

Internet Resource Distributing Method and Device, and Network Red-Envelope Distributing Method

Technical Field

The present application relates to the field of computer technologies, and in particular, to an Internet resource distributing method and device, and a network red-envelope distributing method.

Background

With the development of Internet information technologies, a variety of Internet resources (e.g., network storage resources, network point resources, and the like, which are referred to as resources in short) have emerged. Based on the characteristics of the “resources,” the resources typically should not be left unused for a long time. The resources should be in use as much as possible, either used by an owner or used by another party, thereby maximizing the usefulness of the resources. Therefore, resource distributing has appeared in the Internet, which achieves optimized configurations of resources through resource distributing (or exchange) between two parties or among multiple parties. For example, one party shares network point resources, another party or parties obtain the network point resources, and the obtained resource value can be randomly allocated according to the shared resource value or according to a preset percent.

During resource distributing in current technologies, it is necessary for a sending party (a sending account) to first select a single receiving party (a receiving account) or a group comprising a plurality of receiving accounts, turn on a sending function, then select a resource value (as well as a number of resource pieces if needed), and lastly confirm the sending. This resource distributing process according to the current technologies includes at least four steps of operations (or five steps of operations if the selection of a number of resource pieces is included), or up to six steps of operations if a message needs to be added. Moreover, the receiving account also needs to be turned on to obtain the resources. It can be seen that in the resource distributing process according to the current technologies, the sending account needs to execute multiple steps of operations, while the receiving account also needs to execute at least one step of operations. In other words, a terminal of the sending account needs to receive instructions for a number of times, and a terminal of the receiving account also needs to receive instructions, which severely affects the resource distributing efficiency.

Summary

Embodiments of the present application provide an Internet resource distributing method

used for improving Internet resource distributing efficiency.

The embodiments of the present application provide an Internet resource distributing device used for improving Internet resource distributing efficiency.

The embodiments of the present application provide a network red-envelope distributing method used for improving network red-envelope distributing efficiency.

The embodiments of the present application employ the following technical solution:
an Internet resource distributing method, comprising:

receiving an Internet resource distributing request and determining one or more pre-selected receiving identifiers;

determining a total distributing budget according to a resource value budget preset by a sending account;

determining a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers, wherein the distributing result includes a resource value for distributing an Internet resource from the sending account to a receiving account in the one or more pre-selected receiving accounts; and

distributing the Internet resource from the sending account to the receiving account according to the distributing result.

Preferably, the determining one or more pre-selected receiving identifiers comprises:
determining a facial identifier according to an obtained facial image; and
determining the facial identifier as one of the one or more pre-selected receiving identifier.

Preferably, the determining a facial identifier comprises:

determining the facial identifier through facial recognition.

Preferably, the determining the facial identifier through facial recognition comprises:
determining candidate facial identifiers through a facial recognition process;
obtaining facial features corresponding to the candidate facial identifiers extracted from the facial recognition process; and

determining the facial identifier from the candidate facial identifiers according to a preset feature screening rule.

Preferably, the determining a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers comprises:

determining a distributing result according to the total distributing budget and the one or

more pre-selected receiving accounts and facial features corresponding to the one or more pre-selected receiving identifier.

Preferably, the determining a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers comprises:

determining a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; and

determining a distributing result according to the total distributing budget and the receiving account.

Preferably, the determining a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers comprises:

determining candidate distributing results according to the total distributing budget and the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers;

determining a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; and

determining a distributing result from the candidate distributing results according to the receiving account.

Preferably, the determining a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers comprises:

determining a receiving account from the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers according to an account screening rule preset by the sending account.

An Internet resource distributing device, comprising: a first determining unit, a second determining unit, a third determining unit, and a distributing unit, wherein

the first determining unit receives an Internet resource distributing request and determines one or more pre-selected receiving identifiers;

the second determining unit determines a total distributing budget according to a resource value budget preset by a sending account;

the third determining unit determines a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers, wherein the distributing result includes a resource

value for distributing an Internet resource from the sending account to a receiving account in the one or more pre-selected receiving accounts; and

the distributing unit distributes the Internet resource from the sending account to the receiving account according to the distributing result.

Preferably, the first determining unit
determines a facial identifier according to an obtained facial image; and
determines the facial identifier as one of the one or more pre-selected receiving identifier.

Preferably, the first determining unit
determines the facial identifier through facial recognition.

Preferably, the first determining unit
determines candidate facial identifiers through a facial recognition process;
obtains facial features corresponding to the candidate facial identifiers extracted from the facial recognition process; and

determines the facial identifier from the candidate facial identifiers according to a preset feature screening rule.

Preferably, the third determining unit
determines a distributing result according to the total distributing budget and the one or more pre-selected receiving accounts and facial features corresponding to the one or more pre-selected receiving identifier.

Preferably, the third determining unit
determines a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; and
determines a distributing result according to the total distributing budget and the receiving account.

Preferably, the third determining unit
determines candidate distributing results according to the total distributing budget and the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers;

determines a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; and

determines a distributing result from the candidate distributing results according to the receiving account.

Preferably, the third determining unit

determines a receiving account from the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers according to an account screening rule preset by the sending account.

