FIG.1

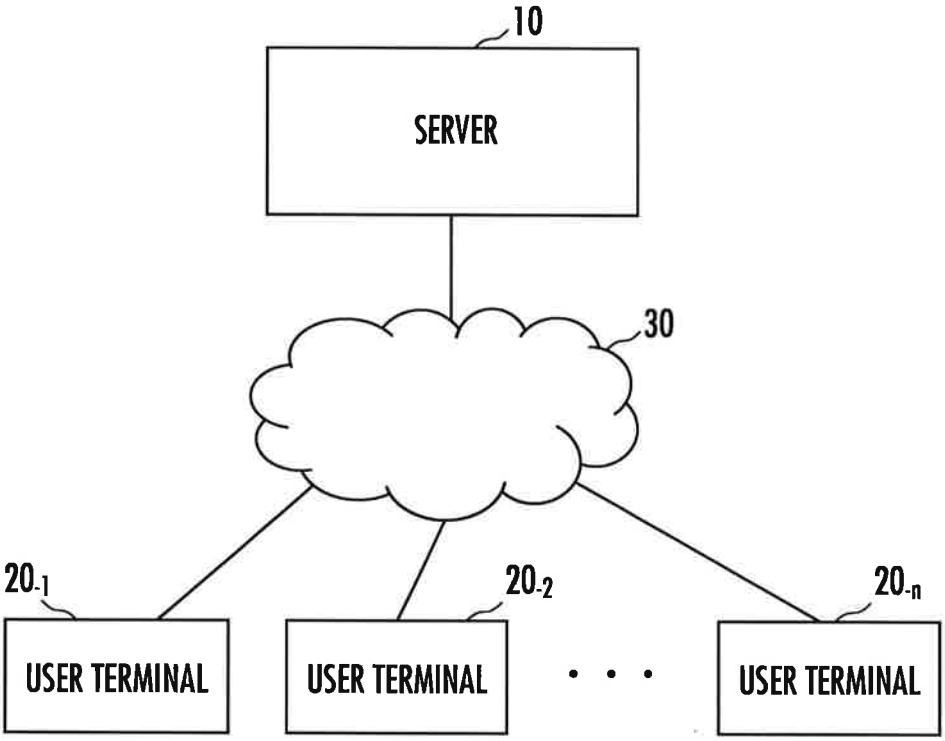

10
SERVER
30
20-1
20-2
20-n
USER TERMINAL
USER TERMINAL
