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ABSTRACT

To provide a schedule making method for collecting the individual's reaction in accordance with a prescribed schedule via a network even when a strict schedule cannot be substantially applied, and capable of analyzing and predicting the reaction in consideration of the individual's attribution and a quality of a content.

According to the schedule making method of the present invention, an event cycle unit for executing a content of the same event at a prescribed interval after effecting an event once is generated for each day of the inputted period, and a presentation unit allocating the number of times for each kind of the content at a day of execution is allocated to an event cycle unit for each day in accordance with the attribution information. Then, a schedule table is generated, in which the schedule table corresponds the data to which a content to satisfy the kind of the content that is inputted from a database and the attribution information is allocated by the number of times of the attribution information to a month and a day of the period.

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