

A METHOD AND A DEVICE FOR GENERATING A PRESENTATION CONTENT

5

TECHNICAL FIELD

The present application relates to a technical field of communication technology, and particularly relates to a technology for generating a presentation content.

10

BACKGROUND

With the development of network technology, users increasingly communicate through network interaction software. Different from real face-to-face communication, through the interaction of interactive software, the user's psychological state cannot be well expressed, and the user's feeling is not good. In the prior art, the user's content is usually generated by the user inputting contents on an entity or virtual device in person, or by analyzing some of the keywords to mark the user's current emotional state, thereby generating specific displayable content. The user's burden is increased by asking the user to input actively. The application of the user input content by analyzing certain keywords is relatively simple, and the accuracy of expressing the emotional state of the user is not high.

CONTENTS OF THE INVENTION

The object of the present application is to provide a method and a device for generating a presentation content.

According to an aspect of the application, a method for generating a presentation content is provided, wherein the method comprises:

obtaining physical characteristic information of a target user when the user is inputting a target content;

determining a display effect for the target content based on the physical characteristic information;

generating a presentation content corresponding to the target content based on the display effect.

5 Further, determining a display effect for the target content based on the physical characteristic information comprises:

determining mental status of the target user when inputting the target content based on the physical characteristic information;

determining the display effect for the target content based on the mental status.

10 Further, determining mental status of the target user when inputting the target content based on the physical characteristic information comprises:

comparing the physical characteristic information with sample physical characteristic information, and determining mental status of the target user when inputting the target content based on mental status corresponding to the sample physical characteristic information.

Further, when the sample physical characteristic information includes physical characteristic information of the user's own samples, determining mental status of the target user when inputting the target content based on the physical characteristic information comprises:

20 when there are physical characteristic information of the user's own samples, comparing the physical characteristic information with physical characteristic information of the user's own samples, and determining mental status of the target user when inputting the target content based on mental status corresponding to the physical characteristic information of the user's own samples.

25 Further, the target content includes text information and the display effect for the target content includes text display processing on text information, wherein the text display processing includes adding text color, text font morphing, adding text background color, adding background pictures, adding background music and adding text display effects.

Further, the target content includes voice information and the display effect for the target content includes voice display processing on voice information, wherein the voice display processing includes adding corresponding emoticons, adding background pictures, and adding background music.

5 Further, the target content includes video information and the display effect for the target content includes video display processing on video information, wherein the video display processing includes adding corresponding emoticons, adding corresponding pictures, and adding corresponding text information.

10 Further, the target content includes image information and the display effect for the target content includes image display processing on the image information, wherein the image display processing includes cropping images, retouching images and deforming images.

Further, the physical characteristic information includes at least one of:

15 physiological data information for reflecting physiological characteristics of the target user under different mental status;

behavior data information for reflecting behavior characteristics of the target user under different mental status.

Further, the physiological data information includes at least one of: pulse information, blood pressure information, and heart beat information.

20 Further, the behavior data information includes at least one of: facial expression information, input speed information, and holding pressure information.

According to another aspect of the application, a device for generating a presentation content is provided, wherein the device comprises:

25 a first means for obtaining physical characteristic information of a target user when the user is inputting a target content;

a second means for determining a display effect for the target content based on the physical characteristic information;

a third means for generating a presentation content corresponding to the target content based on the display effect.

Further, the second means comprises:

a first unit for determining mental status of the target user when inputting the target content based on the physical characteristic information;

5 a second unit for determining the display effect for the target content based on the mental status.

Further, the first unit is for:

10 comparing the physical characteristic information with sample physical characteristic information, and determining mental status of the target user when inputting the target content based on mental status corresponding to the sample physical characteristic information.

Further, the sample physical characteristic information includes at least one of:
physical characteristic information of the user's own samples;
physical characteristic information of other samples;
physical characteristic information of comprehensive samples.

15 Further, when the sample physical characteristic information includes physical characteristic information of the user's own samples, the first unit is for:

20 comparing the physical characteristic information with physical characteristic information of the user's own samples, and determining mental status of the target user when inputting the target content based on mental status corresponding to the physical characteristic information of the user's own samples.