USER TERMINAL

FIG.2

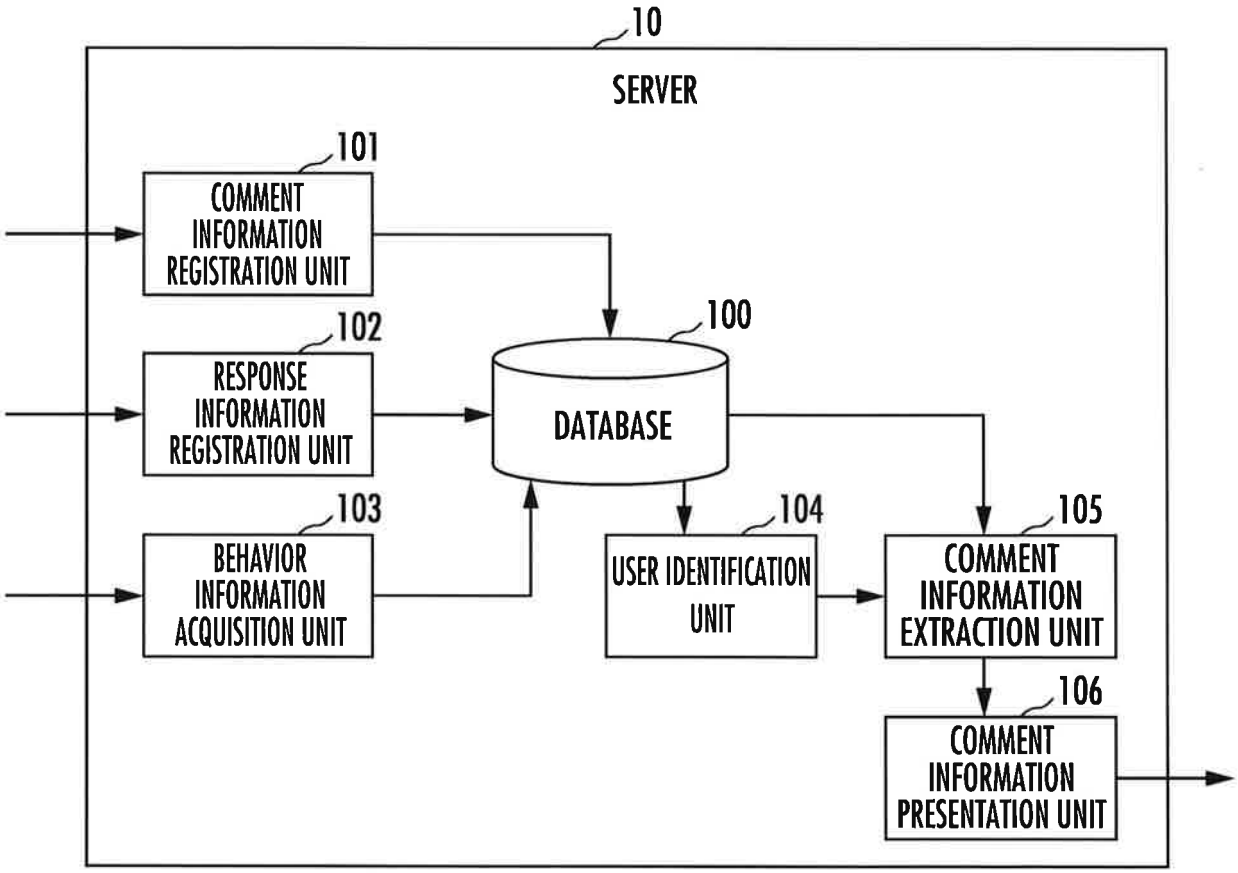
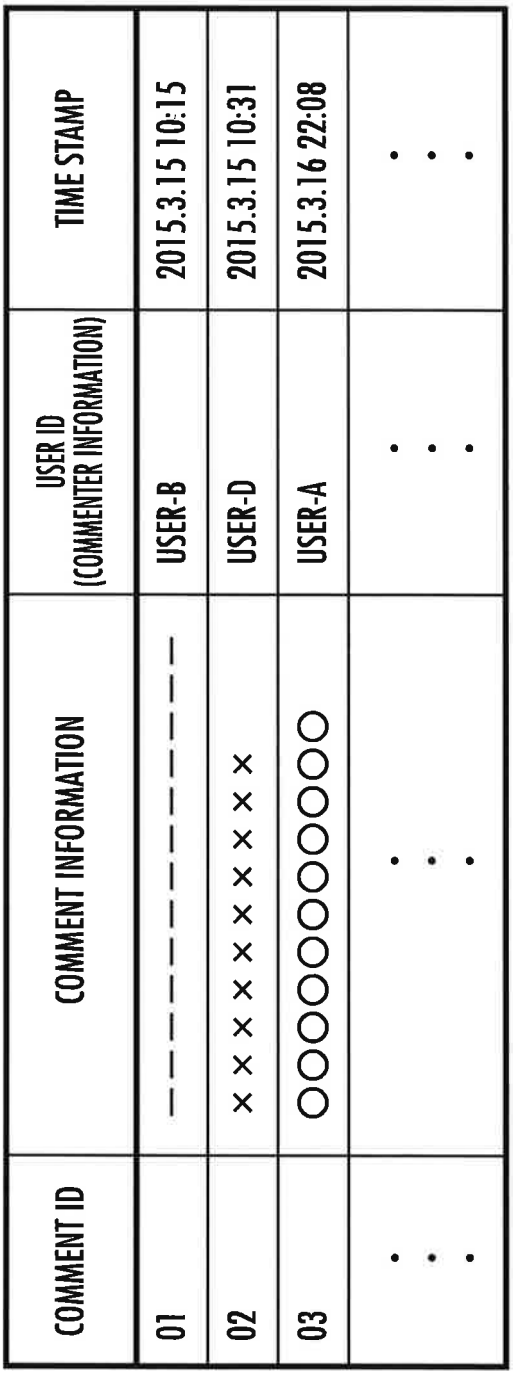

