Claims

1. A method for generating a presentation content, the method comprising:

obtaining physical characteristic information of a target user when the target user is inputting a target content;

determining a display effect for the target content based on the physical characteristic information; and

generating a presentation content corresponding to the target content based on the display effect.

2. The method of claim 1, wherein determining a display effect for the target content based on the physical characteristic information comprises:

determining mental status of the target user when inputting the target content based on the physical characteristic information; and

determining the display effect for the target content based on the mental status.

3. The method of claim 2, wherein determining mental status of the target user when inputting the target content based on the physical characteristic information comprises:

comparing the physical characteristic information with sample physical characteristic information, and determining mental status of the target user when inputting the target content based on mental status corresponding to the sample physical characteristic information.

4. The method of claim 3, wherein the sample physical characteristic information includes at least one of:

physical characteristic information of the target user’s own samples;

physical characteristic information of other samples; and

physical characteristic information of comprehensive samples.

5. The method of claim 4, wherein when the sample physical characteristic information includes physical characteristic information of the target user's own samples, determining mental status of the target user when inputting the target content based on the physical characteristic information comprises:

comparing the physical characteristic information with physical characteristic information of the target user's own samples, and determining mental status of the target user when inputting the target content based on mental status corresponding to the physical characteristic information of the target user's own samples.

6. The method of any of claims 1 to 5, wherein the target content includes text information and the display effect for the target content includes text display processing on the text information, wherein the text display processing includes adding text color, text font morphing, adding text background color, adding background pictures, adding background music and adding text display effects.

7. The method of any of claims 1 to 5, wherein the target content includes voice information and the display effect for the target content includes voice display processing on the voice information, wherein the voice display processing includes adding corresponding emoticons, adding background pictures, and adding background music.

8. The method of any of claims 1 to 5, wherein the target content includes video information and the display effect for the target content includes video display processing on the video information, wherein the video display processing includes adding corresponding emoticons, adding corresponding pictures, and adding corresponding text information.

9. The method of any of claims 1 to 5, wherein the target content includes image information and the display effect for the target content includes image display processing on the image information, wherein the image display processing includes cropping images,

retouching images and deforming images.

10. The method of any of claims 1 to 5, wherein the physical characteristic information includes at least one of:

physiological data information for reflecting physiological characteristics of the target user under different mental status; and

behavior data information for reflecting behavior characteristics of the target user under different mental status.

11. The method of claim 10, wherein the physiological data information includes at least one of:

pulse information;

blood pressure information; and

heart beat information.

12. The method of claim 10, wherein the behavior data information includes at least one of:

facial expression information;

input speed information; and

holding pressure information.

13. A device for generating a presentation content, the device comprising:

a first means for obtaining physical characteristic information of a target user when the target user is inputting a target content;

a second means for determining a display effect for the target content based on the physical characteristic information; and

a third means for generating a presentation content corresponding to the target content based on the display effect.

14. The device of claim 13, wherein the second means comprising:

a first unit for determining mental status of the target user when inputting the target content based on the physical characteristic information; and

a second unit for determining the display effect for the target content based on the mental status.

15. The device of claim 14, wherein the first unit is for:

comparing the physical characteristic information with sample physical characteristic information, and determining mental status of the target user when inputting the target content based on mental status corresponding to the sample physical characteristic information.

16. The device of claim 15, wherein the sample physical characteristic information includes at least one of:

physical characteristic information of the target user's own samples;

physical characteristic information of other samples; and

physical characteristic information of comprehensive samples.

17. The device of claim 16, wherein when the sample physical characteristic information includes physical characteristic information of the target user's own samples, the first unit is for:

comparing the physical characteristic information with physical characteristic information of the target user's own samples, and determining mental status of the target user when inputting the target content based on mental status corresponding to the physical characteristic information of the target user's own samples.

18. The device of any of claims 13 to 17, wherein the target content includes text information and the display effect for the target content includes text display processing on the text information, wherein the text display processing includes adding text color,

text font morphing, adding text background color, adding background pictures, adding background music and adding text display effects.

19. The device of any of claims 13 to 17, wherein the target content includes voice information and the display effect for the target content includes voice display processing on the voice information, wherein the voice display processing includes adding corresponding emoticons, adding background pictures, and adding background music.

20. The device of any of claims 13 to 17, wherein the target content includes video information and the display effect for the target content includes video display processing on the video information, wherein the video display processing includes adding corresponding emoticons, adding corresponding pictures, and adding corresponding text information.

21. The device of any of claims 13 to 17, wherein the target content includes image information and the display effect for the target content includes image display processing on the image information, wherein the image display processing includes cropping images, retouching images and deforming images.

22. The device of any of claims 13 to 17, wherein the physical characteristic information includes at least one of:

physiological data information for reflecting physiological characteristics of the target user under different mental status; and

behavior data information for reflecting behavior characteristics of the target user under different mental status.

23. The device of claim 22, wherein the physiological data information includes at least one of:

pulse information;

blood pressure information; and

heart beat information.

24. The device of claim 22, wherein the behavior data information includes at least one of:

facial expression information;

input speed information; and

holding pressure information.