25 Further, the target content includes text information and the display effect for the target content includes text display processing on the text information, wherein the text display processing includes adding text color, text font morphing, adding text background color, adding background pictures, adding background music and adding text display effects.

Further, the target content includes voice information and the display effect for the target content includes voice display processing on the voice information, wherein the voice display processing includes adding corresponding emoticons, adding background pictures, and adding background music.

Further, the target content includes video information and the display effect for the target content includes video display processing on the video information, wherein the video display processing includes adding corresponding emoticons, adding corresponding pictures, and adding corresponding text information.

5 Further, the target content includes image information and the display effect for the target content includes image display processing on the image information, wherein the image display processing includes cropping images, retouching images and deforming images.

Further, the physical characteristic information includes at least one of:

10 physiological data information for reflecting physiological characteristics of the target user under different mental status;

behavior data information for reflecting behavior characteristics of the target user under different mental status.

15 Further, the physiological data information includes at least one of: pulse information, blood pressure information, and heart beat information.

Further, the behavior data information includes at least one of: facial expression information, input speed information, and holding pressure information.

20 Compared with the prior art, the present application comprises: obtaining physical characteristic information of a target user when the user is inputting a target content; determining a display effect for the target content based on the physical characteristic information; and generating a presentation content of the target content based on the display effect. In this way, corresponding presentation content can be automatically generated when the user inputs a target content without user operation. The presentation content allows improved and more
25 accurate expression of the status of the target user and thus greatly enhances user experience.

Moreover, the present application may further comprises: determining mental status of the target user when inputting the target content based on the physical characteristic information, and determining a display effect for the target content

based on the mental status. In this way, the display effect for the target content is determined by the mental status of the target user, and the psychological feeling and emotional state of the target user when inputting the target content can be well expressed, thereby getting the distance of the user closer and making the
5 long-distance interaction more realistic.

In addition, the target content in the present application includes at least one of: text information, voice information, video information, image information, and the like, such that corresponding presentation content can be generated according to the physical characteristic information of the target user whether the target user
10 publishes text, voice, video, or image, etc., thereby enriching the user's feelings.

DESCRIPTIONS OF THE DRAWINGS

Other features, objects, and advantages of the present invention will become more apparent by reading the detailed description of non-limiting embodiments
15 with reference to the following drawings:

Figure 1 shows a flowchart of a method for generating a presentation content according to an aspect of the present application;

Figure 2 shows a schematic view of a corresponding display effect when the target content is text information according to a preferred embodiment of the
20 present application;

Figure 3 shows a schematic view of a corresponding display effect when the target content is voice information according to another preferred embodiment of the present application;

Figure 4 shows a schematic view of a corresponding display effect when the
25 target content is video information according to a further preferred embodiment of the present application;

Figure 5 shows a schematic view of a device for generating a presentation content according to another aspect of the present application.

The identical or similar reference numerals in the drawings represent the

identical or similar components.

DETAILED EMBODIMENTS

The invention is further described in detail below with reference to the
5 accompanying drawings.

In a typical configuration of the present application, a terminal, a device of a service network and a trusted party all include one or more processors (CPUs), an input/output interface, a network interface and a memory.

The memory may include a non-permanent memory, a random access memory
10 (RAM) and/or a non-volatile memory and the like in a computer-readable medium, such as a read-only memory (ROM) or a flash memory (flash RAM)). A memory is an example of a computer-readable medium.

A computer-readable medium comprises permanent and non-permanent, movable and non-movable media and may implement information storage by means
15 of any method or technology. Information may be computer-readable instructions, data structures, program modules or other data. The examples of a computer storage medium include but are not limited to a phase change memory (PRAM), a static random access memory (SRAM), a dynamic random access memory (DRAM), other types of random access memory (RAM), a read-only memory (ROM), an
20 electrically erasable programmable read-only memory (EEPROM), a flash memory or other memory technologies, compact disk read-only memory (CD-ROM), a digital versatile disc (DVD) or other optical storages, a magnetic cassette tape, and magnetic tape and magnetic disk storage or other magnetic storage devices or any other non-transmission media, which can be used to store information that can be
25 accessed by a computing device. According to the definition herein, the computer-readable medium does not include a non-transitory computer-readable medium, such as a modulated data signal and a carrier.