10
SERVER
101
COMMENT INFORMATION REGISTRATION UNIT
102
RESPONSE INFORMATION REGISTRATION UNIT
103
BEHAVIOR INFORMATION ACQUISITION UNIT
100
DATABASE
104
USER IDENTIFICATION UNIT
105
COMMENT INFORMATION EXTRACTION UNIT
106
COMMENT INFORMATION PRESENTATION UNIT

FIG.3



| COMMENT ID | COMMENT INFORMATION | USER ID (COMMENTER INFORMATION) | TIME STAMP |
|---|---|---|---|
| 01 | ――――――――――― | USER-B | 2015.3.15 10:15 |
| 02 | ×××××××××× | USER-D | 2015.3.15 10:31 |
| 03 | ○○○○○○○○○○ | USER-A | 2015.3.16 22:08 |
| ・・・ | ・・・ | ・・・ | ・・・ |

FIG.4

| APPLAUSE INFORMATION | USER ID (RESPONDENT INFORMATION) | COMMENT ID | TIME STAMP |
|---|---|---|---|
| APPLAUSE | USER-A | 01 | 2015.3.15 10:20 |
| APPLAUSE | USER-C | 02 | 2015.3.16 11:47 |
| APPLAUSE | USER-B | 04 | 2015.3.17 22:16 |
| ⋮ | ⋮ | ⋮ | ⋮ |

