

CLAIMS

1. A method for determining an area of interest based on geolocation data, wherein the method comprises:

gridding an area on a map to be processed;

for each block in the gridded area, counting a block value within a preset duration, the block value being a quantity of users that report geolocation data in the corresponding block;

selecting block values greater than a preset threshold from the counted block values;

determining anchor points according to the blocks corresponding to the selected block values;

calculating, according to the anchor points and based on a preset algorithm, a curve encompassing all of the anchor points; and

determining an area in the curve as an area of interest.

2. The method according to claim 1, wherein the gridding an area on a map to be processed specifically comprises:

dividing the area on the map to be processed into at least one block according to a preset side length.

3. The method according to claim 1, wherein the anchor point is a central point of the block.

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

obtaining types of Points of Information (POIs) within the area in the curve;

obtaining quantities of the POIs of same types; and

determining a type of POIs of the largest quantity as a type of interest for the area of interest.

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

obtaining POIs in the area on the map after the anchor points are determined in the blocks corresponding to the selected block values, wherein

the calculating, according to the anchor points and based on a preset algorithm, a curve encompassing all of the anchor points specifically comprises:

calculating, according to the POIs and the anchor points and based on the preset algorithm, the curve encompassing all of the anchor points and POIs.

6. The method according to claim 1, wherein the preset algorithm is a convex hull algorithm; and

the curve is a convex hull curve.

7. The method according to claim 6, wherein the convex hull algorithm comprises a graham algorithm, a jarvis algorithm, a center method, a level method, or a quickhull algorithm.

8. A device for determining an area of interest based on geolocation data, wherein the device comprises:

a processing unit for gridding an area on a map to be processed;

a counting unit for counting a block value within a preset duration for each block in the gridded area, the block value being a quantity of users that report geolocation data in the corresponding block;

a selection unit for selecting block values greater than a preset threshold from the counted block values;

a first determining unit for determining anchor points according to the blocks corresponding to the selected block values;

a calculation unit for calculating, according to the anchor points and based on a preset algorithm, a curve encompassing all of the anchor points; and

a second determining unit for determining an area in the curve as an area of interest.

9. The device according to claim 8, wherein the processing unit is specifically for:

dividing the area on the map to be processed into at least one block according to a preset side length.

10. The device according to claim 8, wherein the anchor point is a central point of the block.

11. The device according to claim 8, wherein the device further comprises:

an obtaining subunit for obtaining types of Points of Information (POIs) within the area in the curve;

a counting subunit for obtaining quantities of the POIs of same types; and

a determining subunit for determining a type of POIs of the largest quantity as a type of interest for the area of interest.

12. The device according to claim 8, wherein the device further comprises:

an obtaining subunit for obtaining POIs in the area on the map after the anchor points are determined in the blocks corresponding to the selected block values, wherein

correspondingly, the calculation unit is specifically for:

calculating, according to the POIs and the anchor points and based on the preset algorithm, the curve encompassing all of the anchor points and POIs.

13. The device according to claim 8, wherein the preset algorithm is a convex hull

algorithm; and

the curve is a convex hull curve.

14. The device according to claim 13, wherein the convex hull algorithm comprises a graham algorithm, a jarvis algorithm, a center method, a level method, or a quickhull algorithm.