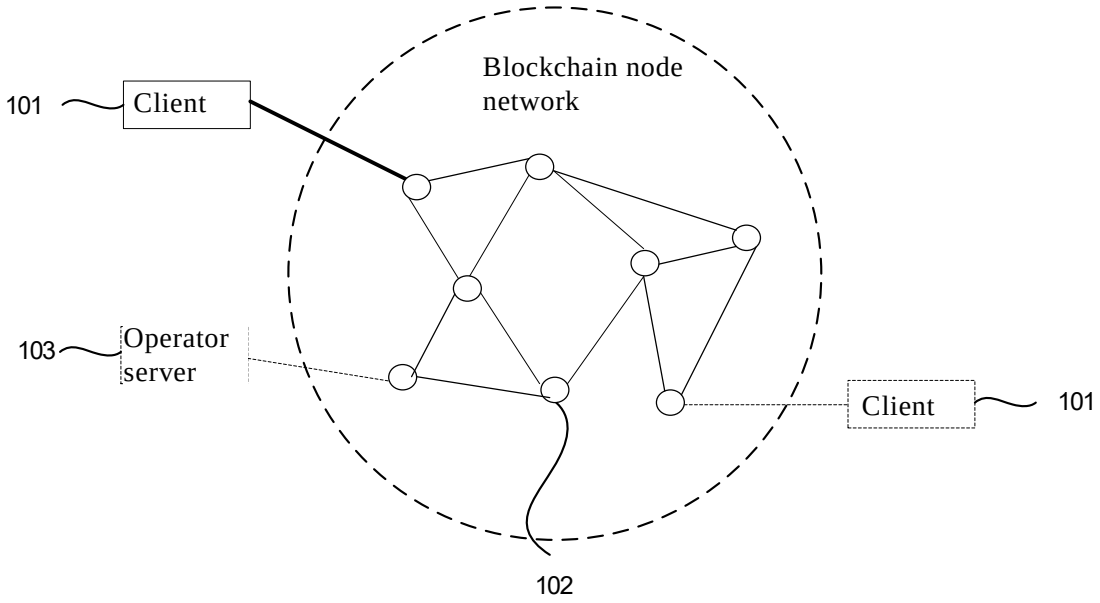

Blockchain node network
101
Client
103
Operator server
Client
101
102

Fig. 1

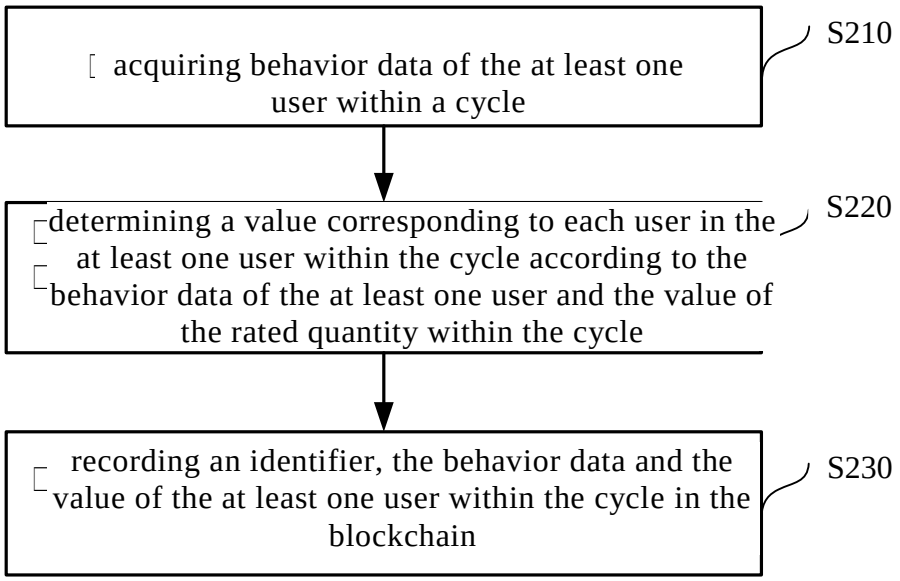

acquiring behavior data of the at least one user within a cycle
S210
determining a value corresponding to each user in the at least one user within the cycle according to the behavior data of the at least one user and the value of the rated quantity within the cycle
S220
recording an identifier, the behavior data and the value of the at least one user within the cycle in the blockchain
S230

Fig. 2

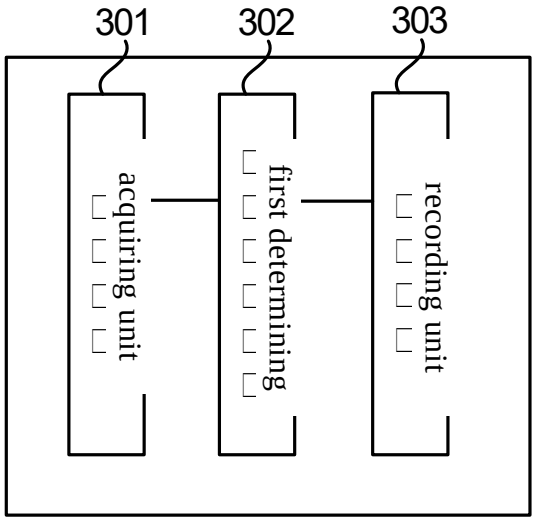

301
302
303
acquiring unit
first determining
recording unit

Fig. 3