CLAIMS

1. A computer-implemented method for allocating a service resource in a network, wherein the method comprises:

adjusting a basic relationship weight between every two objects from an object group comprising a plurality of objects based on a service influence parameter used to affect target object selection to obtain a new object relationship weight (101), wherein the basic relationship weight between two objects is a measurement used to indicate interaction strength between the two objects;

determining a transmissibility corresponding to each object in the object group based on each new object relationship weight (102), wherein a transmissibility corresponding to each object indicates a degree of influence of the object on other objects in the object group;

determining an activeness corresponding to each object based on a service activity parameter of each object in a service (103), wherein the activeness is used to indicate a level of participation of the object in the service;

determining an influence corresponding to each object based on the activeness and the transmissibility (104), wherein the influence is used to indicate a degree of influence of the object on another object;

selecting an object whose influence is greater than a predetermined threshold as a target object; and

allocating the service resource to the target object.

2. The method according to claim 1, wherein the object group comprises a plurality of users, and wherein the method further comprises calculating the basic relationship weight between every two users, wherein parameters used for calculating the basic relationship weight comprises a quantity of chat times, a quantity of times of tapping a like icon, a quantity of blog forwarding times, a quantity of transfer times, and a transfer amount.

3. The method according to claim 1 or claim 2, wherein adjusting the basic relationship weight between every two objects based on a service influence parameter used to affect target object selection, to obtain a new object relationship weight comprises the following:

determining a geographical location coefficient based on a geographical location

relationship between the two objects, wherein the geographical location coefficient is used as the service influence parameter; and

adjusting the basic relationship weight by using the geographical location coefficient to obtain the adjusted new object relationship weight (204).

4. The method according to claim 3, wherein determining the geographical location coefficient based on the geographical location relationship between the two objects comprises:

determining an active place of the object based on address information of the object in the service, and obtaining a native place of the object recorded in the service (202); and

setting different geographical location coefficients based on whether the two objects have the same active place and native place (203).

5. The method according to claim 4, wherein if an active place of two objects are the same the geographical location coefficient is set to be highest, and if native cities and active cities of two objects are all different, the geographical location coefficient is set to be the lowest.

6. The method according to any one of claims 3-5, wherein adjusting the basic relationship weight by using the geographical location coefficient to obtain the adjusted new object relationship weight comprises multiplying the basic relationship weight by the geographical location coefficient.

7. The method according to claim 2, wherein determining the activeness corresponding to each object based on a service activity parameter of each object in a service (206) comprises:

obtaining a quantity of user offline consumption times and a quantity of merchants in a predetermined period of time;

determining the activeness as the obtained quantity of merchants multiplied by the obtained quantity of user offline consumption times multiplied by a log comprising quantity of consumption times.

8. The method according to claim 1 or claim 2, wherein determining the influence corresponding to each object based on the activeness and the transmissibility comprises the

following:

determining that a weight of the activeness calculated for the influence is lower than a weight of the transmissibility calculated for the influence.

9. The method according to claim 8, wherein determining the influence corresponding to each object based on the activeness and the transmissibility (207) comprises:

normalizing the determined activeness and the determined transmissibility; and

determining the influence as the normalized transmissibility multiplied by the normalized activeness.

10. The method according to any one of claims 1 to 9, wherein the transmissibility corresponding to each object is determined by using a weighted PageRank algorithm.

11. The method according to any one of claims 1 to 10, wherein the basic relationship weight is high if two objects frequently forward blogs of each other, chat with each other, or mutually perform transfer operations for a plurality of times, or is low if two objects rarely communicate with each other.

12. The method according to any one of claims 1 to 11, wherein the activeness corresponding to the object comprises a consumption activeness calculated based on a quantity of consumption stores, a quantity of consumption dates, or a quantity of consumption times of the object in a predetermined time period.

13. An object selection apparatus, wherein the apparatus comprises multiple modules configured to perform the method of any one of claims 1 to 12.