A network red-envelope distributing method, comprising:

receiving a network red-envelope distributing request and determining one or more pre-selected receiving identifiers;

determining a total distributing budget according to a red-envelope amount budget preset by a sending account;

determining a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers, wherein the distributing result is an amount for distributing a network red-envelope from the sending account to a receiving account in the one or more pre-selected receiving accounts; and

distributing the network red-envelope from the sending account to the receiving account according to the distributing result.

Preferably, the determining one or more pre-selected receiving identifiers comprises:

determining a facial identifier according to an obtained facial image; and

determining the facial identifier as one of the one or more pre-selected receiving identifier.

Preferably, the determining a facial identifier comprises:

determining the facial identifier through facial recognition.

Preferably, the determining the facial identifier through facial recognition comprises:

determining candidate facial identifiers through a facial recognition process;

obtaining facial features corresponding to the candidate facial identifiers extracted from the facial recognition process; and

determining the facial identifier from the candidate facial identifiers according to a preset feature screening rule.

Preferably, the determining a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers comprises:

determining a distributing result according to the total distributing budget and the one or more pre-selected receiving account and facial features corresponding to the one or more pre-selected receiving identifiers.

Preferably, the determining a distributing result according to the total distributing budget

and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers comprises:

determining a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; and

determining a distributing result according to the total distributing budget and the receiving account.

Preferably, the determining a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers comprises:

determining candidate distributing results according to the total distributing budget and the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers;

determining a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; and

determining a distributing result from the candidate distributing results according to the receiving account.

Preferably, the determining a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers comprises:

determining a receiving account from the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers according to an account screening rule preset by the sending account.

The above at least one technical solution employed by the embodiments of the present application can achieve the following advantageous effect: after a terminal receives a resource distributing request and determines one or more pre-selected receiving identifiers according to user input, the distributing can be completed without a need to further receive any instruction as a resource value budget has been preset. Just by presetting a resource value budget, a sending party can complete a distributing process only through initiating a request and inputting a receiving account identifier when distributing resources. Compared with current technologies, many operations have been eliminated for the sending account during every resource distributing, while the receiving party can receive Internet resources with no operations at all, as long as the receiving party has a unique identifier, thereby improving the resource distributing efficiency.

Brief Description of the Drawings

The accompanying drawings herein are used to provide a further understanding of the present application and constitute a part of the present application. The illustrative embodiments and description of the present application are used to describe the present application, and do not constitute an inappropriate limitation to the present application. In the accompanying drawings:

FIG. 1 is a flow chart of an Internet resource distributing method according to Embodiment 1 of the present application;

FIG. 2 is a schematic diagram of the Internet resource distributing method according to Embodiment 1 of the present application;

FIG. 3 is a schematic diagram of facial registration according to Embodiment 1 of the present application;

FIG. 4 is a schematic diagram of facial registration according to Embodiment 1 of the present application;

FIG. 5 is a schematic diagram of facial recognition according to Embodiment 1 of the present application;

FIG. 6 is a flow chart of an Internet resource distributing method according to Embodiment 2 of the present application;

FIG. 7 is a schematic diagram of the Internet resource distributing method according to Embodiment 2 of the present application;

FIG. 8 is a schematic structural diagram of an Internet resource distributing device according to Embodiment 3 of the present application;

FIG. 9 is a flow chart of a network red-envelope distributing method according to Embodiment 4 of the present application.

Detailed Description

To make the objectives, technical solutions, and advantages of the present application clearer, the technical solutions of the present application will be clearly and completely described below with reference to the embodiments and accompanying drawings of the present application. Apparently, the described embodiments are merely some, but not all, embodiments of the present application. All other embodiments obtainable by a person skilled in the art without creative effort and based on the embodiments of the present application shall fall within the scope of the present application.

The technical solutions according to some embodiments of the present application will be described in detail below with reference to the accompanying drawings.

Embodiment 1

As described above, when performing Internet resource distributing according to current technologies, a sending account needs to perform multiple steps of operations, and a receiving account also needs to perform at least one step of operations. In other words, the sending account terminal needs to receive multiple instructions, and the receiving account terminal also needs to receive instructions. Using sending points as an example, first, a click instruction is received to determine a single receiving account or a group comprising a plurality of receiving accounts; next, a point distributing instruction is received, and a point distributing function is turned on; subsequently, a point value input by a sending account is received (as well as a number of input pieces in the case of sending to a plurality of receiving accounts); and lastly, a sending instruction is received to send the whole point resource (comprising a plurality of pieces) to the receiving account (or the group), and when the receiving account (or the group) finds the point resource, the receiving account terminal receives one click instruction to obtain the whole point resource (or a piece of the whole point resource). In an exemplary application, it is very likely that two click instructions are received to complete operations of selection and obtaining, respectively. Apparently, when performing Internet resource distributing according to current technologies, a user needs to execute all main operations and there are many steps, which severely affects the resource distributing efficiency. If a user mis-operation occurs, the resource distributing efficiency will be further lowered. Based on this drawback, the present application provides an Internet resource distributing method for improving the resource distributing efficiency. The flow charts of the method are shown in FIG. 1 and FIG. 2. Assuming that the execution entity is a mobile terminal, the method comprises the following steps:

Step 11: receiving an Internet resource distributing request and determining one or more pre-selected receiving identifiers.