FIG.5

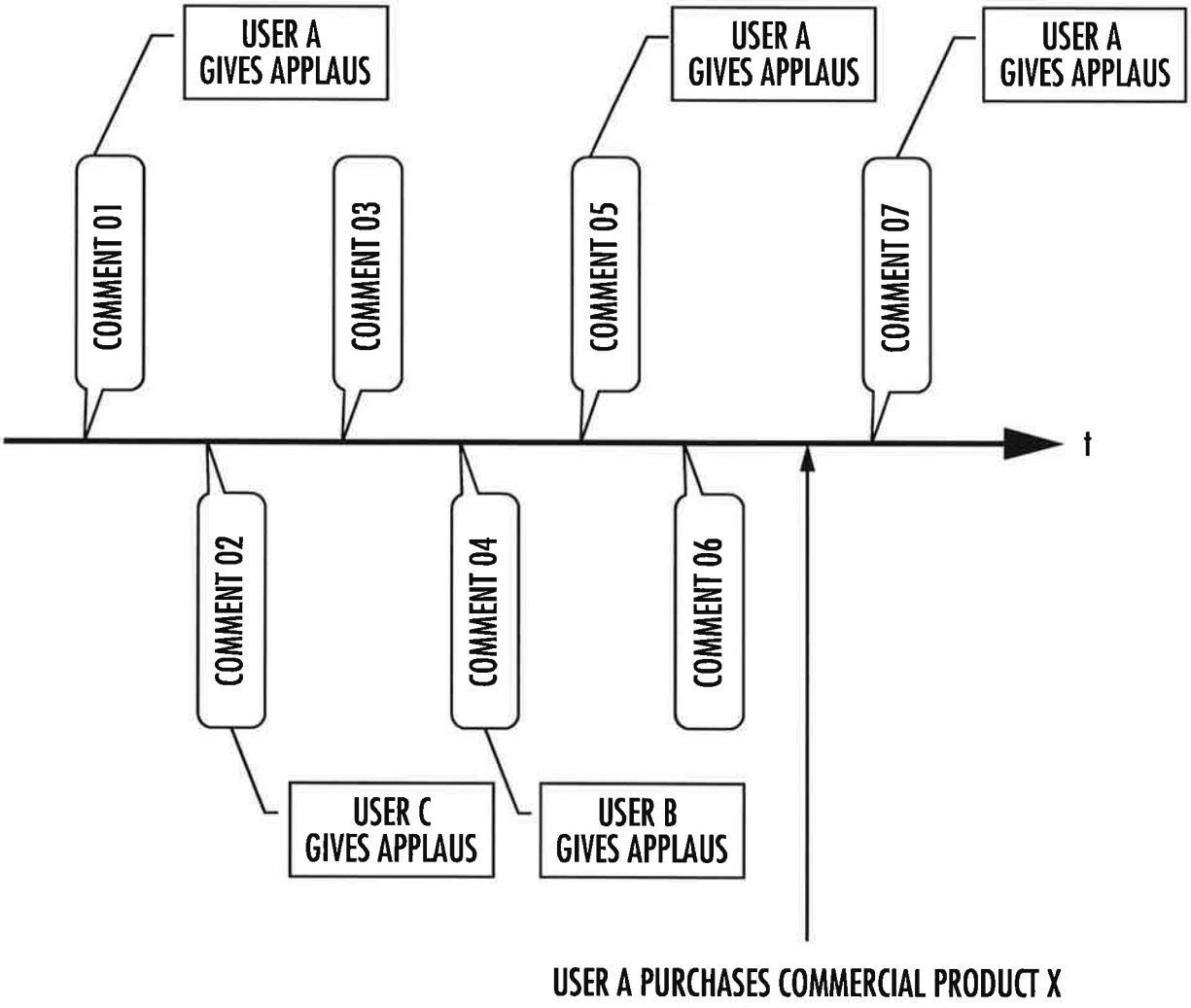

USER A GIVES APPLAUS
USER A GIVES APPLAUS
USER A GIVES APPLAUS
COMMENT 01
COMMENT 03
COMMENT 05
COMMENT 07
t
COMMENT 02
COMMENT 04
COMMENT 06
USER C GIVES APPLAUS
USER B GIVES APPLAUS
USER A PURCHASES COMMERCIAL PRODUCT X