To further set forth the technical measures taken and the technical effect achieved of the present application, a clear and complete description of the

technical solution of the present application is as follows in connection with the drawings and preferred embodiments.

Figure 1 shows a flowchart of a method for generating a presentation content according to an aspect of the present application. The method comprises:

5 S1 obtaining physical characteristic information of a target user when the user is inputting a target content;

 S2 determining a display effect for the target content based on the physical characteristic information;

10 S3 generating a presentation content corresponding to the target content based on the display effect.

 In the embodiment, at step S1, physical characteristic information of a target user when the user is inputting a target content is obtained. Preferably, the target content includes at least one of: text information, voice information, video information, image information, etc. It is to be understood that the target user may
15 have different emotional states when the user is inputting the target content and thus may have different physical characteristic information. Preferably, the physical characteristic information includes but is not limited to: physiological data information and behavior data information. The physiological data information is used to reflect the physiological characteristics of the target user under different
20 mental status. The physiological data information includes but is not limited to: pulse information, blood pressure information, heart beat information and the like. The behavior data information is used to reflect the behavior characteristics of the target user under different mental status. The behavior data information includes but is not limited to: facial expression information, input speed information, and
25 holding pressure information. Here, the physical characteristic information is merely exemplary and other existing or further physical characteristic information may fall within the scope of the present application as applied to the present application and are incorporated herein by reference.

 Specifically, obtaining physical characteristic information of the target user

when the user is inputting the target content can be implemented by taking samples from corresponding hardware devices. The hardware devices include but are not limited to: gyro, pressure sensor, pulse sensor, blood pressure sensor, temperature sensor, blood glucose detecting sensor, camera and the like. Or the physical
5 characteristic information can be taken via the device used to input the target content. Here, the ways of obtaining physical characteristic information of the target user when the user is inputting the target content are merely exemplary and other existing or further ways of obtaining physical characteristic information of the target user may fall within the scope of the present application as applied to the
10 present application and are incorporated herein by reference.

Continuing the embodiment, at step S2, a display effect for the target content based on the physical characteristic information is determined. Here, different target contents may correspond to different display effects. When the target content includes text information, the display effect for the text information includes text
15 display processing on the text information. The text display processing includes adding text color, text font morphing, adding text background color, adding background pictures, adding background music, and adding text display effects.

Preferably, the target content includes voice information and the display effect for the target content includes voice display processing on the voice information,
20 wherein the voice display processing includes adding corresponding emoticons, adding background pictures, and adding background music. Here, voice information may be displayed in form of text information. Correspondingly, display effect to be presented can be determined according to the display effect for text information as mentioned above.

25 Preferably, the target content includes video information and the display effect for the target content includes video display processing on the video information, wherein the video display processing includes but is not limited to adding corresponding emoticons, adding corresponding pictures, and adding corresponding text information.

Preferably, the target content includes image information and the display effect for the target content includes image display processing on the image information, wherein the image display processing includes cropping images, retouching images and deforming images. As an example, when the image is
5 displayed, the image is filtered to make the image look better.

Here, the above display effects are merely exemplary and other existing or further display effects may fall within the scope of the present application as applied to the present application and are incorporated herein by reference. In practical application, users can select different display effects according to their
10 own requirements.

Preferably, step S2 comprises: S21 (not shown) determining mental status of the target user when inputting the target content based on the physical characteristic information; and S22 (not shown) determining a display effect for the target content based on the mental status.

15 Specifically, at step S21, mental status of the target user when inputting the target content based on the physical characteristic information is determined. It is to be understood that different physical characteristic information correspond to different mental status. As an example, when the pulse or the heart beat is quick, there may be corresponding exciting mental status, e.g., angry. As another example,
20 when the user is inputting voice information, the volume of the voice or the speed of the speech correspond to different mental status, e.g., happy, sad, sorrowful and the like.