When resource distributing is needed, a resource distributing request can be sent first. In one example, a sending account can send the resource distributing request through a click instruction or send the request through a voice instruction. Upon receiving the Internet resource distributing request, the mobile terminal responds to the request and determines one or more pre-selected receiving identifiers. For example, identifier(s) of a single or plurality of receiving accounts selected by the sending account can be received. For another example, an identifier capable of uniquely representing the pre-selected receiving account sent by a user can be received, such as a mobile phone number, a membership number, and the like.

In an exemplary application, to further facilitate operations by the sending account, the sending account may be allowed to send facial images. In one implementation manner,

therefore, the determining pre-selected receiving identifiers can comprise: determining a facial identifier according to an obtained facial image; and determining the facial identifier as one of the pre-selected receiving identifiers. For example, the obtaining method can be that a facial image is collected by receiving a photo having the face of a receiving party designated by the user or directly through an image collection device. For example, after sending the Internet resource distributing request, the sending party sends the photo having the face of the receiving party.

When the facial image is received, a facial identifier can be determined, and then the facial identifier can be determined as the one of the pre-selected receiving identifiers. For example, a facial registration process is shown in FIG. 3, where the user registers one or more images comprising faces, and the server for registration services assigns a unique facial identifier to the one or more images comprising faces and can establish a corresponding relationship between the facial identifier and the user's account with the facial images as a bridge. For example, the facial identifier corresponding to "facial image 0001" is "0001," and when "facial image 0001" is obtained, the facial identifier "0001" can be determined according to the corresponding relationship stored in the server for registration services, thereby determining that the pre-selected receiving identifier is "0001."

For example, in the facial registration process shown in FIG. 4, a facial identifier is created for a facial image in advance through facial recognition. The facial identifier needs to be globally unique, i.e., "one face corresponds to one facial identifier." After registration starts, an image comprising a face is obtained, or an image comprising a face is obtained in real time through an image collection device; a facial region is determined through facial recognition, and then facial features are extracted; a feature template is created according to the facial features, the template comprises features in the face of the registered user, and the features should be as comprehensive as possible; after the feature template is determined, a facial identifier is assigned to the registered user. Moreover, the feature template can be used as a bridge for establishing a corresponding relationship between facial identifiers and accounts.

According to the registration process shown in FIG. 4, a facial identifier can be determined using the feature template. Therefore, the determining a facial identifier according to an obtained facial image can comprise: determining the facial identifier through facial recognition according to an obtained facial image. For example, as shown in FIG. 5, after a facial image is obtained, facial detection can be similarly conducted first to determine a facial region, then facial features are extracted, and lastly, a facial identifier is determined

according to comparison with the feature template established during the registration process. Therefore, the reason why the features should be as comprehensive as possible as described above is for accurately recognizing a facial identifier during a facial recognition process.

In an exemplary application, the registration process shown in FIG. 4 can also encompass the registration process shown in FIG. 3 and integrate the facial image itself into the corresponding relationship between facial identifiers and accounts to form a corresponding relationship among the three. This way, the facial recognition process can be omitted when determining the facial identifier according to an obtained facial image, and the facial identifier can be determined directly according to the corresponding relationship between facial images and facial identifiers, thereby saving computation resources.

In an exemplary application, the process of obtaining a facial image can be obtaining an image comprising one or more faces at one time, such as a group photo that has a plurality of faces in one photo; alternatively, a photo comprising one face can be obtained each time for multiple times. For example, photos are taken of three people at three times to obtain three images each having one face.

Step 12: determining a total distributing budget according to a resource value budget preset by the sending account.

It has been described above that the sending account can send the resource distributing request through a click instruction. Here, there can be multiple sending accounts or one sending account. In an exemplary application, however, requests are typically sent by one sending account. Moreover, in the embodiments of the present application, the sending account can preset a resource value budget as the maximum value for each resource distributing. For example, when sending point resources, the sending account presets a resource value to be 10. Then, for each sending of the point resources, the sent point must be less than or equal to 10 points.

Although distributing requests are typically sent by one sending account, there can be a plurality of sending accounts for conducting resource distributing, and each sending account can preset a resource value budget. In an exemplary application, a sending account can preset no resource value budget, which can be regarded as not sending resources, i.e., the preset resource value budget is 0. Alternatively, a sending account can preset a resource value budget to be infinite, and then the maximum resource value in the account can be regarded as a preset resource value budget.

It has been described in the registration process shown in FIG. 4 that there is a corresponding relationship between facial identifiers and accounts. Therefore, in this step, an

account corresponding to the facial image obtained in Step 11 can also be determined as the sending account, and a preset resource value budget is obtained.

After resource value budgets preset by (one or more) sending accounts are obtained, a total distributing budget can be determined. The total distributing budget means a total amount of resource values of Internet resources to be scheduled in a distributing process.

Considering that the sending accounts in this step can be different from the accounts corresponding to the pre-selected receiving identifiers or the accounts corresponding to the obtained facial images through facial identifiers determined in Step 11, e.g. an account 1 sends Internet resources to an account 2, an account 3, and an account 4, the process to determine the total distributing budget is not related to whether a distributing request is received. In other words, Step 11 and Step 12 can be executed simultaneously and not based on any substantive order. However, if the obtained (multiple) facial images are used as (multiple) sending parties as described above, Step 11 needs to be executed first, followed by the execution of Step 12. This can be flexible in exemplary applications.

