CLAIMS

1. A method for extracting a user attribute, applied for a first terminal and comprising:

receiving image data sent by a second terminal;

extracting user attribute information based on the image data; and

determining a target service object corresponding to the user attribute information,

wherein extracting user attribute information based on the image data comprises:

performing character identification on the image data to determine an image area corresponding to a character in the image data; and

performing feature analysis on the image area to determine the user attribute information.

2. The method according to claim 1, wherein the image data comprises video image data or static image data.

3. The method according to claim 1 or 2, wherein before the step of receiving the image data sent by the second terminal, the method further comprises:

sending an information obtaining request to the second terminal, to trigger the second terminal to send the image data; wherein the information obtaining request is configured to indicate the second terminal to collect the image data by means of an image collection device.

4. The method according to claim 3, wherein the step of sending the information obtaining request to the second terminal comprises:

sending the information obtaining request to the second terminal at intervals.

5. The method according to any of claims 1 to 4, wherein the step of extracting the user attribute information based on the image data comprises:

taking a character with a highest appearing ratio among a plurality of

characters as a target character when the image data comprises the plurality of characters; and

extracting the user attribute information corresponding to the target character.

6. The method according to any of claims 1 to 5, wherein the user attribute information comprises at least one of: age information, gender information, hair style information, preference information, facial expression information, or clothing information.

7. The method according to any of claims 1 to 6, further comprising:

pushing the target service object to the second terminal.

8. A method for extracting a user attribute, applied for a second terminal and comprising:

obtaining image data when receiving an information obtaining request sent by a first terminal; and

sending the image data to the first terminal so as to enable the first terminal to extract user attribute information based on the image data and determine a target service object corresponding to the user attribute information,

wherein the operation of extracting the user attribute information based on the image data comprises:

performing character identification on the image data to determine an image area corresponding to a character in the image data; and

performing feature analysis on the image area to determine the user attribute information.

9. The method according to claim 8, wherein the image data comprises video image data or static image data.

10. The method according to claim 8 or 9, wherein the step of obtaining the image data when receiving the information obtaining request sent by the first terminal

comprises:

collecting the image data by means of an image collection device when receiving the information obtaining request sent by the first terminal.

11. The method according to claim 10, wherein the step of collecting the image data by means of an image collection device when receiving the information obtaining request sent by the first terminal comprises:

displaying a start prompt message of the image collection device when receiving the information obtaining request sent by the first terminal; and

collecting the image data by means of the image collection device when detecting a user confirmation instruction based on the start prompt message of the image collection device.

12. The method according to claim 10 or 11, wherein the image collection device comprises: a camera of the second terminal or a smart device with a photographing function associated with the second terminal.

13. The method according to any of claims 8 to 12, further comprising:

receiving a target service object pushed by the first terminal; and

presenting the target service object.

14. An apparatus for extracting a user attribute, comprising:

a first receiving module, configured to receive image data sent by a second terminal;

an extracting module, configured to extract user attribute information based on the image data; and

a determining module, configured to determine a target service object corresponding to the user attribute information,

wherein the extracting module is further configured to:

perform character identification on the image data to determine an image area corresponding to a character in the image data; and

perform feature analysis on the image area to determine the user attribute information.

15. The apparatus according to claim 14, wherein the image data comprises video image data or static image data.

16. The apparatus according to claim 14 or 15, further comprising:

a first sending module, configured to send an information obtaining request to the second terminal, to trigger the second terminal to send the image data; wherein the information obtaining request is configured to indicate the second terminal to collect the image data by means of an image collection device.

17. The apparatus according to claim 16, wherein the first sending module is configured to send the information obtaining request to the second terminal at intervals.

18. The apparatus according to any of claims 14 to 17, wherein

the extracting module is configured to take a character with a highest appearing ratio among a plurality of characters as a target character when the image data comprises the plurality of characters; and to extract the user attribute information corresponding to the target character.

19. The apparatus according to any of claims 14 to 18, wherein the user attribute information comprises at least one of: age information, gender information, hair style information, preference information, facial expression information, or clothing information.

20. The apparatus according to any of claims 14 to 19, further comprising:

a second sending module, configured to push the target service object to the second terminal.

21. An apparatus for extracting a user attribute, comprising:

an obtaining module, configured to obtain image data when receiving an information obtaining request sent by a first terminal; and

a third sending module, configured to send the image data to the first terminal so as to enable the first terminal to extract user attribute information based on the image data and determine a target service object corresponding to the user attribute information,

wherein the operation of extracting the user attribute information based on the image data comprises:

performing character identification on the image data to determine an image area corresponding to a character in the image data; and

performing feature analysis on the image area to determine the user attribute information.

22. The apparatus according to claim 21, wherein the image data comprises video image data or static image data.

23. The apparatus according to claim 21 or 22, wherein the obtaining module is configured to collect the image data by means of an image collection device when receiving the information obtaining request sent by the first terminal.

24. The apparatus according to claim 23, wherein the obtaining module comprises:

a display sub-module, configured to display a start prompt message of the image collection device when receiving the information obtaining request sent by the first terminal; and

a collection sub-module, configured to collect the image data by means of the image collection device when detecting a user confirmation instruction based on the start prompt message of the image collection device.

25. The apparatus according to claim 23 or 24, wherein the image collection device comprises: a camera of the second terminal or a smart device with a photographing function associated with the second terminal.

26. The apparatus according to any of claims 21-25, further comprising:

a second receiving module, configured to receive the target service object pushed by the first terminal; and

a presenting module, configured to present the target service object.

27. An electronic device, comprising a processor and a memory;

the memory is configured to store at least one executable instruction; the executable instruction enabling the processor to execute the method for extracting a user attribute according to any of claims 1 to 13.

28. An electronic device, comprising:

a processor and the apparatus for extracting a user attribute according to any of claims 14 to 26;

units in the apparatus for extracting a user attribute according to any of claims 14 to 26 are run when the processor runs an operation apparatus of the service object.

29. A computer program, comprising computer readable codes, wherein when the computer readable codes are run on a device, a processor in the device executes instructions for implementing steps in the method for extracting a user attribute according to any of claims 1 to 13.

30. A computer readable storage medium, configured to store computer readable instructions, wherein when the instructions are executed, operations for implementing steps in the method for extracting a user attribute according to any of claims 1 to 13 are implemented.