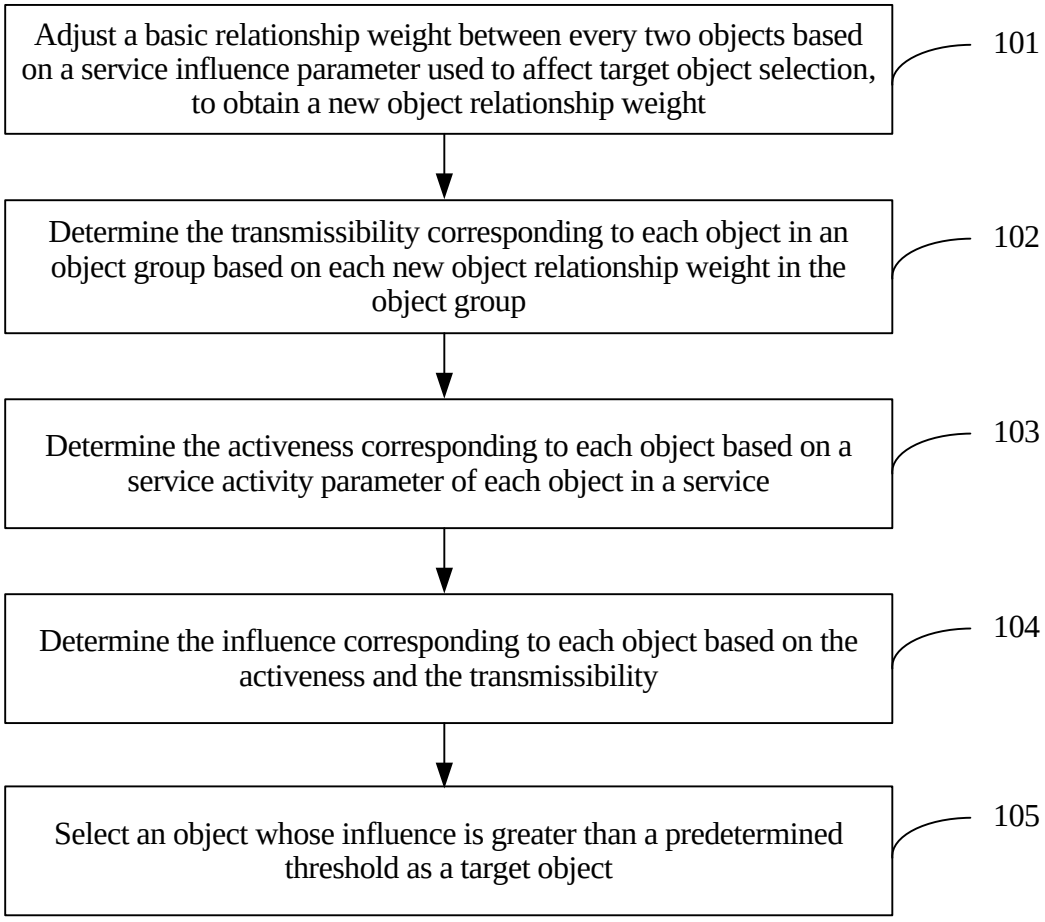

Adjust a basic relationship weight between every two objects based on a service influence parameter used to affect target object selection, to obtain a new object relationship weight
101
Determine the transmissibility corresponding to each object in an object group based on each new object relationship weight in the object group
102
Determine the activeness corresponding to each object based on a service activity parameter of each object in a service
103
Determine the influence corresponding to each object based on the activeness and the transmissibility
104
Select an object whose influence is greater than a predetermined threshold as a target object
105