Step 13: determining a distributing result according to the determined total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers.

After the pre-selected receiving identifiers and the total distributing budget are determined in the preceding two steps, a distributing result can be determined in this step according to the total budget and pre-selected receiving accounts corresponding to the pre-selected receiving identifiers. For example, random allocation can be made. For example, the account 1 sends Internet resources to the account 2, the account 3, and the account 4, and the total distributing budget is 10 points. Then, it can be randomly determined that 3 points, 5 points, and 2 points are scheduled to the account 2, the account 3, and the account 4, respectively; alternatively, 6 points, 4 points, and 0 points are scheduled to the account 2, the account 3, and the account 4, respectively, i.e., no resources will be scheduled to the account 4. Therefore, the distributing result includes a resource value for distributing an Internet resource from the sending account to a receiving account in the pre-selected receiving accounts. It can be seen from the above example that the accounts corresponding to the pre-selected receiving identifier can all be receiving accounts or can partially be receiving accounts (e.g., there are three accounts corresponding to the pre-selected receiving identifier, but Internet resources are only transmitted to two of the accounts).

Step 14: distributing the Internet resource from the sending account to the receiving account according to the determined distributing result.

The distributing result has been determined in the preceding step, e.g., the account 1 schedules 6 points and 4 points to the account 2 and the account 3, respectively. Then, at this step, the distributing operation can be executed.

Using the resource distributing method provided in Embodiment 1, after a terminal receives a resource distributing request and determines one or more pre-selected receiving identifiers according to user input, the distributing can be completed without a need to further receive any instruction as a resource value budget has been preset. Just by presetting a resource value budget, a sending party can complete a distributing process only through initiating a request and inputting a receiving account identifier when distributing resources. Compared with current technologies, many operations have been eliminated for the sending account during every resource distributing, while the receiving party can receive Internet resources with no operations at all, as long as the receiving party has a unique identifier, thereby improving the resource distributing efficiency.

Even when the user input is a facial image, the pre-selected receiving identifiers can still be determined with no need to receive any instruction, as facial images have been registered in advance. As far as a user is concerned, if distributing is performed through facial images, the facial image registration just needs to be made once in advance, and the sending party just needs to preset a resource value budget. Then, when distributing resources, the distributing process can be completed only through initiating a request and inputting a facial image. In addition, as far as the sending account and the receiving account are concerned, operations can only be executed online by terminals according to the current technologies. Although there is no limitation to geographic positions when the operations are executed via the Internet or the mobile Internet, there is a lack of offline interactions. For example, even when the sending party and the receiving party are face to face, they can only interact online to carry out the operations and cannot execute the operations through offline “communications.” In the embodiments of the present application, when distributing is carried out through facial images, offline interactions can be increased through, for example, taking group photos or individual photos for multiple times. If an image comprising a plurality of faces is obtained through an image collection device, resource distributing can be achieved through one sending of a request and one photo taking for each resource value distributing, which improves the resource distributing efficiency to the maximum degree and moreover, increases offline interactions.

Embodiment 2

It has been described above that facial features need to be extracted in either the facial

registration process or the facial recognition process. A face has many features, such as shape, size, positional relationship among five sensory organs, and the like. Therefore, when resource distributing is performed through facial images, facial features can also be used as a factor in the resource distributing process. On the basis of Embodiment 1 and based on a concept that is the same as that of Embodiment 1, the embodiments of the present application provide another Internet resource distributing method for improving interactivity while improving the resource distributing efficiency. The flow charts of the method are shown in FIG. 6 and FIG. 7. Assuming that the execution entity is still a mobile terminal, the method comprises the following steps:

Step 21: receiving an Internet resource distributing request and determining candidate facial identifiers through a facial recognition process according to obtained facial images.

The facial registration process and the facial recognition process have been described in Embodiment 1, which will not be repeated herein. However, what is different from Embodiment 1 is that this step determines candidate facial identifiers through facial recognition. As indicated by the term “candidate,” the candidate facial identifiers will be screened in subsequent steps.

Step 22: obtaining facial features corresponding to the candidate facial identifiers extracted from the facial recognition process.

Facial recognition has been conducted in the facial recognition process in Step 21. It has been described above that facial features need to be extracted in the facial recognition process, and the facial features corresponding to the candidate facial identifiers extracted during the facial recognition can be obtained in this step.

Step 23: determining the one or more facial identifiers from the candidate facial identifiers according to a preset feature screening rule.

The feature screening rule can be preset. For example, facial (or eye) size can be used as the screening rule to screen out facial sizes that meet a threshold. Alternatively, facial sizes can be sorted in a descending order, and the first three are selected; moreover, for example, a degree of “smile” is used as the screening rule to determine the degree of “smile” on each face through the facial features, the degrees of “smile” are sorted in a descending order, and the first three are selected. Finally, the determining the facial identifier from the candidate facial identifiers is to determine all or some of the candidate facial identifiers as the one or more facial identifiers.

Step 24: determining the determined one or more facial identifier as the one or more pre-selected receiving identifiers.

Similar to Step 11 in Embodiment 1, all facial identifiers can be directly determined as the pre-selected receiving identifiers.

Step 25: determining a total distributing budget according to the resource value budget preset by the sending account.