Preferably, step S21 comprises: comparing the physical characteristic information with sample physical characteristic information, and determining
25 mental status of the target user when inputting the target content based on mental status corresponding to the sample physical characteristic information.

Here, the sample physical characteristic information includes a range of different physiological and behavior characteristics corresponding to different mental status determined via a combination of automatic machine learning and

manual training on the historic data of physical characteristic information of other users, the target user, or a combination of other users and the target user, e.g., blood pressure range, heart beat range, pulse range, holding pressure range and text input speed range and the like. Thus, after obtaining the physical characteristic
5 information of the target user, the physical characteristic information is compared with the sample physical characteristic information to determine the mental status of the target user when inputting the target content.

In a preferred case, when the sample characteristic information is the physical characteristic information of the user's own samples determined by the historic
10 physical characteristic data of the target user, step S21 comprises: when there is physical characteristic information of the user's own samples, comparing the physical characteristic information with the physical characteristic information of the user's own samples, and determining the mental status of the target user when inputting the target content based on the mental status of the physical characteristic
15 information of the user's own samples.

Individual physical characteristic information may vary due to individual differences. As an example, in a calm state, ordinary adult's pulse averages 75 beats per minute, while the athlete's pulse may be less than 60 beats per minute in a calm state. Thus, the physical characteristic information of the user's own samples can
20 better reflect the range of physiological and behavior characteristics corresponding to different mental status of the user himself/herself. When there is physical characteristic information of the user's own samples, it is preferred to compare the obtained physical characteristic information with the physical characteristic information of the user's own samples to determine the mental status of the target
25 user when inputting the target content.

Here, the physical characteristic information of the user's own samples includes a range of different physiological and behavior characteristics corresponding to different mental status determined via a combination of automatic machine learning and manual training on the historic data of physical characteristic

information of the user, e.g., blood pressure range, heart beat range, pulse range, holding pressure range and text input speed range and the like. Here, different mental status of the user can be determined according to a range of one or more physiological and behavior characteristics. As an example, it can be determined that the heart beat range is A1 to B1, the blood pressure range is C1 to D1, and the holding pressure range is E1 to F1 when the user is happy according to the physical characteristic information of the target user's own samples. It can be determined whether the mental status of the target user is happy by determining whether the obtained physical characteristic information of the target user is in such ranges. Here, the above examples are merely exemplary and are not intended to be limiting. In another case, when the sample physical characteristic information do not contain the physical characteristic information of the user's own samples determined according to the historic data of the target user's physical characteristic information, but rather contain physical characteristic information of other samples determined according to the historic data of other users' physical characteristic information, or contain physical characteristic information of comprehensive samples determined according to the historic data of physical characteristic information of a combination of the target user and other users, the mental status of the target user is determined based on the physical characteristic information of other samples determined according to the historic data of other users or based on the physical characteristic information of comprehensive samples determined according to the historic data of a combination of the target user and other users.

Further, at step S22, a display effect for the target content is determined based on the mental status. Applying different display effects according to different mental status can help other users who interact with the target user better perceive the mental status expressed by the target user and can facilitate better communication to make users getting closer.

Here, it is also possible to determine which display effect corresponds to different mental status by a combination of automatic machine learning and manual

training. As an example, when the mental status is happy, the font color of the target content may be set to a bright color system, or when the target content is presented, a corresponding emoticon indicating happiness may be added. As shown in FIG. 2, a schematic diagram of a corresponding display effect when the target content is text information and the mental status of the target user is happy is illustrated. Here, a text display special effect is added to the text information, which can better express the mental status of the user. As shown in FIG. 3, a schematic diagram of a corresponding display effect when the target content is voice information and the mental status of the target user is happy is illustrated. Here, a corresponding emoticon is added to the voice information. As shown in FIG. 4, a schematic diagram of a corresponding display effect when the target content is video information and the mental status of the target user is happy is illustrated. Here, a corresponding emoticon is added according to the facial expression of the character in the video information. It can be appreciated by those skilled in the art that all or some of the steps in the above embodiment method for generating a presentation content can be implemented by related hardware instructed by programs. The program can be stored in a computer readable storage medium, and when executed, the program includes the following steps: obtaining physical characteristic information of a target user when the user is inputting a target content; determining a display effect for the target content based on the physical characteristic information; generating a presentation content corresponding to the target content based on the display effect. The storage medium is for example, ROM/RAM, a magnetic disk or an optical disk, etc.

