

CLAIMS

1. A method for pushing information, comprising:
 - obtaining multiple users who meet a predetermined condition (101, 201);
 - selecting, from the multiple users based on relationship strengths among the multiple users and influences of the multiple users, a plurality of users who are to receive pushed predetermined information (102), comprising:
 - obtaining initial relation community labels of the multiple users;
 - determining an updated relation community label for each user of the multiple users, comprising:
 - determining that a relationship strength between a first user and a second user is larger than a threshold, and
 - responsive to determining that the relationship strength between the first user and the second user is larger than the threshold, assigning matching updated relation community labels to the first user and the second user;
 - dividing the multiple users into a plurality of different relation communities, wherein users of the multiple users having matching updated relation community labels are assigned to a particular relation community (202);
 - separately selecting, as the plurality of users who are to receive the pushed predetermined information, at least one user from each relation community of the plurality of different relation communities, wherein the at least one user from each relation community is selected based on a respective influence of the user compared to respective influences of other users of the relation community, wherein the influence of each user comprises a strength with which the user affects other users (203, 204); and
 - pushing information to the plurality of users (103, 205).
2. The method according to claim 1, wherein the updated relation community labels are final updated relation community labels, and wherein determining the final updated relation community label for each user of the multiple users comprises:
 - iterating, in a predetermined number of iterations, comparisons of relationship strength between the multiple users, wherein the predetermined number of iterations is at least

two, and wherein each iteration after a first iteration of the predetermined number of iterations comprises:

obtaining, for the first user, a previous relation community label based on a previous iteration to the iteration;

determining whether a relationship strength between the first user and another user of the multiple users is larger than the threshold; and

in response to determining that the relationship strength between the first user and the other user is larger than the threshold, assigning matching updated relation community labels to the first user and the other user, comprising one of

changing the previous relation community label of the first user to match a previous relation community label of the other user, or

changing the previous relation community label of the other user to match the previous relation community label of the first user,

wherein an updated relationship community label of the first user based on a final iteration of the predetermined number of iterations is the final updated relation community label of the first user.

3. The method according to claim 1, wherein separately selecting at least one user from each relation community comprises:

separately selecting a matching proportion of the users of each relation community .

4. The method according to claim 1, wherein the influence of each user comprises influence index information, and separately selecting at least one user from each relation community comprises:

separately selecting, from the different relation communities, at least one user whose influence index is greater than or equal to predetermined influence index.

5. A device for pushing information, comprising multiple units configured to perform operations according to the method of any one of claims 1 to 4.

6. A method for determining a target user who is to receive pushed predetermined

information, the method comprising:

obtaining multiple users who meet a predetermined condition;

selecting, from the multiple users based on influence respectively corresponding to the multiple users, a user whose influence meets a predetermined influence condition, comprising:

determining influence levels of the multiple users based on a predetermined influence level table and the influence respectively corresponding to the multiple users, wherein the predetermined influence level table stores a mapping between different influence threshold intervals and corresponding different influence levels;

dividing the multiple users into different relation communities based on relationship strength among the multiple users, wherein relationship strength between users stored in each relation community is greater than a predetermined threshold; and

determining a user whose influence level is greater than or equal to a predetermined level in the different relation communities, as a user whose influence meets the predetermined influence condition; and

determining the user whose influence meets the predetermined influence condition, as a target user.

7. The method according to claim 6, wherein before the dividing the multiple users into different relation communities based on relationship strength among the multiple users, the method further comprises obtaining initial relation community labels of the multiple users; and wherein dividing the multiple users into different relation communities based on relationship strength among the multiple users comprises:

updating the initial relation community label of each user in the multiple users to a relation community label of a user whose relationship strength with the user is greater than the predetermined threshold; and

dividing users with the same relation community label in the multiple users into the same relation community.

8. The method according to claim 7, wherein before dividing users with the same relation community label in the multiple users into the same relation community, the method further comprises:

obtaining a relation community label update count of the user; and
determining whether the relation community label update count of the user is greater than a predetermined count threshold;
and wherein dividing users with the same relation community label in the multiple users into the same relation community comprises dividing users with the same relation community label in the multiple users into the same relation community if the relation community label update count of the user is greater than the predetermined count threshold.

9. The method according to claim 8, wherein after the determining whether the relation community label update count of the user in the multiple users is greater than a predetermined count threshold, the method further comprises:

updating the relation community label of the user to a relation community label of a user whose relationship strength with the user is greater than the predetermined threshold, if the relation community label update count of the user is less than or equal to the predetermined count threshold.

10. A device for determining a target user who is to receive pushed predetermined information, the device comprising multiple units configured to perform operations according to the method of any one of claims 6 to 9.