FIG. 1

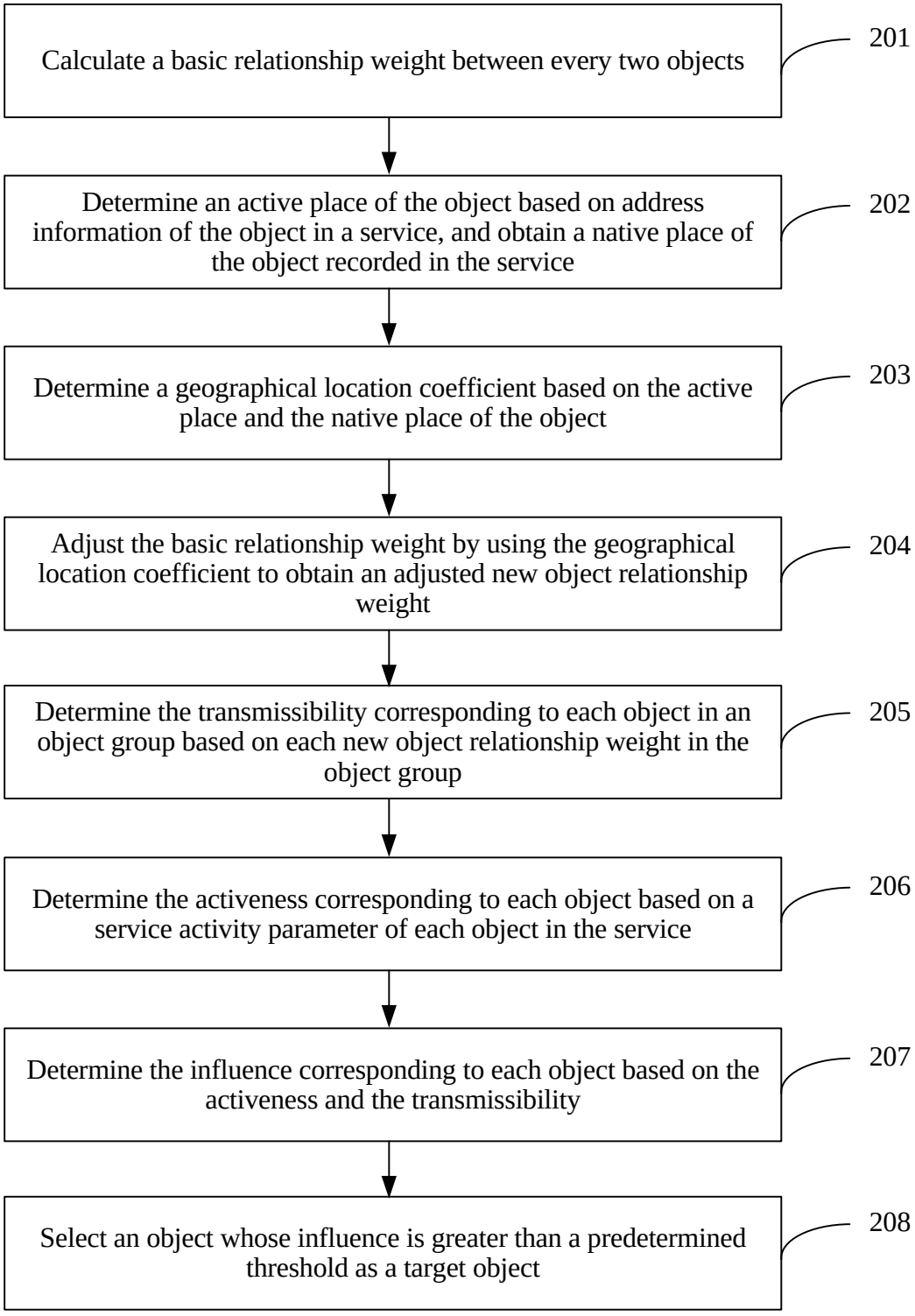

Calculate a basic relationship weight between every two objects
201
Determine an active place of the object based on address information of the object in a service, and obtain a native place of the object recorded in the service
202
Determine a geographical location coefficient based on the active place and the native place of the object
203
Adjust the basic relationship weight by using the geographical location coefficient to obtain an adjusted new object relationship weight
204
Determine the transmissibility corresponding to each object in an object group based on each new object relationship weight in the object group
205
Determine the activeness corresponding to each object based on a service activity parameter of each object in the service
206
Determine the influence corresponding to each object based on the activeness and the transmissibility
207
Select an object whose influence is greater than a predetermined threshold as a target object
208