Compared with the prior art, the present application comprises: obtaining physical characteristic information of a target user when the user is inputting a target content; determining a display effect for the target content based on the physical characteristic information; and generating a presentation content of the target content based on the display effect. In this way, corresponding presentation content can be automatically generated when the user inputs a target content

without user operation. The presentation content allows improved and more accurate expression of the status of the target user and thus greatly enhances user experience.

Moreover, the present application may further comprises: determining mental
5 status of the target user when inputting the target content based on the physical
characteristic information, and determining a display effect for the target content
based on the mental status. In this way, the display effect for the target content is
determined by the mental status of the target user, and the psychological feeling and
emotional state of the target user when inputting the target content can be well
10 expressed, thereby getting the distance of the user closer and making the
long-distance interaction more realistic.

In addition, the target content in the present application includes at least one of:
text information, voice information, video information, image information, and the
like, such that corresponding presentation content can be generated according to the
15 physical characteristic information of the target user whether the target user
publishes text, voice, video, or image, etc., thereby enriching the user's feelings.

Figure 5 shows a schematic view of a device for generating a presentation
content according to another aspect of the present application. The device 1
comprises:

20 a first means for obtaining physical characteristic information of a target user
when the user is inputting a target content;

a second means for determining a display effect for the target content based on
the physical characteristic information;

a third means for generating a presentation content corresponding to the target
25 content based on the display effect.

In the embodiment, the first means of the device 1 obtains physical
characteristic information of a target user when the user is inputting a target content.
Preferably, the target content includes at least one of: text information, voice
information, video information, image information, etc. It is to be understood that

the target user may have different emotional states when the user is inputting the target content and thus may have different physical characteristic information. Preferably, the physical characteristic information includes but is not limited to: physiological data information and behavior data information. The physiological data information is used to reflect the physiological characteristics of the target user under different mental status. The physiological data information includes but is not limited to: pulse information, blood pressure information, heart beat information and the like. The behavior data information is used to reflect the behavior characteristics of the target user under different mental status. The behavior data information includes but is not limited to: facial expression information, input speed information, and holding pressure information. Here, the physical characteristic information is merely exemplary and other existing or further physical characteristic information may fall within the scope of the present application as applied to the present application and are incorporated herein by reference.

Specifically, obtaining physical characteristic information of the target user when the user is inputting the target content can be implemented by taking samples from corresponding hardware devices. The hardware devices include but are not limited to: gyro, pressure sensor, pulse sensor, blood pressure sensor, temperature sensor, blood glucose detecting sensor, camera and the like. Here, the hardware device may transmit data to and from the device 1; or physical characteristic information can be obtained via the device 1 used to input the target content. Here, the ways of obtaining physical characteristic information of the target user when the user is inputting the target content are merely exemplary and other existing or further ways of obtaining physical characteristic information of the target user may fall within the scope of the present application as applied to the present application and are incorporated herein by reference.

Continuing the embodiment, the second means of the device 1 determines a display effect for the target content based on the physical characteristic information.

Here, different target contents may correspond to different display effects. When the target content includes text information, the display effect for the target content includes text display processing on the text information, wherein the text display processing includes adding text color, text font morphing, adding text background color, adding background pictures, adding background music and adding text display effects.

Preferably, the target content includes voice information and the display effect for the target content includes voice display processing on the voice information, wherein the voice display processing includes adding corresponding emoticons, adding background pictures, and adding background music. Here, voice information may be displayed in form of text information. Correspondingly, display effect to be presented can be determined according to the display effect for text information as mentioned above.

