

ESTIMATING DEVICE, ESTIMATING METHOD, AND ESTIMATING PROGRAM

ABSTRACT

5 Provided is an estimating device, an estimating method, and an estimating
program that each make it possible to estimate the area of activity of a target user
with a smaller amount of information. An estimating device includes a first
position distribution generating unit configured to generate a first position
distribution of a target user on social media based on account information of the
10 target user, a second position distribution generating unit configured to generate a
second position distribution of a friend who is friends with the target user on the
social media based on account information of the friend, and an estimating unit
configured to estimate an area of activity of the target user based on the generated
first position distribution and the generated second position distribution.

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Fig. 1