This step is similar to Step 12 in Embodiment 1, which will not be repeated here.

Step 26: determining a distributing result according to the determined total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers.

The manner of random allocation is described in Embodiment 1. However, in an exemplary application, there can further be the following three manners to determining a distributing result.

The first manner: since facial features are obtained and screened in Step 22 and Step 23, this step can also use the facial features as a factor to determine a distributing result. In an implementation manner, therefore, this step can comprise: Step 261: determining a distributing result according to the determined total distributing budget and the one or more pre-selected receiving accounts and facial features corresponding to the one or more pre-selected receiving identifiers.

In an example, the facial features corresponding to the pre-selected receiving identifiers have been retained after the screening in Step 23. Therefore, when sorting is performed according to the facial features, a distributing result can be determined according to the sorting result. For example, three facial identifiers with the largest facial sizes are screened as pre-selected receiving identifiers, and then the total distributing budget can be allocated proportionally according to the sorted sequence, such as 70% for the first, 20% for the second, 10% for the third, and the like. For another example, the allocation is made according to a degree of "smile." A resource value x_1 is allocated to the one that has the highest degree of "smile," a resource value x_2 is allocated to the one that has the second highest degree of "smile," and a resource value x_3 is allocated to the one that has the third highest degree of "smile," wherein $x_1 > x_2 > x_3$, and $x_1 + x_2 + x_3$ is smaller than or equal to the total distributing budget.

In an exemplary application and in particular when a group photo is taken, there may be people having a relatively distant relationship with the sending account, such as non-friends or a blacklist in instant messaging (social) software; since there are people having a relatively distant relationship, there are also people having a relatively close relationship, such as parents, lover, children, and the like. In Embodiment 1, it has been described that the sending

account can preset a resource value budget. Due to the existence of distant and close relationships, there are the following two manners.

The second manner: Step 262: determining a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; and determining a distributing result according to the determined total distributing budget and the receiving account.

The pre-selected receiving identifiers are determined in Step 24, and therefore, the pre-selected receiving accounts corresponding to the pre-selected receiving identifiers can be obtained. However, as described above, there may be receiving accounts in the pre-selected receiving accounts having a relatively distant relationship with the sending account. Therefore, the receiving accounts can be determined according to these pre-selected receiving accounts, and for example, receiving accounts can be determined according to a friend list in the instant messaging software. For example, if a pre-selected receiving account has a friend relationship with the sending account, the pre-selected receiving account can be determined as a receiving account, and if the account does not have a friend relationship with the sending account, the account is filtered out. Then, a distributing result is determined according to the determined total distributing budget and the receiving account.

For example, an account 1 is the sending account, the total distributing budget is 10 points, and the determined pre-selected receiving accounts are an account 5, an account 6, an account 7, and an account 8, but the account 7 is not a friend of the account 1. Therefore, it can be determined that the receiving accounts are the account 5, the account 6, and the account 8, and according to the budget of 10 points in the distributing, it can be determined that 4 points, 2 points, and 1 point are scheduled to the account 5, the account 6, and the account 8, respectively.

The third manner: Step 263: determining candidate distributing results according to the determined total distributing budget and the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; determining a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; and determining a distributing result from the candidate distributing results according to the receiving account. For example, a candidate distributing result is first determined according to the determined total distributing budget and pre-selected receiving accounts corresponding to the pre-selected receiving identifiers; then, similar to Step 262, a receiving account is determined from the pre-selected receiving accounts; lastly, a distributing result is determined from the candidate distributing results

according to the receiving account.

For example, the account 1 is the sending account, the total distributing budget is 10 points, and the determined pre-selected receiving accounts are the account 5, the account 6, the account 7, and the account 8. First, candidate distributing results are determined that 4 points, 2 points, 3 points, and 1 point are scheduled to the account 5, the account 6, the account 7, and the account 8, respectively. However, the account 7 is not a friend of the account 1, and therefore, a distributing result can be determined from the candidate distributing results, namely, it is determined that 4 points, 2 points, and 1 point are scheduled to the account 5, the account 6, and the account 8, respectively.

When the candidate receiving accounts are screened in the above two steps, examples are provided only to describe that the accounts can be screened according to whether there is a friend relationship. In an exemplary application, a preset can also be made by the sending account. Therefore, in one implementation manner, the determining a receiving account according to the pre-selected receiving accounts corresponding to the pre-selected receiving identifiers in the second manner or the third manner can comprise: determining a receiving account from the pre-selected receiving accounts corresponding to the pre-selected receiving identifiers according to an account screening rule preset by the sending account. For example, the account 1 is the sending account, the total distributing budget is 10 points, and the determined pre-selected receiving accounts are the account 5, the account 6, the account 7, and the account 8, but the account 1 presets that a white list of resource distributing includes the account 5 and the account 8. Then, the final distributing result can also be that the account 1 schedules the Internet resources to the account 5 and the account 8.

In an exemplary application, a distributing result can also be determined by combining the first manner with the second manner or the third manner.

Step 27: according to the determined distributing result, distributing the Internet resources from the sending account to the receiving account.

This step is similar to Step 14 in Embodiment 1, which will not be repeated here.

