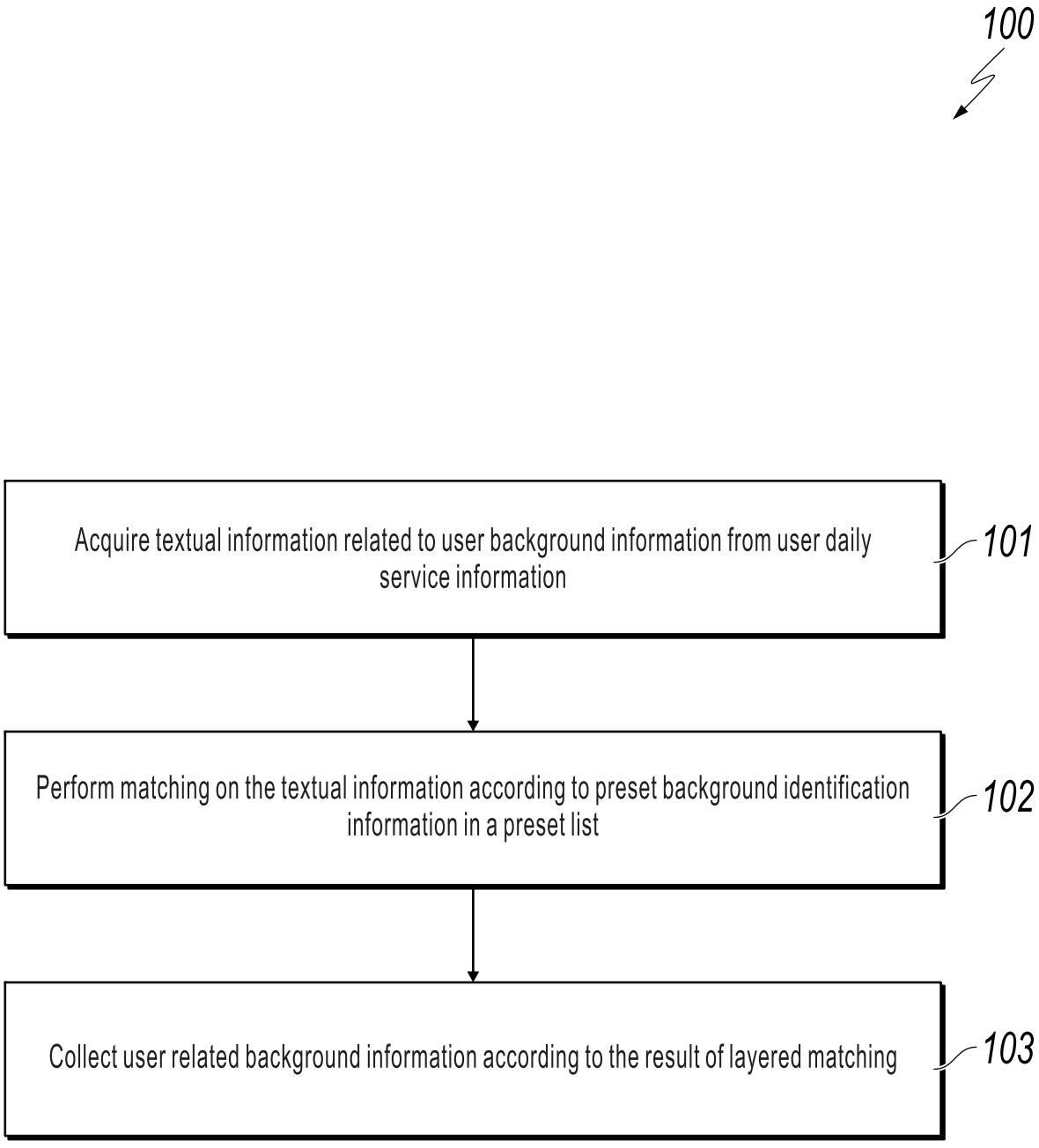
100
Acquire textual information related to user background information from user daily service information
101
Perform matching on the textual information according to preset background identification information in a preset list
102
Collect user related background information according to the result of layered matching
103

