite.

4. The method of claim 1, wherein said **user linguistic data** comprises at least one **text item**, each said at least one **text item** comprising at least one sentence.

6. The method of claim 1, further comprising the step of:

(l) prior to said step (a), determining, by one of the local computer system and the remote computer system, whether an existing **user data profile** is stored in one of the local data storage system and the remote data storage system, and:

1) when an existing **user data profile** is stored in one of the local data storage system and the remote data storage system, retrieving said existing **user data profile** and proceeding to said step (b); and

2) when an existing **user data profile** is not stored in one of the local data storage system and the remote data storage system, proceeding to said step (a).

43. The method of claim 1, wherein said step (h) comprises the steps of:

(vvv) selecting, by one of the local computer system and the remote computer system, a portion of said **plural data items** corresponding to a predetermined number of **plural data item profiles** having highest final **match factors**; and

wherein said step (i) comprises the step of:

(www) retrieving, by one of the local computer system and the remote computer system from the remote data storage system, said selected **data items** for display to the user, such that the

user is presented with a group of **data items** having **linguistic characteristics** that substantially correspond to **linguistic characteristics** of the **linguistic data** generated by the user, whereby the **linguistic characteristics** of the **data items** correspond to the user's social, cultural, educational, economic background as well as to the user's **psychological profile**.

45. A data processing method for generating a **user data profile** representative of a user's social, cultural, educational, economic background and of the user's **psychological profile**, the method being implemented in a computer system having a storage system, comprising the steps of:

(a) retrieving, by the computer system, **user linguistic data** previously provided by the user, said **user linguistic data** comprising at least one **text item**, each said at least one **text item** comprising at least one sentence;

(b) generating, by the computer system, an empty **user data profile**;

(c) retrieving, by the computer system, a **text item** from said **user linguistic data**;

(d) separating, by the computer system, said **text item** into at least one sentence;

(e) extracting, from each of said at least one sentence, by the computer system, at least one **segment** representative of a **linguistic pattern** of each sentence of said at least one sentence;

(f) adding, by the computer system, at least one **segment** extracted at said step (e) to said **user data profile**;

(g) repeating, by the computer system, said steps (c) to (f) for each **text item** of said at least one **text item** in said **user linguistic data**;

(h) generating at least one **user segment group**, by the computer system, by grouping together identical **segments** of said at least one **segment**;

(i) determining a **user segment count**, by the computer system, for each **user segment group** of said at least one **user segment group**, each said **user segment count** being representative of a number of identical **segments** in the corresponding **user segment group** of said at least one **user segment group**, and linking each said **user segment count** to the corresponding **user segment group** of said at least one **user segment group**;

(j) sorting the **user segment groups** of said at least one **user segment group**, by the computer system, in an descending order of **user segment counts** starting from a **user segment group** having a highest **user segment count**, and recording said **user segment groups** and

corresponding **user segment counts** in said **user data profile**; and

(k) storing, by the computer system, said **user data profile**, representative of an overall **linguistic pattern** of the user, in the data storage system, said overall **linguistic pattern** substantially corresponding to the user's social, cultural, educational, economic background and to the user's **psychological profile**.

47. The method of claim 45, wherein said **user linguistic data** comprises at least one of: **personal textual data** generated by the user and favorite **textual data** generated by a source other than the user and that the user has adopted as being favorite.

56. The method of claim 45, wherein said step (k) further comprises the step of:

(u) encrypting said **user data profile** such that said encrypted **user data profile** may only be utilized when an authorization is received from the user.

61. The method of claim 1, wherein the remote computer system comprises a plurality of computer systems connected to the Internet and the World Wide Web.