CLAIMS

1. A system that determines a matter to be determined when a player performs an action, the system comprising:

first acquisition means for acquiring data and/or information regarding a player related to an action;

first calculation means for calculating a first score representing a feature of the player based on the acquired data and/or information regarding the player;

second acquisition means for acquiring data regarding a field in which the action is performed;

second calculation means for calculating a second score representing a feature of the field based on the acquired data regarding the field; and

determination means for determining the matter to be determined based on the first score and the second score,

wherein the player is an advertiser and an advertisement recipient, and the action is that the advertiser provides an advertisement and that the advertisement recipient is provided with the advertisement,

wherein the first acquisition means acquires data and/or information regarding a plurality of advertisers,

wherein the first calculation means calculates, for the plurality of advertisers, a first score representing a feature of the advertiser,

wherein the second acquisition means acquires data regarding a field in which the advertisement is placed,

wherein the system further comprises:

third acquisition means for acquiring data and/or information regarding an advertisement recipient for a plurality of advertisement recipients; and

third calculation means for calculating a third score representing a feature of the advertisement recipient based on the acquired data and/or information regarding the advertisement recipient;

wherein the determination means determines a combination of at least one advertiser among the plurality of advertisers and at least one advertisement recipient among the plurality of advertisement recipients based on the first score, the second score, and the third score.

2. A system that determines a matter to be determined when a player performs an action, the system comprising:

first acquisition means for acquiring data and/or information regarding a player related to an action;

first calculation means for calculating a first score representing a feature of the player based on the acquired data and/or information regarding the player;

second acquisition means for acquiring data regarding a field in which the action is performed;

second calculation means for calculating a second score representing a feature of the field based on the acquired data regarding the field; and

determination means for determining the matter to be determined based on the first score and the second score,

wherein the player is a seller and a purchaser in electronic commerce, and the action is that the seller sells a product or a service and that the purchaser purchases the product or the service,

wherein the first acquisition means acquires data and/or information regarding the seller,

wherein the first calculation means calculates a first score representing a feature of the seller,

wherein the second acquisition means acquires data regarding a field in which electronic commerce is performed,

wherein the system further comprises:

third acquisition means for acquiring data and/or information regarding the purchaser; and

third calculation means for calculating a third score representing a feature of the purchaser based on the acquired data and/or information regarding the purchaser;

wherein the determination means comprises:

first determination means for determining a deposit in the electronic commerce to be paid by the seller based on the first score and the second score;

second determination means for determining a deposit in the electronic commerce to be paid by the purchaser based on the second score and the third score,

wherein the system further comprises selling means for enabling a product or a service to be sold from the seller to the purchaser in response to detecting that the seller has paid the deposit and that the purchaser has paid the deposit.

3. The system according to claims 1 or 2, wherein the determination means determines the matter to be determined based on the first score, the second score, and a rule related to the action.

4. The system according to claim 3, further comprising change means for changing the rule, wherein

the change means is configured to:

receive votes of at least some of stakeholders related to the action with respect to change of the rule, and

change the rule based on a result of the votes.

5. The system according to any one of claims 1 to 4, wherein the first calculation means refers to a database unit that stores various types of details correlated with corresponding concepts among a concept related to personality, a concept related to money, and a concept related to health for at least one of details regarding personality, details regarding money, and details regarding health, and calculates the first score including a feature corresponding to a specific concept among the corresponding concepts according to a degree of correlation with the corresponding concepts.

6. The system according to any one of claims 1 to 5, wherein the second calculation means calculates the second score based on whether the field is a reliable field.

7. The system according to claim 6, wherein the second calculation means calculates the second score based on a degree to which the field is managed in a decentralized manner or a degree to which the field is managed in a centralized manner.

8. The system according to claims 1 or 2, wherein the first calculation means obtains the first score from a first machine learning model by inputting the acquired data and/or information regarding the player into the first machine learning model that has learned a relationship

between data and/or information regarding a plurality of the players and scores representing features of the plurality of players,

wherein the second calculation means obtains the second score from a second machine learning model by inputting the acquired data regarding the field into the second machine learning model that has learned a relationship between data regarding the plurality of fields and scores representing features of the plurality of fields.

9. The system according to claims 1 or 2, wherein the determination means derives feature by using a machine learning model that has learned a relationship between the first score and the second score, and a feature to be derived, and determines the matter to be determined based on the derived feature.

10. The system according to claims 1 or 2, wherein the system is configured to enable the user to operate an avatar in a virtual space.

11. The system according to claims 1 or 2, wherein the data and/or information regarding the player is stored on a blockchain network.

