

USER LOCATION CALCULATION APPARATUS AND METHOD, AND
COMPUTER-READABLE MEDIUM

ABSTRACT

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Estimation of the range of activities of a target user is enabled in a relatively narrow range. A target user whose location is to be calculated has an account in social media. An offline friend determination means (111) calculates an offline friendship level on the basis of friend information obtained from at
10 least one social media account related to the target user. The offline friendship level is the degree of friendship in real space between the target user and the at least one social media account related to the target user. A friend weight calculation means (112) calculates a weight to be assigned to the friend information on the basis of the offline friendship level. A candidate location
15 score calculation means (113) calculates a score representing the possibility of the target user being active at a candidate location on the basis of the friend information and the corresponding weight.

Fig. 1