ACTIVITY CONTROL SYSTEM AND ACTIVITY CONTROL METHOD

ABSTRACT

Provided is a technique for optimizing the overall situation of the activities of a large number of users. An activity control system includes: a content provision unit for transmitting, to the terminal apparatuses of a portion of users, a content for prompting activity change; a checking unit for checking whether or not the users that received the provided content have actually changed their activities in accordance with the content; and a content effect determination unit for determining the characteristics and/or states of users that are likely to accept the content based on the checking result by the checking unit and the characteristics and/or states of users stored in a database, and recording the determination result in the database, wherein the content provision unit determines, based on the determination result recorded in the database, users that are to be selected as a target for providing the content next time the content is provided.

Fig. 1