Using the method according to Embodiment 2 and based on Embodiment 1, facial features are used as a factor in determining a distributing result. When a facial image is collected in real time through an image collection device, users can fully participate in the resource distributing by using the variability of the facial features, which improves interactivity while improving the resource distributing efficiency. In addition, by presetting an account screening rule by the sending account, the interactivity is further improved.

Embodiment 3

Based on the same concept, Embodiment 3 provides an Internet resource distributing device for improving the resource distributing efficiency. FIG. 8 is a schematic structural diagram of the device, and the device comprises: a first determining unit 31, a second determining unit 32, a third determining unit 33, and a distributing unit 34, wherein

the first determining unit 31 receives an Internet resource distributing request and determines one or more pre-selected receiving identifiers;

the second determining unit 32 determines a total distributing budget according to a resource value budget preset by a sending account;

the third determining unit 33 determines a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers, wherein the distributing result includes a resource value for distributing an Internet resource from the sending account to a receiving account in the one or more pre-selected receiving accounts; and

the distributing unit 34 transmits the Internet resource from the sending account to the receiving account according to the distributing result.

In an implementation manner, the first determining unit can determine a facial identifier according to an obtained facial image; and determine the facial identifier as the pre-selected receiving identifier.

In an implementation manner, the first determining unit can determine the facial identifier through facial recognition.

In an implementation manner, the first determining unit can determine candidate facial identifiers through facial recognition; obtain facial features corresponding to the candidate facial identifiers extracted from a facial recognition process; and determine the facial identifier from the candidate facial identifiers according to a preset feature screening rule.

In an implementation manner, the third determining unit can determine a distributing result according to the total distributing budget and a pre-selected receiving account and facial features corresponding to the one or more pre-selected receiving identifier.

In an implementation manner, the third determining unit can determine a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; and determine a distributing result according to the total distributing budget and the receiving account.

In an implementation manner, the third determining unit can

determine candidate distributing results according to the total distributing budget and the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; determine a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; and determine a distributing result from the candidate distributing results according to the receiving account.

In an implementation manner, the third determining unit can determine a receiving account from the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers according to an account screening rule preset by the sending account.

Embodiment 4

Based on the same concept and as an extension, the present embodiment provides a network red-envelope distributing method. As an Internet information resource, funds increasingly circulate in the Internet. In particular, with the development of mobile terminals and the Internet, network red-envelopes have become an emerging interaction manner. According to current technologies, the manner in which network red-envelopes are sent is similar to what is described in the Background, the sending account needs to execute multiple steps of operations, while the receiving account also needs to execute at least one step of operations. In other words, a terminal of the sending account needs to receive instructions for a number of times, and a terminal of the receiving account also needs to receive instructions, which severely affects the distributing efficiency of network red-envelopes. Therefore, based on the preceding embodiments, the present embodiment provides a network red-envelope distributing method for improving the distributing efficiency of network red-envelopes. The flow chart of the method is shown in FIG. 9. Assuming that the execution entity is still a mobile terminal, the method comprises the following steps:

Step 41: receiving a network red-envelope distributing request and determining one or more pre-selected receiving identifiers.

Similar to the preceding embodiments, the determining pre-selected receiving identifiers in this step can also comprise: determining a facial identifier according to an obtained facial image; and determining the facial identifier as one of the pre-selected receiving identifiers.

Moreover, in an implementation manner, the determining a facial identifier can comprise: determining the facial identifier through facial recognition.

Furthermore, in an implementation manner, the determining the facial identifier through facial recognition can comprise: determining candidate facial identifiers through facial

recognition; obtaining facial features corresponding to the candidate facial identifiers extracted from a facial recognition process; and determining the facial identifier from the candidate facial identifiers according to a preset feature screening rule.

The implementation manner is similar to the methods in Embodiment 1 and Embodiment 2 and will not be repeated.

Step 42: determining a total distributing budget according to a red-envelope amount budget preset by a sending account.

The implementation manner is similar to the methods in Embodiment 1 and Embodiment 2 and will not be repeated.

Step 43: determining a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers.

When the facial identifier is determined and the pre-selected receiving identifiers are determined through facial recognition in Step 41, this step can comprise: determining a distributing result according to the determined total distributing budget and a pre-selected receiving account and facial features corresponding to the pre-selected receiving identifiers. This manner of determining a distributing result corresponds to the first manner in Embodiment 2.

Similarly, this step can also comprise the following two manners, which correspond to the second manner and the third manner in Embodiment 2, respectively.

For example, this step can comprise: determining a receiving account according to the pre-selected receiving accounts corresponding to the pre-selected receiving identifiers; and determining a distributing result according to the determined total distributing budget and the receiving account.

For example, this step can further comprise: determining candidate distributing results according to the determined total distributing budget and pre-selected receiving accounts corresponding to the pre-selected receiving identifiers; determining a receiving account according to the pre-selected receiving accounts corresponding to the pre-selected receiving identifiers; and determining a distributing result from the determined candidate distributing results according to the receiving account.

In these two manners, the determining a receiving account according to the pre-selected receiving accounts corresponding to the pre-selected receiving identifiers can further comprise: determining a receiving account from the pre-selected receiving accounts corresponding to the pre-selected receiving identifiers according to an account screening rule

preset by the sending account.