Preferably, the target content includes video information and the display effect for the target content includes video display processing on the video information, wherein the video display processing includes but is not limited to adding corresponding emoticons, adding corresponding pictures, and adding corresponding text information.

Preferably, the target content includes image information and the display effect for the target content includes image display processing on the image information, wherein the image display processing includes cropping images, retouching images and deforming images. As an example, when the image is displayed, the image is filtered to make the image look better.

Here, the above display effects are merely exemplary and other existing or further display effects may fall within the scope of the present application as applied to the present application and are incorporated herein by reference. In practical application, users can select different display effects according to their own requirements.

Preferably, the second means comprises: a first unit (not shown) for

determining mental status of the target user when inputting the target content based on the physical characteristic information; and a second unit (not shown) for determining a display effect for the target content based on the mental status.

Specifically, the first unit determines mental status of the target user when
5 inputting the target content based on the physical characteristic information. It is to be understood that different physical characteristic information correspond to different mental status. As an example, when the pulse or the heart beat is quick, there may be corresponding exciting mental status, e.g., angry. As another example, when the user is inputting voice information, the volume of the voice or the speed
10 of the speech correspond to different mental status, e.g., happy, sad, sorrowful and the like.

Preferably, the first unit is for comparing the physical characteristic information with sample physical characteristic information, and determining
15 mental status of the target user when inputting the target content based on mental status corresponding to the sample physical characteristic information.

Here, the sample physical characteristic information includes a range of different physiological and behavior characteristics corresponding to different mental status determined via a combination of automatic machine learning and manual training on the historic data of physical characteristic information of other
20 users, the target user, or a combination of other users and the target user, e.g., blood pressure range, heart beat range, pulse range, holding pressure range and text input speed range and the like. Thus, after obtaining the physical characteristic information of the target user, the physical characteristic information is compared with the sample physical characteristic information to determine the mental status
25 of the target user when inputting the target content.

In a preferred case, when the sample characteristic information is the physical characteristic information of the user's own samples determined by the historic physical characteristic data of the target user, the first unit is for comparing the physical characteristic information with the physical characteristic information of

the user's own samples when there is physical characteristic information of the user's own samples, and determining the mental status of the target user when inputting the target content based on the mental status of the physical characteristic information of the user's own samples.

5 Individual physical characteristic information may vary due to individual differences. As an example, in a calm state, ordinary adult's pulse averages 75 beats per minute, while the athlete's pulse may be less than 60 beats per minute in a calm state. Thus, the physical characteristic information of the user's own samples can better reflect the range of physiological and behavior characteristics corresponding
10 to different mental status of the user himself/herself. When there is physical characteristic information of the user's own samples, it is preferred to compare the obtained physical characteristic information with the physical characteristic information of the user's own samples to determine the mental status of the target user when inputting the target content.

15 Here, the physical characteristic information of the user's own samples includes a range of different physiological and behavior characteristics corresponding to different mental status determined via a combination of automatic machine learning and manual training on the historic data of physical characteristic information of the user, e.g., blood pressure range, heart beat range, pulse range,
20 holding pressure range and text input speed range and the like. Here, different mental status of the user can be determined according to a range of one or more physiological and behavior characteristics. As an example, it can be determined that the heart beat range is A1 to B1, the blood pressure range is C1 to D1, and the holding pressure range is E1 to F1 when the user is happy according to the physical
25 characteristic information of the target user's own samples. It can be determined whether the mental status of the target user is happy by determining whether the obtained physical characteristic information of the target user is in such ranges. Here, the above examples are merely exemplary and are not intended to be limiting. In another case, when the sample physical characteristic information do not contain

the physical characteristic information of the user's own samples determined according to the historic data of the target user's physical characteristic information, but rather contain physical characteristic information of other samples determined according to the historic data of other users' physical characteristic information, or
5 contain physical characteristic information of comprehensive samples determined according to the historic data of physical characteristic information of a combination of the target user and other users, the mental status of the target user is determined based on the physical characteristic information of other samples determined according to the historic data of other users or based on the physical
10 characteristic information of comprehensive samples determined according to the historic data of a combination of the target user and other users.

