

ABSTRACT

METHOD AND DEVICE FOR OBTAINING POPULARITY OF INFORMATION STREAM

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A method and a device for obtaining popularity of an information stream are provided. On a network device end, user equipment obtains identifier information of each unit information block in an information stream and current local popularity corresponding to the unit information block sent by various user equipments (S11); then the user equipment obtains, based on the identifier information of each unit information block in the information stream and the current local popularity corresponding to the unit information block sent by various user equipments, current comprehensive popularity corresponding to each unit information block in the information stream (S12); and the current comprehensive popularity corresponding to each unit information block in the information stream is sent to the user equipment (S13), to calculate and deliver the current comprehensive popularity of each unit information block in the information stream on the network device end, so that the user equipment can display, while displaying the information stream, the current comprehensive popularity of each unit information block in the information stream.

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(FIG. 5)