FIG. 2

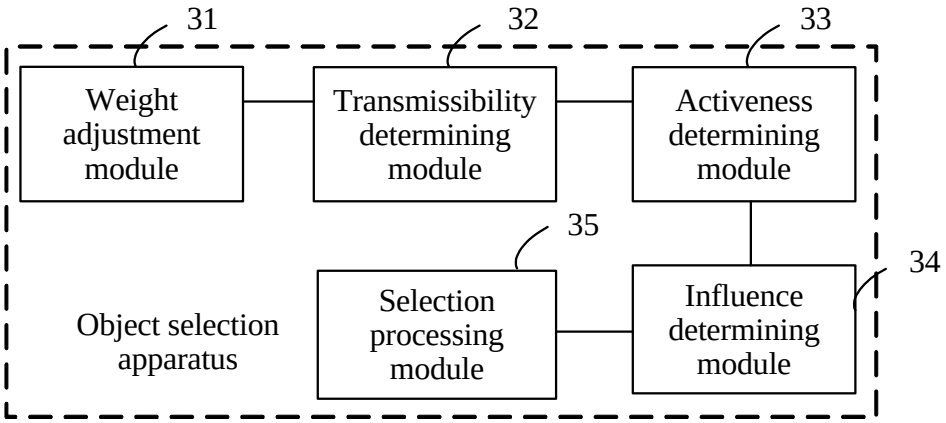

31
32
33
Weight adjustment module
Transmissibility determining module
Activeness determining module
35
34
Object selection apparatus
Selection processing module
Influence determining module

FIG. 3

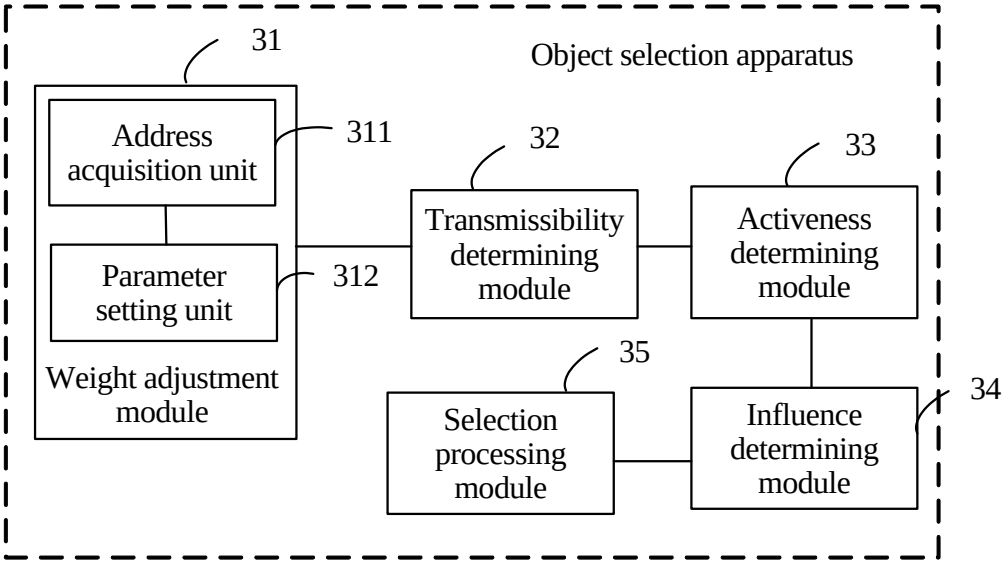

31
Object selection apparatus
Address acquisition unit
311
32
33
Transmissibility determining module
Activeness determining module
Parameter setting unit
312
35
34
Weight adjustment module
Selection processing module
Influence determining module

FIG. 4