Using the method according to Embodiment 4, after a terminal receives a network red-envelope distributing request and determines a pre-selected receiving identifier according to user input, the distributing can be completed without a need to further receive any instruction as a red-envelope amount budget has been preset. Just by presetting a red-envelope amount budget, a sending party can complete a distributing process only through initiating a request and inputting a receiving account identifier when distributing network red-envelopes. Compared with current technologies, many operations have been eliminated for the sending account from the complicated operations during every network red-envelope distributing, while the receiving party can receive network red-envelopes with no operations at all, as long as the receiving party has a unique identifier, thereby improving the network red-envelope distributing efficiency.

In addition, as far as the sending account and the receiving account are concerned, operations can only be executed online by a terminal according to current technologies. Although there is no limitation by geographic positions when the operations are executed via the Internet or the mobile Internet, there is a lack of offline interaction. For example, even when the sending party and the receiving party are face to face, they can only interact online and do not have offline “communications.” In the embodiments of the present application, when distributing is carried out through facial images, offline interactions can be increased through, for example, group photos or multiple times of individual photos. If an image comprising a plurality of faces is obtained through an image collection device, resource distributing can be achieved through one sending of a request and one photo taking for each network red-envelope distributing, which improves the network red-envelope distributing efficiency to the maximum degree and moreover, increases offline interactions.

A person skilled in the art should understand that the embodiments of the present application may be provided as a method, a system, or a computer program product. Therefore, the present application may be implemented as a complete hardware embodiment, a complete software embodiment, or an embodiment combining software and hardware. Moreover, the present application may be in the form of a computer program product implemented on one or more computer usable storage media (including, but not limited to, a magnetic disk memory, CD-ROM, an optical memory, and the like) comprising computer usable program codes therein.

The present application is described with reference to the flow charts and/or block diagrams of the method, device (system), and computer program product according to the

embodiments of the present application. It should be understood that every process and/or block of the flow charts and/or block diagrams and a combination of processes and/or blocks of the flow charts and/or block diagrams can be implemented by computer program instructions. These computer program instructions can be provided to a general-purpose computer, a dedicated computer, an embedded processor, or a processor of another programmable data processing device, thereby producing a machine and causing the instructions to, when executed by the computer or the processor of another programmable data processing device, produce an apparatus for implementing functions specified in one or more processes in the flow charts and/or one or more blocks in the block diagrams.

These computer program instructions can also be stored in a computer readable storage medium capable of guiding a computer or other programmable data processing devices to work in a particular manner, causing the instructions stored in the computer readable storage medium to produce a manufactured article that includes an instruction device for implementing functions specified in one or more processes in the flow charts and/or one or more blocks in the block diagrams.

These computer program instructions can also be loaded onto a computer or other programmable data processing devices, causing a series of operation steps to be executed on the computer or other programmable data processing devices to produce a process of computer implementation. As a result, the instructions executed on the computer or other programmable data processing devices provide steps to implement functions specified in one or more processes in the flow charts and/or one or more blocks in the block diagrams.

In a typical configuration, a computation device includes one or more processors (CPUs), input/output interfaces, network interfaces, and a memory.

The memory may include computer readable media, such as a volatile memory, a Random Access Memory (RAM), and/or a non-volatile memory, e.g., a Read-Only Memory (ROM) or a flash RAM. The memory is an example of a computer readable medium.

Computer readable media include permanent, volatile, mobile and immobile media, which can implement information storage through any method or technology. The information may be computer readable instructions, data structures, program modules or other data. Examples of storage media of computers include, but are not limited to, Phase-change RAMs (PRAMs), Static RAMs (SRAMs), Dynamic RAMs (DRAMs), other types of Random Access Memories (RAMs), Read-Only Memories (ROMs), Electrically Erasable Programmable Read-Only Memories (EEPROMs), flash memories or other memory technologies, Compact Disk Read-Only Memories (CD-ROMs), Digital Versatile Discs

(DVDs) or other optical memories, cassettes, cassette and disk memories or other magnetic memory devices or any other non-transmission media, which can be used for storing information accessible to a computation device. According to the definitions herein, the computer readable media do not include transitory media, such as modulated data signals and carriers.

It should be further noted that the terms of “including,” “comprising” or any other variants thereof intend to encompass a non-exclusive inclusion, causing a process, method, commodity or device comprising a series of elements to not only comprise these elements, but also comprise other elements that are not specifically listed, or further comprise elements that are inherent to the process, method, commodity or device. When there is no further restriction, elements defined by the statement “comprising one...” do not exclude that a process, method, commodity or device comprising the above elements further comprises additional identical elements.

A person skilled in the art should understand that the embodiments of the present application may be provided as a method, a system, or a computer program product. Therefore, the present application may be implemented as a complete hardware embodiment, a complete software embodiment, or an embodiment combining software and hardware. Moreover, the present application may be in the form of a computer program product implemented on one or more computer usable storage media (including, but not limited to, a magnetic disk memory, CD-ROM, an optical memory, and the like) comprising computer usable program codes therein.

Only embodiments of the present application are described above, which are not used to limit the present application. To a person skilled in the art, the present application may have various modifications and changes. Any modification, equivalent substitution or improvement made within the spirit and principle of the present application shall be encompassed by the claims of the present application.

