

CLAIMS

1. A position information providing method, comprising:
 - receiving, by a server, a keyword input by a first user;
 - determining a target user characteristic according to the keyword;
 - determining a first region (104);
 - dividing the first region into multiple second regions according to a predetermined rule;
 - acquiring positions of all users in the first region within a predetermined period of time, wherein the positions are acquired according to a predetermined application that the users log onto;
 - acquiring user characteristics of all the users in the first region within the predetermined period of time;
 - determining, according to position information of the users in the first region, the quantities of users having the target user characteristic in respective second regions;
 - determining candidate regions from the multiple second regions according to the determined quantities of the users; and
 - providing the candidate regions for the first user.
2. The method of claim 1, wherein acquiring positions of all users in the first region within a predetermined period of time specifically comprises:
 - acquiring multiple second regions where the users in the first region are located when logging onto the predetermined application within the predetermined period of time, and the numbers of times each of the users logs onto the application in respective second regions; and
 - using a second region in which one user of the users in the first region logs onto the application for the largest number of times as the position of the user.
3. The method of claim 1, wherein acquiring user characteristics of all the users in the first region within the predetermined period of time specifically comprises:
 - acquiring network information of the users in the first region; and
 - determining the user characteristics of the users in the first region according to the network information.
4. The method of claim 3, wherein determining the quantities of users having the target user characteristic in respective second regions specifically comprises:
 - determining the users in the first region whose positions are in respective second regions; and

screening out users having the target user characteristic from the users in the first region, and counting the quantities of the screened out users.

5. The method of claim 1, wherein determining candidate regions from the multiple second regions according to the quantities of the users specifically comprises:

determining index values of the target user characteristic in respective second regions according to the quantities of the users;

sorting the multiple second regions according to the index values; and

using the top M second regions as the candidate regions, M being a predetermined numerical value.

6. The method of claim 5, wherein determining index values of the target user characteristic in respective second regions according to the quantities of the users specifically comprises:

sorting the second regions according to an ascending order of the quantities of the users, and sequentially assigning sequence numbers from 1 to N, wherein N is a positive integer greater than 1;

determining sequence number values corresponding to respective second regions according to the following formula: the sequence number value=(the sequence number of each second region/the total number of second regions-0.5)*2; and

determining index values corresponding to respective second regions according to the following formula: the index value=round((ASIN(sequence number value)/ π +0.5)*1000).

7. The method of claim 1, wherein there are multiple target user characteristics, and wherein determining the quantities of users having the target user characteristic in respective second regions specifically comprises: determining the quantities of multiple users having the target user characteristics in respective second regions; and

sorting the multiple second regions according to the quantities of the users specifically comprises: separately determining an index value of each target user characteristic in respective second regions according to the quantities of the multiple users;

determining comprehensive index values of respective second regions according to the index values of the target user characteristics and weights preset for the respective target user characteristics: the comprehensive index value= $a*X_1+b*X_2+c*X_3\dots$, wherein $X_1, X_2, X_3\dots$ are index values of respective target user characteristics; and a, b, c... are weights of respective target user characteristics; and

sorting the multiple second regions according to the comprehensive index values.

8. The method of any preceding claim, wherein dividing the first region into multiple second regions according to a predetermined rule comprises:

dividing the first region into multiple second regions according to a predetermined region size;

converting the first user position into a longitude and latitude, and then converting the longitude and latitude into a corresponding second region according to an application of a geographical position service provider; or

dividing the first region using population density.

9. A position information providing device, which is applied to a server and comprises multiple modules configured to perform the method of any one of claims 1 to 8.