Further, the second unit determines a display effect for the target content based on the mental status. Applying different display effects according to different mental status can help other users who interact with the target user better perceive
15 the mental status expressed by the target user and can facilitate better communication to make users getting closer.

Here, it is also possible to determine which display effect corresponds to different mental status by a combination of automatic machine learning and manual training. As an example, when the mental status is happy, the font color of the
20 target content may be set to a bright color system, or when the target content is presented, a corresponding emoticon indicating happiness may be added. As shown in FIG. 2, a schematic diagram of a corresponding display effect when the target content is text information and the mental status of the target user is happy is illustrated. Here, a text display special effect is added to the text information, which
25 can better express the mental status of the user. As shown in FIG. 3, a schematic diagram of a corresponding display effect when the target content is voice information and the mental status of the target user is happy is illustrated. Here, a corresponding emoticon is added to the voice information. As shown in FIG. 4, a schematic diagram of a corresponding display effect when the target content is

video information and the mental status of the target user is happy is illustrated. Here, a corresponding emoticon is added according to the facial expression of the character in the video information.

Compared with the prior art, the present application comprises: obtaining
5 physical characteristic information of a target user when the user is inputting a target content; determining a display effect for the target content based on the physical characteristic information; and generating a presentation content of the target content based on the display effect. In this way, corresponding presentation content can be automatically generated when the user inputs a target content
10 without user operation. The presentation content allows improved and more accurate expression of the status of the target user and thus greatly enhances user experience.

Moreover, the present application may further comprises: determining mental status of the target user when inputting the target content based on the physical
15 characteristic information, and determining a display effect for the target content based on the mental status. In this way, the display effect for the target content is determined by the mental status of the target user, and the psychological feeling and emotional state of the target user when inputting the target content can be well expressed, thereby getting the distance of the user closer and making the
20 long-distance interaction more realistic.

In addition, the target content in the present application includes at least one of: text information, voice information, video information, image information, and the like, such that corresponding presentation content can be generated according to the physical characteristic information of the target user whether the target user
25 publishes text, voice, video, or image, etc., thereby enriching the user's feelings.

For those skilled in the art, it is apparent that the present application is not limited to the details of the above-mentioned exemplary embodiments, and the present application can be implemented in other specific forms without departing the spirit or basic features of the present application. Therefore, the present

embodiments are to be considered as illustrative and not restrictive. The scope of the present application is defined by the appended claims rather than the above-mentioned description, and therefore it is intended that all changes which fall within the meaning and range of equivalency of the claims are embraced in the present application. Any reference signs in the claims should not be construed as limiting the claims involved. In addition, it is apparent that the word “comprising” does not exclude other elements or steps, and the singular does not exclude the plural. A plurality of units or means stated in the apparatus claims may also be implemented by one unit or means by means of software or hardware. The terms first and second and the like are used to represent names and do not represent any particular order.

Claims

1. A method for generating a presentation content, the method comprising:
obtaining physical characteristic information of a target user when the user is
5 inputting a target content;
determining a display effect for the target content based on the physical
characteristic information; and
generating a presentation content corresponding to the target content based on the
display effect.

10 2. The method of claim 1, wherein determining a display effect for the target
content based on the physical characteristic information comprises:
determining mental status of the target user when inputting the target content based
on the physical characteristic information; and
15 determining the display effect for the target content based on the mental status.

3. The method of claim 2, wherein determining mental status of the target user
when inputting the target content based on the physical characteristic information
comprises:
20 comparing the physical characteristic information with sample physical
characteristic information, and determining mental status of the target user when
inputting the target content based on mental status corresponding to the sample physical
characteristic information.

25 4. The method of claim 3, wherein the sample physical characteristic information
includes at least one of:
physical characteristic information of the user's own samples;
physical characteristic information of other samples; and
physical characteristic information of comprehensive samples.

5. The method of claim 4, wherein when the sample physical characteristic information includes physical characteristic information of the user's own samples, determining mental status of the target user when inputting the target content based on the physical characteristic information comprises:

comparing the physical characteristic information with physical characteristic information of the user's own samples, and determining mental status of the target user when inputting the target content based on mental status corresponding to the physical characteristic information of the user's own samples.

