

ABSTRACT

A registree management function receives member (user) registration, carries out a survey upon registration, performs category classification for the registered user, learns the classified categories, and the like. A comment analysis function performs text mining on comments acquired from an SNS posted comment server, determines post origin positions identified by the text mining and the level of credibility thereof, and executes evaluation and the like of a target relating to a theme. An information provision function edits a social heat map generated based on the results of analyzing the comments to be provided to the user, and also performs user category management and the like.