

CLAIMS

1. A content data recommendation method based on an identity verification apparatus, comprising:

in response to an operation for identity verification, obtaining a first image of a user, and obtaining attribute information of the user from the first image;

sending the attribute information to a content server, so that the content server determines first recommendation content data of the user according to the attribute information; and

receiving the first recommendation content data fed back by the content server, and displaying recommendation content corresponding to the first recommendation content data.

2. The method according to claim 1, further comprising: when obtaining the first image of the user,

obtaining identity document information of the user; and

performing identity verification according to the first image and the identity document information to obtain a result of the identity verification.

3. The method according to claim 2, wherein the obtaining identity document information of the user comprises:

recognizing information in an identity document chip by means of a card reader, and obtaining the identity document information of the user based on the information in the identity document chip.

4. The method according to claim 2, wherein the obtaining identity document information of the user comprises:

recognizing image information in an identity document image by means of an Optical Character Recognition (OCR) module, and obtaining the identity document information of the user based on the image information.

5. The method according to claim 2, further comprising: after obtaining the identity

document information of the user,

extracting identity information of the user from the identity document information;

sending the identity information to the content server, so that the content server determines second recommendation content data of the user according to the identity information; and

receiving the second recommendation content data fed back by the content server, and displaying recommendation content corresponding to the second recommendation content data.

6. The method according to claim 5, further comprising: in the process of displaying recommendation content corresponding to the second recommendation content data,

obtaining a second image of the user, and obtaining facial expression information of the user from the second image;

sending the facial expression information and the attribute information to the content server, so that the content server determines third recommendation content data of the user according to the facial expression information and the attribute information; and

receiving the third recommendation content data fed back by the content server, and displaying recommendation content corresponding to the third recommendation content data.

7. The method according to claim 5 or 6, wherein the identity information comprises at least one of: gender, age, registered residence, birth date, or astrological sign.

8. The method according to any one of claims 1 to 7, wherein the attribute information comprises at least one of: skin color, hairstyle, whether glasses are worn, whether jewelry is worn, gender, age, hair color, or whether makeup is worn.

9. A content data recommendation method based on an identity verification apparatus, comprising:

receiving attribute information of a user sent by a terminal device;

determining first recommendation content data of the user according to the

attribute information; and

pushing the first recommendation content data to the terminal device.

10. The method according to claim 9, wherein the determining first recommendation content data of the user according to the attribute information comprises:

matching the attribute information with index information of multiple pieces of recommendation content data separately;

obtaining a matching score between the attribute information and the index information of each piece of recommendation content data by calculation based on a matching result; and

determining the first recommendation content data according to the matching score.

11. The method according to claim 9, further comprising: after receiving the attribute information of the user sent by the terminal device,

receiving identity information of the user sent by the terminal device;

determining second recommendation content data of the user according to the identity information; and

pushing the second recommendation content data to the terminal device.

12. The method according to claim 11, wherein the determining second recommendation content data of the user according to the identity information comprises:

matching the identity information with index information of multiple pieces of recommendation content data;

obtaining a matching score between the identity information and the index information of each piece of recommendation content data by calculation based on a matching result; and

determining the second recommendation content data according to the matching score.

13. The method according to claim 11, further comprising: after pushing the second recommendation content data to the terminal device,

receiving facial expression information and attribute information of the user sent by the terminal device;

determining third recommendation content data of the user according to the facial expression information and the attribute information; and

pushing the third recommendation content data to the terminal device.

14. The method according to claim 13, wherein the determining third recommendation content data of the user according to the facial expression information and the attribute information comprises:

determining a type of the third recommendation content data according to the facial expression information;

matching the attribute information with index information of multiple pieces of recommendation content data of the determined type;

obtaining a matching score between the attribute information and the index information of each piece of recommendation content data of the determined type by calculation based on a matching result; and

determining the third recommendation content data according to the matching score.

15. The method according to any one of claims 11 to 14, wherein the identity information comprises at least one of: gender, age, registered residence, birth date, or astrological sign.

16. The method according to any one of claims 9 to 15, wherein the attribute information comprises at least one of: skin color, hairstyle, whether glasses are worn, whether jewelry is worn, gender, age, hair color, or whether makeup is worn.

17. A content data recommendation apparatus based on an identity verification apparatus, comprising:

a first obtaining module, configured to, in response to an operation for identity verification, obtain a first image of a user, and obtain attribute information of the user from the first image;

a first sending module, configured to send the attribute information obtained

by the first obtaining module to a content server, so that the content server determines first recommendation content data of the user according to the attribute information; and

a first receiving module, configured to receive the first recommendation content data fed back by the content server, and display recommendation content corresponding to the first recommendation content data.

18. A content data recommendation apparatus based on an identity verification apparatus, comprising:

a fourth receiving module, configured to receive attribute information of a user sent by a terminal device;

a first determining module, configured to determine first recommendation content data of the user according to the attribute information received by the fourth receiving module; and

a fourth sending module, configured to push the first recommendation content data determined by the first determining module to the terminal device.

19. A computer-readable storage medium having stored thereon computer program instructions, wherein when the program instructions are executed by a processor, steps of the content data recommendation method based on an identity verification apparatus according to any one of claims 1 to 8 are implemented; or when the program instructions are executed by a processor, steps of the content data recommendation method based on an identity verification apparatus according to any one of claims 9 to 16 are implemented.

20. An electronic device, comprising: a processor, a memory, a communication element, and a communication bus, wherein the processor, the memory, and the communication element communicate with each other by means of the communication bus; and

the memory is configured to store at least one executable instruction, and the executable instruction causes the processor to execute steps of a content data recommendation method based on an identity verification apparatus, the method comprising:

in response to an operation for identity verification, obtaining a first image of a user, and obtaining attribute information of the user from the first image;

sending the attribute information to a content server, so that the content server determines first recommendation content data of the user according to the attribute information; and

receiving the first recommendation content data fed back by the content server, and displaying recommendation content corresponding to the first recommendation content data; or

the method comprising:

receiving attribute information of a user sent by a terminal device;

determining first recommendation content data of the user according to the attribute information; and

pushing the first recommendation content data to the terminal device.