6. The method of any of claims 1 to 5, wherein the target content includes text information and the display effect for the target content includes text display processing on the text information, wherein the text display processing includes adding text color, text font morphing, adding text background color, adding background pictures, adding background music and adding text display effects.

7. The method of any of claims 1 to 5, wherein the target content includes voice information and the display effect for the target content includes voice display processing on the voice information, wherein the voice display processing includes adding corresponding emoticons, adding background pictures, and adding background music.

8. The method of any of claims 1 to 5, wherein the target content includes video information and the display effect for the target content includes video display processing on the video information, wherein the video display processing includes adding corresponding emoticons, adding corresponding pictures, and adding corresponding text information.

9. The method of any of claims 1 to 5, wherein the target content includes image

information and the display effect for the target content includes image display processing on the image information, wherein the image display processing includes cropping images, retouching images and deforming images.

5 10. The method of any of claims 1 to 5, wherein the physical characteristic information includes at least one of:

 physiological data information for reflecting physiological characteristics of the target user under different mental status; and

 behavior data information for reflecting behavior characteristics of the target user
10 under different mental status.

 11. The method of claim 10, wherein the physiological data information includes at least one of:

 pulse information;

15 blood pressure information; and

 heart beat information.

 12. The method of claim 10, wherein the behavior data information includes at least one of:

20 facial expression information;

 input speed information; and

 holding pressure information.

 13. A device for generating a presentation content, the device comprising:

25 a first means for obtaining physical characteristic information of a target user when the user is inputting a target content;

 a second means for determining a display effect for the target content based on the physical characteristic information; and

 a third means for generating a presentation content corresponding to the target

content based on the display effect.

14. The device as claim 13, wherein the second means comprising:

5 a first unit for determining mental status of the target user when inputting the target content based on the physical characteristic information; and

a second unit for determining the display effect for the target content based on the mental status.

15. The device of claim 14, wherein the first unit is for:

10 comparing the physical characteristic information with sample physical characteristic information, and determining mental status of the target user when inputting the target content based on mental status corresponding to the sample physical characteristic information.

15 16. The device of claim 15, wherein the sample physical characteristic information includes at least one of:

physical characteristic information of the user's own samples;

physical characteristic information of other samples; and

physical characteristic information of comprehensive samples.

20

17. The device of claim 16, wherein when the sample physical characteristic information includes physical characteristic information of the user's own samples, the first unit is for:

25 comparing the physical characteristic information with physical characteristic information of the user's own samples, and determining mental status of the target user when inputting the target content based on mental status corresponding to the physical characteristic information of the user's own samples.

18. The device of any of claims 13 to 17, wherein the target content includes

text information and the display effect for the target content includes text display processing on the text information, wherein the text display processing includes adding text color, text font morphing, adding text background color, adding background pictures, adding background music and adding text display effects.

5

19. The device of any of claims 13 to 17, wherein the target content includes voice information and the display effect for the target content includes voice display processing on the voice information, wherein the voice display processing includes adding corresponding emoticons, adding background pictures, and adding background
10 music.

20. The device of any of claims 13 to 17, wherein the target content includes video information and the display effect for the target content includes video display processing on the video information, wherein the video display processing includes
15 adding corresponding emoticons, adding corresponding pictures, and adding corresponding text information.

21. The device of any of claims 13 to 17, wherein the target content includes image information and the display effect for the target content includes image display
20 processing on the image information, wherein the image display processing includes cropping images, retouching images and deforming images.

22. The device of any of claims 13 to 17, wherein the physical characteristic information includes at least one of:

25 physiological data information for reflecting physiological characteristics of the target user under different mental status; and

behavior data information for reflecting behavior characteristics of the target user under different mental status.

23. The device of claim 22, wherein the physiological data information includes at least one of:

pulse information;

blood pressure information; and

5 heart beat information.

24. The device of claim 22, wherein the behavior data information includes at least one of:

facial expression information;

10 input speed information; and

holding pressure information.