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Adjusting User Nameplates In Online Conversations

Justin Lewis

Ruxandra Davies

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ADJUSTING USER NAMEPLATES IN ONLINE CONVERSATIONS

ABSTRACT

Disclosed herein is a mechanism for adjusting user nameplates in online conversations. The mechanism can include determining that a user that is not registered with a service has been invited by a registered user to participate in an online conversation. In response to determining that the unregistered user transmits a request to post a message to the online conversation, the mechanism can transmit a registration request to provide user account information. In turn, the mechanism can generate a user pseudonym or adjusted nameplate that replaces the previous nameplate used in the online conversation, where the user pseudonym can incorporate previous nameplate information, user account information, user information from the inviting user, and/or updated nameplate information for the newly registered user. The mechanism can determine whether to replace the previous nameplate information in the online conversation with the user pseudonym for a given period of time prior to attributing messages in the online conversation with the updated nameplate of the newly registered user. The mechanism can also present notifications to participants of the online conversation regarding the use of the user pseudonym.

BACKGROUND

In online conversations involving multiple participants, existing users can invite one or more new participants into the online conversation. For example, users of social networking applications can add new users into multi-user online conversations using local contact information, such as contact information stored in a mobile device or contact information associated with a user account of a social networking service. One particular issue that generally arises for users in an online conversation is understanding the identities that are participating in

the online conversation. In some cases, this may be because some of these newly added users may not have a registered user account with the social networking service (e.g., thereby not having a public handle or user name) and, in response, the social networking application may generate a user pseudonym (e.g., a user name, an alias, a handle) for each of these users. Such a user pseudonym can include, for example, a phone number from the local contact information used to add the newly added user to the online conversation.

Moreover, when this newly added user creates a user account with the social networking application, the registered user name associated with the user account automatically replaces the user pseudonym in the online conversation. This replacement of the user pseudonym can be confusing to the users of the social networking application and, more particularly, to the users that are participating in the online conversation.

<u>DESCRIPTION</u>

A mechanism for adjusting user nameplates in online conversations is provided. The mechanism can include determining that a user that is not registered with a service has been invited by a registered user to participate in an online conversation. In response to determining that the unregistered user transmits a request to post a message to the online conversation, the mechanism can transmit a registration request to provide user account information. In turn, the mechanism can generate a user pseudonym or adjusted nameplate that replaces the previous nameplate used in the online conversation, where the user pseudonym can incorporate previous nameplate information, user account information, user information from the inviting user, and/or updated nameplate information for the newly registered user. The mechanism can determine whether to replace the previous nameplate information in the online conversation with the user pseudonym for a given period of time prior to attributing messages in the online conversation

with the updated nameplate of the newly registered user. The mechanism can also present notifications to participants of the online conversation regarding the use of the user pseudonym.

This mechanism can be used, for example, in connection with social networking applications, messaging applications, chat applications, video applications having messaging capabilities, etc.

FIG. 1 shows an illustrative example of a process for adjusting user nameplates in online conversations.

Turning to FIG. 1, at step 110, a messaging server can determine that multiple users are participating in an online conversation, where each of the multiple users are registered with a service (e.g., a messaging service, a social networking service, etc.). For example, the messaging server can determine that each of the multiple users has launched a messaging application on a corresponding user device and has selected an option to join and/or participate in an online conversation with the other users. In another example, the messaging server can determine that each of the multiple users has received an invitation to participate in an online conversation and has selected to participate in the online conversation. More particularly, the messaging server can determine that each of the multiple users is a registered user with a server. For example, the messaging server can determine that each of the multiple users has an associated profile or user account with the service.

At step 120, the messaging server can determine that a user has been invited to participate in the online conversation in which the user is not registered with the service. For example, the messaging server can invite an unregistered user to participate in the online conversation. In another example, the messaging server can detect that one of the multiple users participating in the online conversation has invited the unregistered user to participate, where the unregistered

user does not have an associated profile or user account with the service. In a more particular example, the messaging server can detect that one of the multiple users participating in the online conversation has invited a device associated with the phone number ("123-456-7890"), which is not registered with the service, to participate in the online conversation.

At step 130, in response to determining that the unregistered user transmits a request to post a message or otherwise participate in the online conversation, the messaging server can transmit a registration request that prompts the unregistered user to provide user account information. For example, the messaging server can prompt the unregistered user to complete a full user profile that includes a publicly accessible and attributable user name. In some instances, the user profile can include a user profile image, an avatar, or any other suitable user information. In another example, the messaging server can prompt the unregistered user to provide one or more user identifiers (e.g., an email address, a phone number, a device identifier, a user description, referral information, etc.). In a more particular example, the messaging server can require that the unregistered user provide at least one user identifier (e.g., a user name) prior to allowing the message to be posted in the online conversation.

