WHAT IS CLAIMED IS:

1. An estimating device comprising:

first position distribution generating means for generating a first position distribution of a target user on social media based on account information of the target user;

second position distribution generating means for generating a second position distribution of a friend who is friends with the target user on the social media based on account information of the friend;

estimating means for estimating an area of activity of the target user based on the generated first position distribution and the generated second position distribution; and

identifying means for identifying, among a plurality of friends who are connected with the target user, an offline friend who is friends with the target user in a physical space, wherein

the second position distribution generating means generates a position distribution of the offline friend and a position distribution of an online friend who is not the offline friend, and

the estimating means estimates the area of activity of the target user based on the first position distribution, the position distribution of the offline friend, and the position distribution of the online friend.

2. The estimating device according to Claim 1, wherein the estimating means estimates the area of activity of the target user based on an overlap between the first position distribution and the second position distribution.

3. The estimating device according to Claim 1 or 2, wherein the estimating means estimates a usual or non-usual area of activity of the target user.

4. The estimating device according to any one of Claims 1 to 3, wherein the first position distribution generating means and the second position distribution generating means generate the first position distribution and the second position distribution, respectively, through a non-parametric technique.

5. The estimating device according to Claim 4, wherein the first position distribution generating means and the second position distribution generating means generate the first position distribution and the second position distribution, respectively, by use of a kernel density estimation function.

6. The estimating device according to Claim 5, wherein the estimating means estimates the area of activity of the target user based on a score of the first position distribution obtained by use of the kernel density estimation function and a score of the second position distribution obtained by use of the kernel density estimation function.

7. The estimating device according to any one of Claims 1 to 6, wherein the first position distribution generating means generates the first position distribution based on posted information included in the account information of the target user.

8. The estimating device according to any one of Claims 1 to 7, wherein the second position distribution generating means generates the second position distribution based on base of activity information included in the account information of the friend.

9. An estimating method comprising:

generating a first position distribution of a target user on social media based on account information of the target user;

generating a second position distribution of a friend who is friends with the target user on the social media based on account information of the friend;

estimating an area of activity of the target user based on the generated first position distribution and the generated second position distribution;

identifying, among a plurality of friends who are connected with the target user, an offline friend who is friends with the target user in a physical space;

generating a position distribution of the offline friend and a position distribution of an online friend who is not the offline friend; and

estimating the area of activity of the target user based on the first position distribution, the position distribution of the offline friend, and the position distribution of the online friend.

10. A non-transitory computer readable medium storing an estimating program that causes a computer to execute the processes of:

generating a first position distribution of a target user on social media based on account information of the target user;

generating a second position distribution of a friend who is friends with the target user on the social media based on account information of the friend;

estimating an area of activity of the target user based on the generated first position distribution and the generated second position distribution;

identifying, among a plurality of friends who are connected with the target user, an offline friend who is friends with the target user in a physical space;

generating a position distribution of the offline friend and a position distribution of an online friend who is not the offline friend; and

estimating the area of activity of the target user based on the first position distribution, the position distribution of the offline friend, and the position distribution of the online friend.