ABSTRACT

The present disclosure provides an object selection method and apparatus. The method includes: adjusting a 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; determining the transmissibility corresponding to each object in an object group based on each new object relationship weight in the object group; determining the activeness corresponding to each object based on a service activity parameter of each object in a service; determining the influence corresponding to each object based on the activeness and the transmissibility; and selecting an object whose influence is greater than a predetermined threshold as a target object. The present disclosure improves service object selection accuracy.