At step 140, the messaging server can generate a user pseudonym for presentation concurrently with the message in the online conversation based on the user account information. In continuing the example above, based on the user account information in which the user name "John Doe" was provided, the messaging server can post the message in the online conversation concurrently with the user pseudonym – e.g., "John Doe (123-456-7890)," where the user pseudonym can replace the previous nameplate of "123-456-7890."

It should be noted that any suitable user pseudonym can be generated. In some instances, the user pseudonym can, for example, incorporate information from the inviting user. For

example, the messaging server can obtain information associated with the unregistered user from a device or an account of the inviting user. In a more particular example, contact information for the unregistered user provided from a device of the inviting user can indicate a user description inputted by the inviting user (e.g., "the tall blonde buy from the party"), an email address inputted by the inviting user (e.g., "tallguy@email.com"), or a reference to the inviting user (e.g., "Jane's Friend"). In response to receiving such information from the inviting user, the messaging server can create a user pseudonym that incorporates information from the inviting user and user account information from the newly registered user, such as "John Doe (Jane's Friend)" or "John Doe (123-456-7890) (tallguy@gmail.com)."

At step 150, in response to determining that the previously unregistered user has registered with the service and/or upgraded their account and generating the user pseudonym for the user, the messaging server can replace the nameplate of the newly registered user in the online conversation with the user pseudonym for a given period of time.

For example, the messaging server can present an adjusted view of the online conversation in which messages posted by the newly registered user are presented with the user pseudonym for a particular period of time (e.g., ten minutes, one hour, twelve hours, etc.). In another example, the user pseudonym can continue to be presented in the online conversation until another suitable criterion has been reached, such as upon reaching a particular number of user visitations to the online conversation. This can, for example, alleviate the harsh and oftentimes confusing transition between the nameplate of a previously unregistered user (e.g., "123-456-7890") and the updated nameplate of a newly registered user (e.g., "John Doe").

It should be noted that the period of time for presenting the name adjustment via the user pseudonym can be different for each user in the online conversation.

At step 160, the messaging server can transmit one or more notifications concerning the use of the user pseudonym in the online conversation to the multiple users participating in the online conversation.

For example, in response to the previously unregistered user registering with the service and/or upgrading a user account with the user simultaneously with the request to post a message to the online conversation, the messaging server can transmit a single notification to the multiple users participating in the online conversation. Such a notification can include, for example, the messages or content items shared to the online conversation by the newly registered user, the previous nameplate (e.g., "123-456-7890"), the user pseudonym (e.g., including a combination of the previous nameplate, user account information, and/or information from the inviting user), and the updated nameplate of the registered user.

In another example, where the newly registered user is also participating in other online conversations, the messaging server can also transmit notifications to the users participating in those other online conversations.

It should be noted that, in some instances, the user associated with the newly registered user account or upgraded user account can be provided with an option to inhibit the transmission of notifications to users participating in online conversations associated with the user. For example, during the registration or upgrading process, the user can present a list of online conversations in which the user is a participant and provide an option to inhibit notifications regarding the name change or upgrade to users associated with one or more of those online conversations.

It should also be noted that, in some instances, the messaging server can determine that the generated user pseudonym matches the updated nameplate of the registered user. In such an

instance, the messaging server can determine that the renaming of the user is not to be presented. For example, if the pseudonym matches or is substantially similar to the public identity provided in the user profile during the registration or upgrading process, the messaging server can inhibit the presentation of a name adjustment that includes the previously assigned pseudonym and the public identity. It should also be noted that, in such instances, the messaging server can determine that notifications are not to be transmitted to the participants in the online conversation. For example, if the pseudonym matches or is substantially similar to the public identity provided in the user profile during the registration or upgrading process, the messaging server can instruct a notification server to inhibit the generation of notifications associated with the user account (e.g., notifications including posted content and the name adjustment, notifications including the name adjustment to other online conversations, etc.).

Referring back to FIG. 1, at step 170, in response to determining that the given period of time has elapsed (or that some criterion in connection with the online conversation has been met), the messaging server can replace the user pseudonym in the online conversation with the updated nameplate of the registered user.

It should be noted that, although the implementations described herein generally relate to a name adjustment in response to upgrading an account with a publicly attributed namespace, this can also be applied to any suitable name change implementation.