What is claimed is:

1. An Internet resource distributing method, comprising:
 - receiving an Internet resource distributing request and determining one or more pre-selected receiving identifiers;
 - determining a total distributing budget according to a resource value budget preset by a sending account;
 - determining a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers, wherein the distributing result includes a resource value for distributing an Internet resource from the sending account to a receiving account in the one or more pre-selected receiving accounts; and
 - distributing the Internet resource from the sending account to the receiving account according to the distributing result.
2. The method according to claim 1, wherein the determining one or more pre-selected receiving identifiers comprises:
 - determining a facial identifier according to an obtained facial image; and
 - determining the facial identifier as one of the one or more pre-selected receiving identifiers.
3. The method according to claim 2, wherein the determining a facial identifier comprises:
 - determining the facial identifier through facial recognition.
4. The method according to claim 3, wherein the determining the facial identifier through facial recognition comprises:
 - determining candidate facial identifiers through a facial recognition process;
 - obtaining facial features corresponding to the candidate facial identifiers extracted from the facial recognition process; and
 - determining the facial identifier from the candidate facial identifiers according to a preset feature screening rule.
5. The method according to claim 4, wherein the determining a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers comprises:
 - determining a distributing result according to the total distributing budget and the one or more pre-selected receiving accounts and facial features corresponding to the one or more pre-selected receiving identifiers.

6. The method according to claim 1, wherein the determining a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers comprises:

determining a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; and

determining a distributing result according to the total distributing budget and the receiving account.

7. The method according to claim 1, wherein the determining a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers comprises:

determining candidate distributing results according to the total distributing budget and the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers;

determining a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; and

determining a distributing result from the candidate distributing results according to the receiving account.

8. The method according to claim 6 or 7, wherein the determining a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers comprises:

determining a receiving account from the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers according to an account screening rule preset by the sending account.

9. An Internet resource distributing device, comprising: a first determining unit, a second determining unit, a third determining unit, and a distributing unit, wherein

the first determining unit receives an Internet resource distributing request and determines one or more pre-selected receiving identifiers;

the second determining unit determines a total distributing budget according to a resource value budget preset by a sending account;

the third determining unit determines a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers, wherein the distributing result includes a resource value for distributing an Internet resource from the sending account to a receiving account in the one or more pre-selected receiving accounts; and

the distributing unit distributes the Internet resource from the sending account to the receiving account according to the distributing result.

10. The device according to claim 9, wherein the first determining unit determines a facial identifier according to an obtained facial image; and determines the facial identifier as one of the one or more pre-selected receiving identifiers.

11. The device according to claim 10, wherein the first determining unit determines the facial identifier through facial recognition.

12. The device according to claim 11, wherein the first determining unit determines candidate facial identifiers through a facial recognition process; obtains facial features corresponding to the candidate facial identifiers extracted from the facial recognition process; and

determines the facial identifier from the candidate facial identifiers according to a preset feature screening rule.

13. The device according to claim 12, wherein the third determining unit determines a distributing result according to the total distributing budget and the one or more pre-selected receiving accounts and facial features corresponding to the one or more pre-selected receiving identifiers.

14. The device according to claim 9, wherein the third determining unit determines a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; and determines a distributing result according to the total distributing budget and the receiving account.

15. The device according to claim 9, wherein the third determining unit determines candidate distributing results according to the total distributing budget and the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers;

determines a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; and

determines a distributing result from the candidate distributing results according to the receiving account.

16. The device according to claim 14 or 15, wherein the third determining unit determines a receiving account from the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers according to an account

screening rule preset by the sending account.

17. A network red-envelope distributing method, comprising:
receiving a network red-envelope distributing request and determining one or more pre-selected receiving identifiers;
determining a total distributing budget according to a red-envelope amount budget preset by a sending account;
determining a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers, wherein the distributing result is an amount for distributing a network red-envelope from the sending account to a receiving account in the one or more pre-selected receiving accounts; and
distributing the network red-envelope from the sending account to the receiving account according to the distributing result.

18. The method according to claim 17, wherein the determining one or more pre-selected receiving identifiers comprises:
determining a facial identifier according to an obtained facial image; and
determining the facial identifier as one of the one or more pre-selected receiving identifiers.

19. The method according to claim 18, wherein the determining a facial identifier comprises:

determining the facial identifier through facial recognition.

20. The method according to claim 19, wherein the determining the facial identifier through facial recognition comprises:

determining candidate facial identifiers through a facial recognition process;
obtaining facial features corresponding to the candidate facial identifiers extracted from the facial recognition process; and

determining the facial identifier from the candidate facial identifiers according to a preset feature screening rule.

21. The method according to claim 20, wherein the determining a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers comprises:

determining a distributing result according to the total distributing budget and the one or more pre-selected receiving accounts and facial features corresponding to the one or more pre-selected receiving identifiers.

22. The method according to claim 17, wherein the determining a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers comprises:

determining a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; and

determining a distributing result according to the total distributing budget and the receiving account.

23. The method according to claim 17, wherein the determining a distributing result according to the total distributing budget and one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers comprises:

determining candidate distributing results according to the total distributing budget and the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers;

determining a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers; and

determining a distributing result from the candidate distributing results according to the receiving account.

24. The method according to claim 22 or 23, wherein the determining a receiving account according to the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers comprises:

determining a receiving account from the one or more pre-selected receiving accounts corresponding to the one or more pre-selected receiving identifiers according to an account screening rule preset by the sending account.