CLAIMS

What is claimed is:

1. A computer-implemented method for verifying entity location information, comprising:

identifying location information associated with a particular entity;

determining, based on the location information, a candidate entity set including a plurality of candidate entities, wherein each candidate entity is different than the particular entity, and wherein the candidate entity set includes a correct set including candidate entities that satisfy a predetermined location condition;

sending the candidate entity set and the predetermined location condition to the particular entity;

receiving a selected entity set including one or more of the candidate entities;

determining that the selected entity set includes a number of candidate entities from the correct set that satisfies a location verification threshold; and

in response to determining that the selected entity set includes the number of candidate entities from the correct set that exceeds the location verification threshold, determining that the location information of the particular entity is verified.

2. The method according to claim 1, wherein the particular entity is a first entity, the candidate entity set is a first candidate entity set, the correct set is a first correct set, the selected entity set is a first selected entity set, and the method further comprising:

identifying location information associated with a second entity;

determining, based on the location information, a second candidate entity set including a second correct set including candidate entities that satisfy the predetermined location condition;

sending the second candidate entity set and the predetermined location condition to the second entity;

receiving a second selected entity set including one or more of the candidate entities;

determining that the second selected entity set includes a number of candidate entities from the second correct set that does not satisfy the location verification threshold; and

in response to determining that the second selected entity set includes the number of

candidate entities from the second correct set that does not satisfy the location verification threshold, determining that the location information of the particular entity is not verified.

3. The method according to claim 1, wherein the predetermined location condition includes a proximity condition.

4. The method according to claim 3, wherein the proximity condition specifies an area surrounding a location specified by the location information, and a candidate entity satisfies the proximity condition if its location is within the area.

5. The method according to claim 1, wherein the predetermined location condition includes a non-proximity condition.

6. The method according to claim 5, wherein the non-proximity condition specifies an area surrounding a location specified by the location information, and a candidate entity satisfies the non-proximity condition if its location is outside the area.

7. The method according to claim 1, wherein the candidate entity set comprises, for each candidate entity, at least one of the following:

name information of the candidate entity, real scene images of the candidate entity, and trademark information of the candidate entity.

8. The method according to claim 1, wherein the location verification threshold includes a percentage of the correct set.

9. The method according to claim 1, wherein determining that the location information of the particular entity is verified comprises determining that the particular entity is associated with a physical location matching the location information.

10. A non-transitory, computer-readable medium storing one or more instructions executable by a computer system to perform operations comprising:

identifying location information associated with a particular entity;

determining, based on the location information, a candidate entity set including a plurality of candidate entities, wherein each candidate entity is different than the particular entity, and wherein the candidate entity set includes a correct set including candidate entities that satisfy a predetermined location condition;

sending the candidate entity set and the predetermined location condition to the particular entity;

receiving a selected entity set including one or more of the candidate entities;

determining that the selected entity set includes a number of candidate entities from the correct set that satisfies a location verification threshold; and

in response to determining that the selected entity set includes the number of candidate entities from the correct set that exceeds the location verification threshold, determining that the location information of the particular entity is verified.

11. The non-transitory, computer-readable medium of claim 10, wherein the particular entity is a first entity, the candidate entity set is a first candidate entity set, the correct set is a first correct set, the selected entity set is a first selected entity set, and the operations further comprising:

identifying location information associated with a second entity;

determining, based on the location information, a second candidate entity set including a second correct set including candidate entities that satisfy the predetermined location condition;

sending the second candidate entity set and the predetermined location condition to the second entity;

receiving a second selected entity set including one or more of the candidate entities;

determining that the second selected entity set includes a number of candidate entities from the second correct set that does not satisfy the location verification threshold; and

in response to determining that the second selected entity set includes the number of candidate entities from the second correct set that does not satisfy the location verification threshold, determining that the location information of the particular entity is not verified.

12. The non-transitory, computer-readable medium of claim 10, wherein the

predetermined location condition includes a proximity condition.

13. The non-transitory, computer-readable medium of claim 12, wherein the proximity condition specifies an area surrounding a location specified by the location information, and a candidate entity satisfies the proximity condition if its location is within the area.

14. The non-transitory, computer-readable medium of claim 10, wherein the predetermined location condition includes a non-proximity condition.

15. The non-transitory, computer-readable medium of claim 14, wherein the non-proximity condition specifies an area surrounding a location specified by the location information, and a candidate entity satisfies the non-proximity condition if its location is outside the area.

16. The non-transitory, computer-readable medium of claim 10, wherein the candidate entity set comprises, for each candidate entity, at least one of name information of the candidate entity, real scene images of the candidate entity, or trademark information of the candidate entity.

17. The non-transitory, computer-readable medium of claim 10, wherein the location verification threshold includes a percentage of the correct set.

18. The non-transitory, computer-readable medium of claim 10, wherein determining that the location information of the particular entity is verified comprises determining that the particular entity is associated with a physical location matching the location information.

19. A computer-implemented system, comprising:

one or more computers; and

one or more computer memory devices interoperably coupled with the one or more computers and having tangible, non-transitory, machine-readable media storing one or more instructions that, when executed by the one or more computers, perform one or more operations comprising:

identifying location information associated with a particular entity;

determining, based on the location information, a candidate entity set including a plurality of candidate entities, wherein each candidate entity is different than the particular entity, and wherein the candidate entity set includes a correct set including candidate entities that satisfy a predetermined location condition;

sending the candidate entity set and the predetermined location condition to the particular entity;

receiving a selected entity set including one or more of the candidate entities;

determining that the selected entity set includes a number of candidate entities from the correct set that satisfies a location verification threshold; and

in response to determining that the selected entity set includes the number of candidate entities from the correct set that exceeds the location verification threshold, determining that the location information of the particular entity is verified.

20. The computer-implemented system of claim 19, wherein the particular entity is a first entity, the candidate entity set is a first candidate entity set, the correct set is a first correct set, the selected entity set is a first selected entity set, and the operations further comprising:

identifying location information associated with a second entity;

determining, based on the location information, a second candidate entity set including a second correct set including candidate entities that satisfy the predetermined location condition;

sending the second candidate entity set and the predetermined location condition to the second entity;

receiving a second selected entity set including one or more of the candidate entities;

determining that the second selected entity set includes a number of candidate entities from the second correct set that does not satisfy the location verification threshold; and

in response to determining that the second selected entity set includes the number of candidate entities from the second correct set that does not satisfy the location verification threshold, determining that the location information of the particular entity is not verified.