

CLAIMS

What is claimed is:

1. A data processing method, comprising:
 - obtaining an image sent by a user, wherein the image is collected by the user for
 - 5 a merchant;
 - attempting to identify one or more carbon-saving behaviors of the merchant, comprising processing the image using a trained image identification model; and
 - in response to determining that the attempt to identify the one or more carbon-saving behaviors of the merchant is unsuccessful:
 - 10 prompting the user to enter labeling information for the image that identifies respective user-specified types of the one or more carbon-saving behaviors of the merchant;
 - determining, based on the labeling information entered by the user, a numeric value that is an estimate of a carbon-saving amount saved by the
 - 15 merchant; and
 - adjusting, based on using the numeric value determined from the labeling information entered by the user as new training data, the trained image identification model.
- 20 2. The method according to claim 1, wherein the determining, based on the labeling information entered by the user, the numeric value that is the estimate of the carbon-saving amount saved by the merchant comprises:
 - determining the carbon-saving behavior comprised in the labeling information;
 - determining a reference value that corresponds to the carbon-saving behavior;
 - 25 and
 - determining, based on computing a product of the reference value and a confidence coefficient, the numeric value that is the estimate of the carbon-saving amount saved by the merchant.
- 30 3. The method according to claim 1, wherein the method further comprises:
 - determining a contribution degree of the user; and
 - performing at least one of providing the user with a virtual item that corresponds

to the contribution degree, or adding the contribution degree to an account of the user.

4. The method according to claim 1, wherein the method further comprises:

obtaining a new image sent by another user, wherein the new image is collected
5 by the other user for the merchant and characterizes the one or more carbon-saving
behaviors of the merchant;

determining, based on using the adjusted trained image identification model to
process the new image, a new numeric value that is a new estimate of a new
carbon-saving amount saved by the merchant; and

10 adding bonus points that correspond to the new numeric value to a bonus point
account of the merchant.

5. A computer-implemented system, comprising:

one or more computers; and

15 one or more computer memory devices interoperably coupled with the one or
more computers and having tangible, non-transitory, machine-readable media storing
one or more instructions that, when executed by the one or more computers, perform
one or more operations comprising:

obtaining an image sent by a user, wherein the image is collected by the user for
20 a merchant;

attempting to identify one or more carbon-saving behaviors of the merchant,
comprising processing the image using a trained image identification model; and

in response to determining that the attempt to identify the one or more
carbon-saving behaviors of the merchant is unsuccessful:

25 prompting the user to enter labeling information for the image that identifies
respective user-specified types of the one or more carbon-saving behaviors of the
merchant;

determining, based on the labeling information entered by the user, a
numeric value that is an estimate of a carbon-saving amount saved by the
30 merchant; and

adjusting, based on using the numeric value determined from the labeling
information entered by the user as new training data, the trained image identification
model.

6. The computer-implemented system according to claim 5, wherein the determining, based on the labeling information entered by the user, the numeric value that is the estimate of the carbon-saving amount saved by the merchant comprises:

determining the carbon-saving behavior comprised in the labeling information;

5 determining a reference value that corresponds to the carbon-saving behavior;
and

determining, based on computing a product of the reference value and a confidence coefficient, the numeric value that is the estimate of the carbon-saving amount saved by the merchant.

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7. The computer-implemented system according to claim 5, wherein the operations further comprise:

determining a contribution degree of the user; and

performing at least one of providing the user with a virtual item that corresponds
15 to the contribution degree, or adding the contribution degree to an account of the user.

8. The computer-implemented system according to claim 5, wherein the operations further comprise:

obtaining a new image sent by another user, wherein the new image is collected
20 by the other user for the merchant and characterizes the one or more carbon-saving behaviors of the merchant;

determining, based on using the adjusted trained image identification model to process the new image, a new numeric value that is a new estimate of a new carbon-saving amount saved by the merchant; and

25 adding bonus points that correspond to the new numeric value to a bonus point account of the merchant.