12. A method of determining a matter to be determined when a player performs an action, the method comprising:

acquiring data and/or information regarding a player related to an action;

calculating a first score representing a feature of the player based on the acquired data and/or information regarding the player;

acquiring data regarding a field in which the action is performed;

calculating a second score representing a feature of the field based on the acquired data regarding the field; and

determining the matter to be determined based on the first score and the second score,

wherein the player is an advertiser and an advertisement recipient, and the action is that the advertiser provides an advertisement and that the advertisement recipient is provided with the advertisement,

wherein the acquiring data and/or information regarding a player includes acquiring data and/or information regarding a plurality of advertisers,

wherein the calculating a first score includes calculating, for the plurality of advertisers, a first score representing a feature of the advertiser,

wherein the acquiring data regarding a field includes acquiring data regarding a field in which the advertisement is placed,

wherein the method further comprises:

acquiring data and/or information regarding an advertisement recipient for a plurality of advertisement recipients; and

calculating a third score representing a feature of the advertisement recipient based on the acquired data and/or information regarding the advertisement recipient;

wherein the determining includes determining a combination of at least one advertiser among the plurality

of advertisers and at least one advertisement recipient among the plurality of advertisement recipients based on the first score, the second score, and the third score.

13. A computer-readable storage medium storing a program for determining a matter to be determined when a player performs an action, the program being executed in a system including a processor unit and causing the processor unit to execute processes comprising:

acquiring data and/or information regarding a player related to an action;

calculating a first score representing a feature of the player based on the acquired data and/or information regarding the player;

acquiring data regarding a field in which the action is performed;

calculating a second score representing a feature of the field based on the acquired data regarding the field; and

determining the matter to be determined based on the first score and the second score,

wherein the player is an advertiser and an advertisement recipient, and the action is that the advertiser provides an advertisement and that the advertisement recipient is provided with the advertisement,

wherein the acquiring data and/or information regarding a player includes acquiring data and/or information regarding a plurality of advertisers,

wherein the calculating a first score includes calculating, for the plurality of advertisers, a first score representing a feature of the advertiser,

wherein the acquiring data regarding a field includes acquiring data regarding a field in which the advertisement is placed,

wherein the processes further comprise:

acquiring data and/or information regarding an advertisement recipient for a plurality of advertisement recipients; and

calculating a third score representing a feature of the advertisement recipient based on the acquired data and/or information regarding the advertisement recipient;

wherein the determining includes determining a combination of at least one advertiser among the plurality of advertisers and at least one advertisement recipient among the plurality of advertisement recipients based on the first score, the second score, and the third score.

14. A method of determining a matter to be determined when a player performs an action, the method comprising:

acquiring data and/or information regarding a player related to an action;

calculating a first score representing a feature of the player based on the acquired data and/or information regarding the player;

acquiring data regarding a field in which the action is performed;

calculating a second score representing a feature of the field based on the acquired data regarding the field; and

determining the matter to be determined based on the first score and the second score,

wherein the player is a seller and a purchaser in electronic commerce, and the action is that the seller sells a product or a service and that the purchaser purchases the product or the service,

wherein the acquiring data and/or information regarding a player includes acquiring data and/or information regarding the seller,

wherein the calculating a first score includes calculating a first score representing a feature of the seller,

wherein the acquiring data regarding a field includes acquiring data regarding a field in which electronic commerce is performed,

wherein the method further comprises:

acquiring data and/or information regarding the purchaser; and

calculating a third score representing a feature of the purchaser based on the acquired data and/or information regarding the purchaser;

wherein the determining comprises:

determining a deposit in the electronic commerce to be paid by the seller based on the first score and the second score;

determining a deposit in the electronic commerce to be paid by the purchaser based on the second score and the third score,

wherein the method further comprises enabling a product or a service to be sold from the seller to the purchaser in response to detecting that the seller has paid the deposit and that the purchaser has paid the deposit.

15. A computer-readable storage medium storing a program for determining a matter to be determined when a player performs an action, the program being executed in a system including a processor unit and causing the processor unit to execute processes comprising:

acquiring data and/or information regarding a player related to an action;

calculating a first score representing a feature of the player based on the acquired data and/or information regarding the player;

acquiring data regarding a field in which the action is performed;

calculating a second score representing a feature of the field based on the acquired data regarding the field; and

determining the matter to be determined based on the first score and the second score,

wherein the player is a seller and a purchaser in electronic commerce, and the action is that the seller sells a product or a service and that the purchaser purchases the product or the service,

wherein the acquiring data and/or information regarding a player includes acquiring data and/or information regarding the seller,

wherein the calculating a first score includes calculating a first score representing a feature of the seller,

wherein the acquiring data regarding a field includes acquiring data regarding a field in which electronic commerce is performed,

wherein the processes further comprise:

acquiring data and/or information regarding the purchaser; and

calculating a third score representing a feature of the purchaser based on the acquired data and/or information regarding the purchaser;

wherein the determining comprises:

determining a deposit in the electronic commerce to be paid by the seller based on the first score and the second score;

determining a deposit in the electronic commerce to be paid by the purchaser based on the second score and the third score,

wherein the processes further comprise enabling a product or a service to be sold from the seller to the purchaser in response to detecting that the seller has paid the deposit and that the purchaser has paid the deposit.