Accordingly, a mechanism for adjusting user nameplates in online conversations is provided.
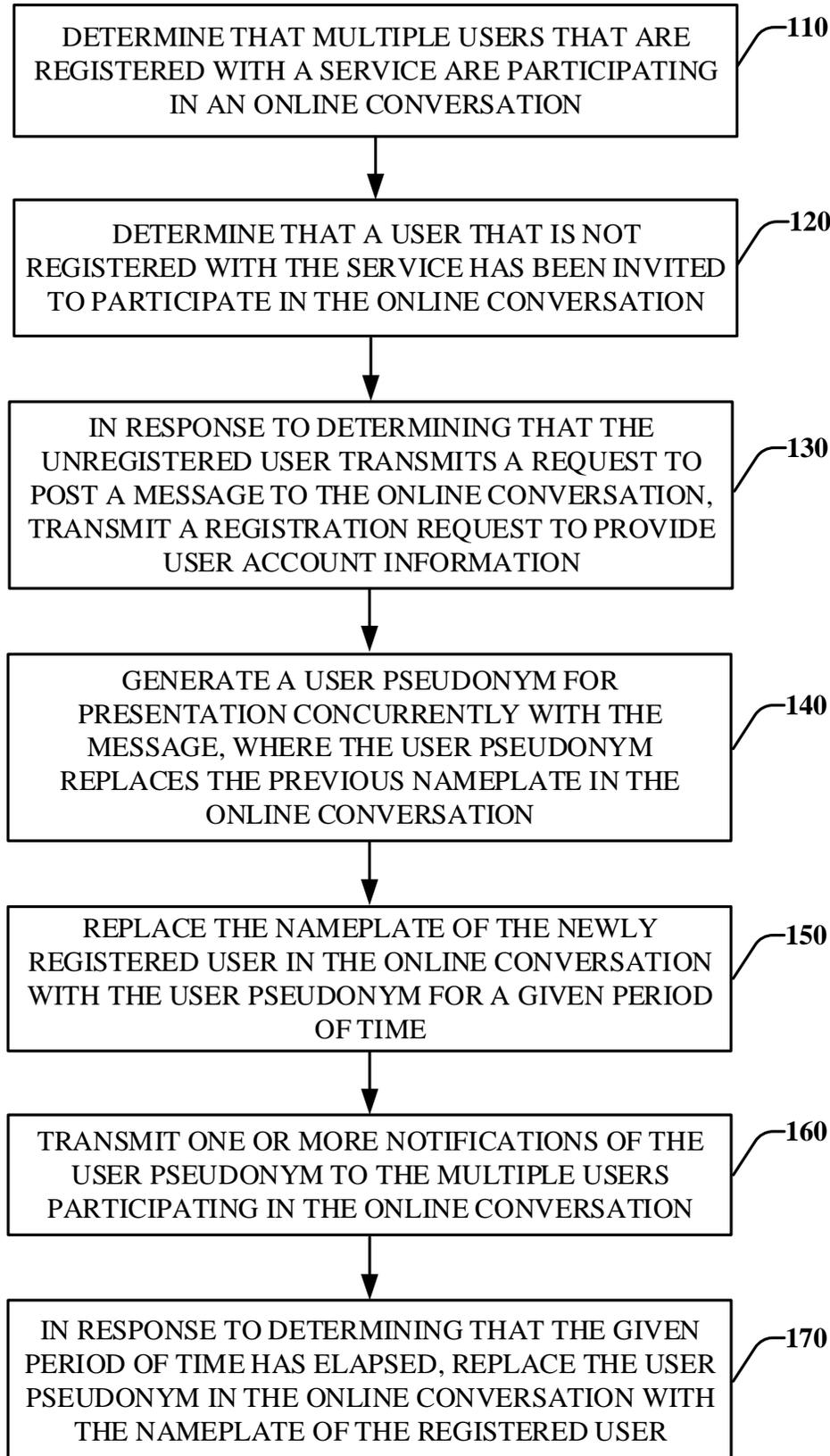
DETERMINE THAT MULTIPLE USERS THAT ARE REGISTERED WITH A SERVICE ARE PARTICIPATING IN AN ONLINE CONVERSATION — 110

DETERMINE THAT A USER THAT IS NOT REGISTERED WITH THE SERVICE HAS BEEN INVITED TO PARTICIPATE IN THE ONLINE CONVERSATION — 120

IN RESPONSE TO DETERMINING THAT THE UNREGISTERED USER TRANSMITS A REQUEST TO POST A MESSAGE TO THE ONLINE CONVERSATION, TRANSMIT A REGISTRATION REQUEST TO PROVIDE USER ACCOUNT INFORMATION — 130

GENERATE A USER PSEUDONYM FOR PRESENTATION CONCURRENTLY WITH THE MESSAGE, WHERE THE USER PSEUDONYM REPLACES THE PREVIOUS NAMEPLATE IN THE ONLINE CONVERSATION — 140

REPLACE THE NAMEPLATE OF THE NEWLY REGISTERED USER IN THE ONLINE CONVERSATION WITH THE USER PSEUDONYM FOR A GIVEN PERIOD OF TIME — 150

TRANSMIT ONE OR MORE NOTIFICATIONS OF THE USER PSEUDONYM TO THE MULTIPLE USERS PARTICIPATING IN THE ONLINE CONVERSATION — 160

IN RESPONSE TO DETERMINING THAT THE GIVEN PERIOD OF TIME HAS ELAPSED, REPLACE THE USER PSEUDONYM IN THE ONLINE CONVERSATION WITH THE NAMEPLATE OF THE REGISTERED USER — 170

FIG. 1