FIG.6

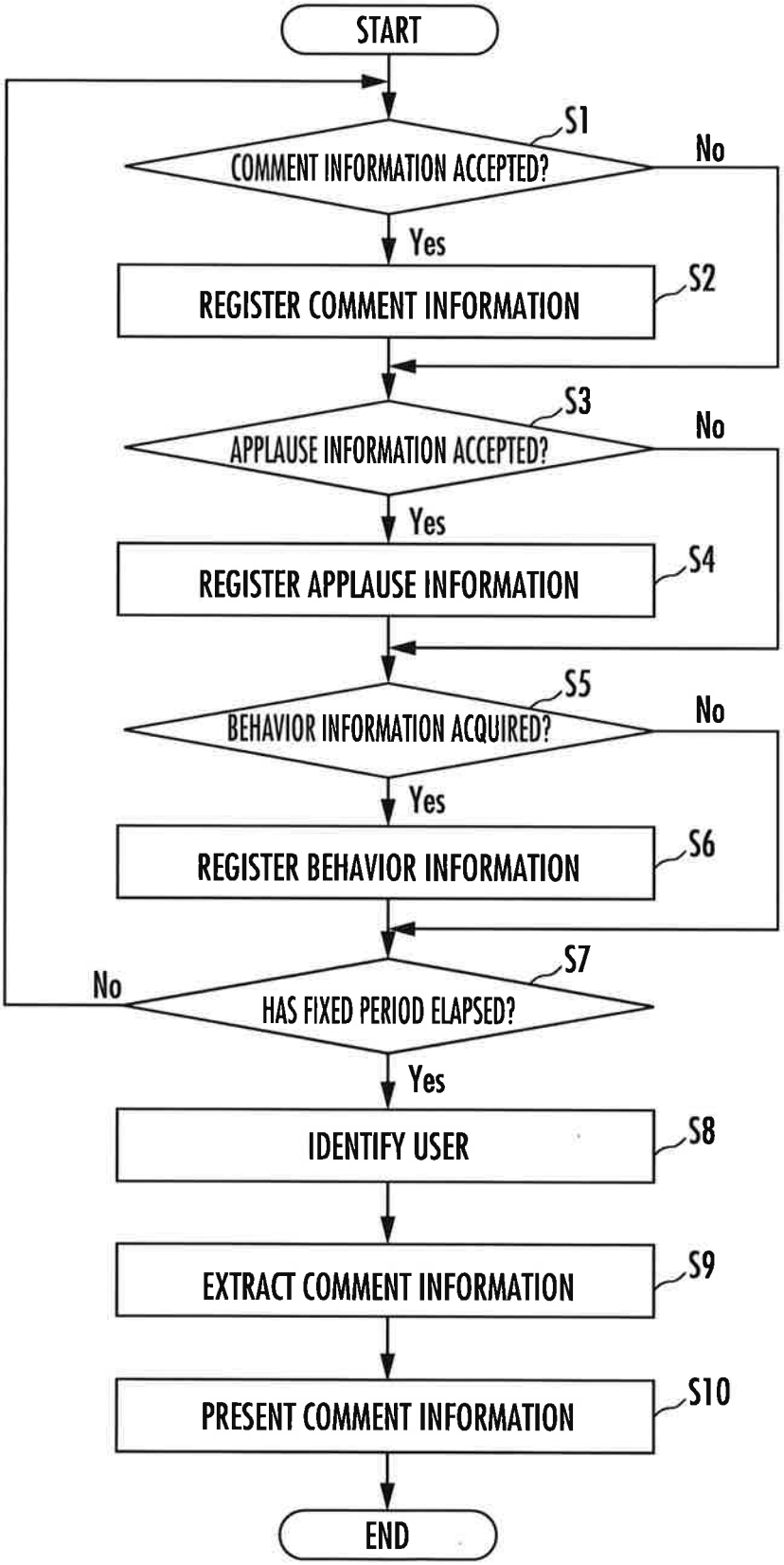

START
S1
COMMENT INFORMATION ACCEPTED?
No
Yes
REGISTER COMMENT INFORMATION
S2
S3
APPLAUSE INFORMATION ACCEPTED?
No
Yes
REGISTER APPLAUSE INFORMATION
S4
S5
BEHAVIOR INFORMATION ACQUIRED?
No
Yes
REGISTER BEHAVIOR INFORMATION
S6
S7
No
HAS FIXED PERIOD ELAPSED?
Yes
IDENTIFY USER
S8
EXTRACT COMMENT INFORMATION
S9
PRESENT COMMENT INFORMATION
S10
END

FIG.7

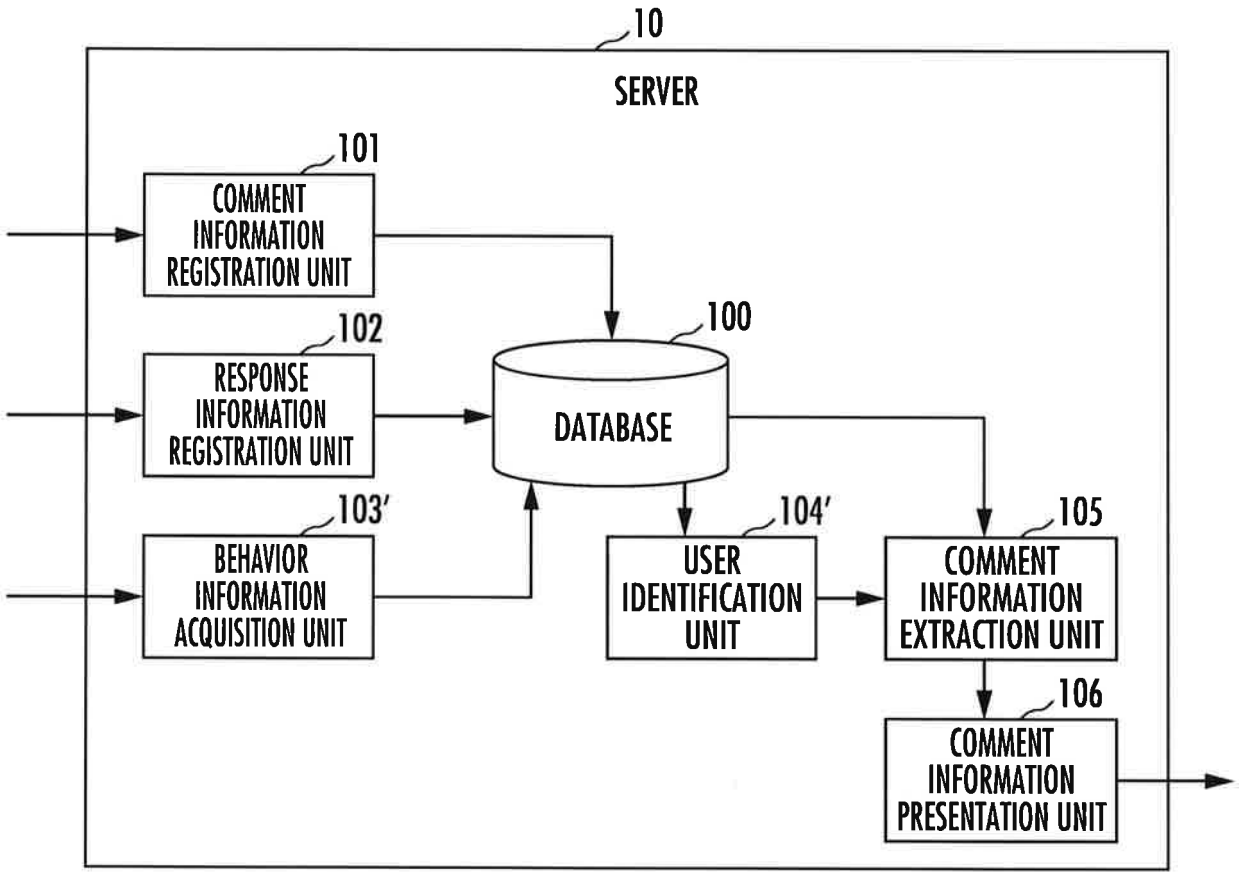

10
SERVER
101
COMMENT INFORMATION REGISTRATION UNIT
102
RESPONSE INFORMATION REGISTRATION UNIT
103'
BEHAVIOR INFORMATION ACQUISITION UNIT
100
DATABASE
104'
USER IDENTIFICATION UNIT
105
COMMENT INFORMATION EXTRACTION UNIT
106
COMMENT INFORMATION PRESENTATION UNIT

FIG.8

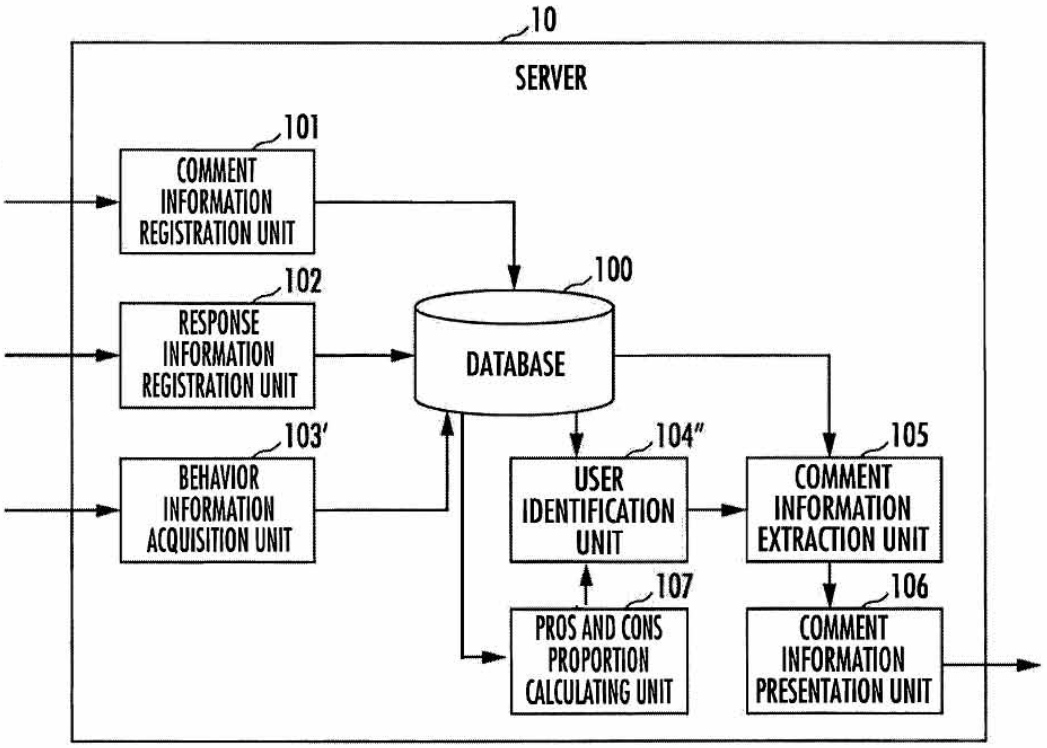

10
SERVER
101
COMMENT INFORMATION REGISTRATION UNIT
102
RESPONSE INFORMATION REGISTRATION UNIT
103'
BEHAVIOR INFORMATION ACQUISITION UNIT
100
DATABASE
104"
USER IDENTIFICATION UNIT
105
COMMENT INFORMATION EXTRACTION UNIT
107
PROS AND CONS PROPORTION CALCULATING UNIT
106
COMMENT INFORMATION PRESENTATION UNIT

FIG.9A

BEFORE ONLINE TALK IS CONDUCTED

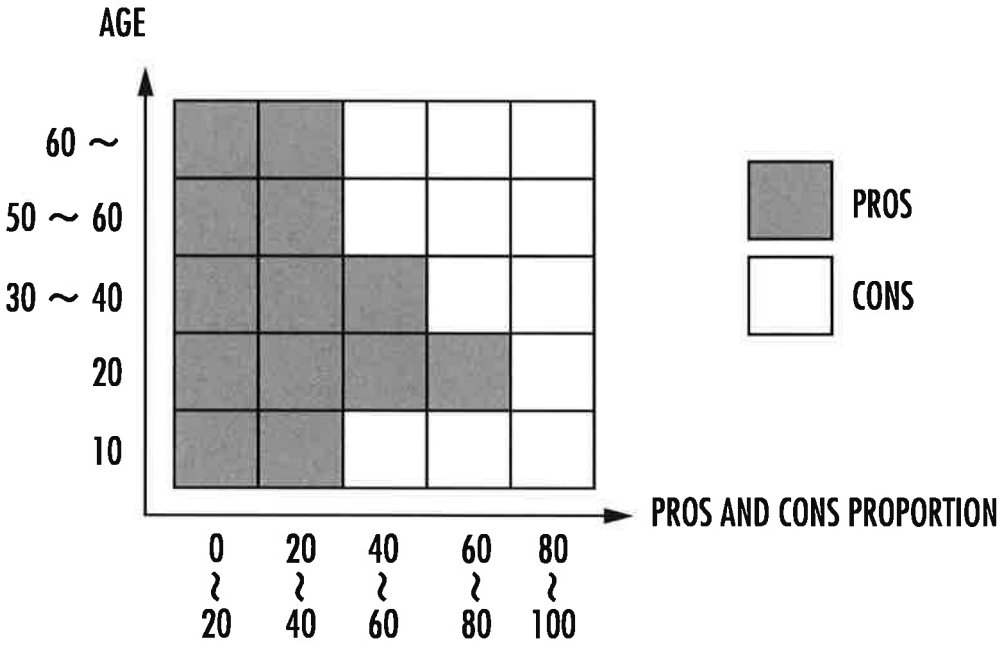



FIG.9B

AFTER ONLINE TALK IS CONDUCTED