FIG. 1

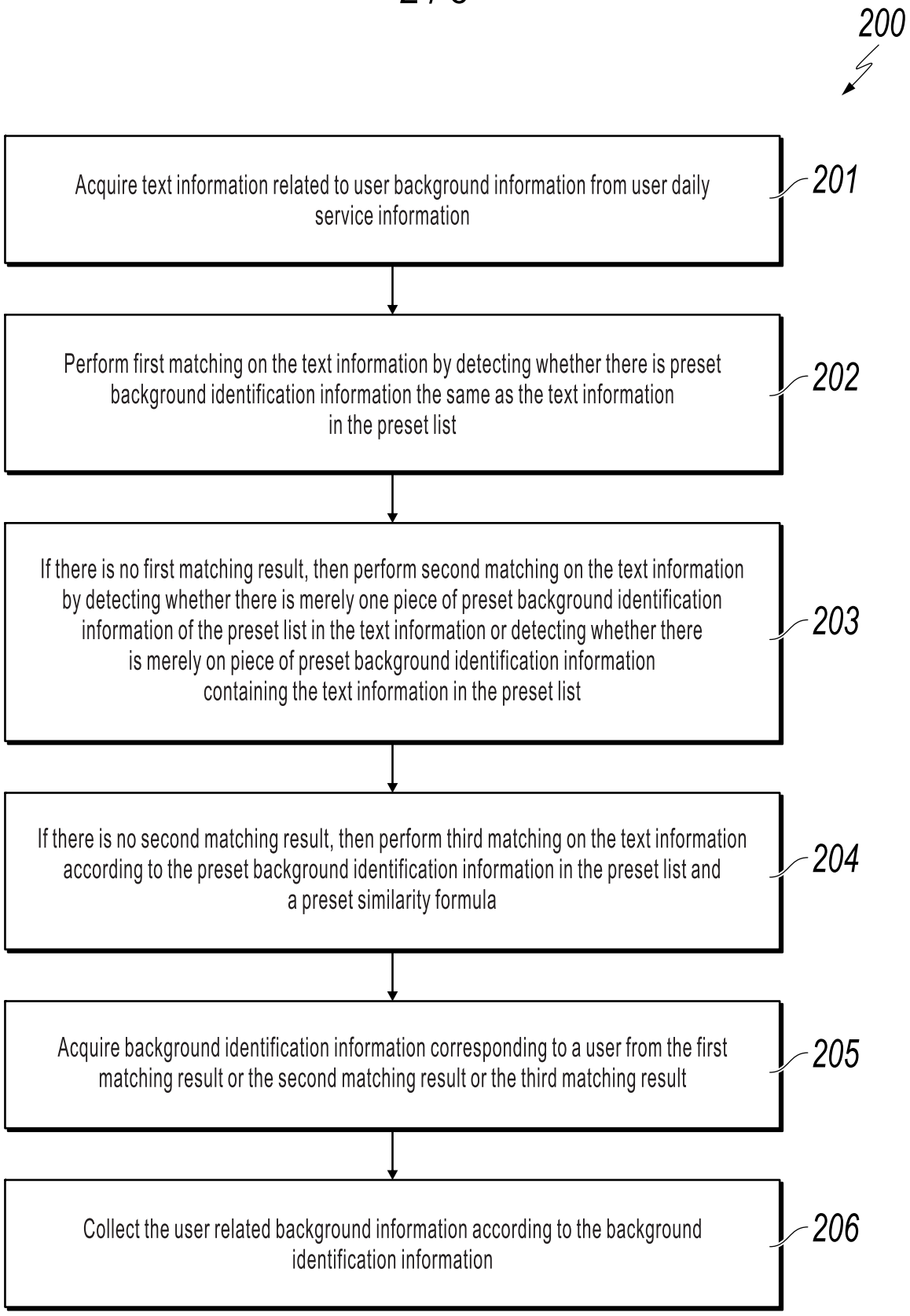
200
Acquire text information related to user background information from user daily service information
201
Perform first matching on the text information by detecting whether there is preset background identification information the same as the text information in the preset list
202
If there is no first matching result, then perform second matching on the text information by detecting whether there is merely one piece of preset background identification information of the preset list in the text information or detecting whether there is merely on piece of preset background identification information containing the text information in the preset list
203
If there is no second matching result, then perform third matching on the text information according to the preset background identification information in the preset list and a preset similarity formula
204
Acquire background identification information corresponding to a user from the first matching result or the second matching result or the third matching result
205
Collect the user related background information according to the background identification information
206

FIG. 2

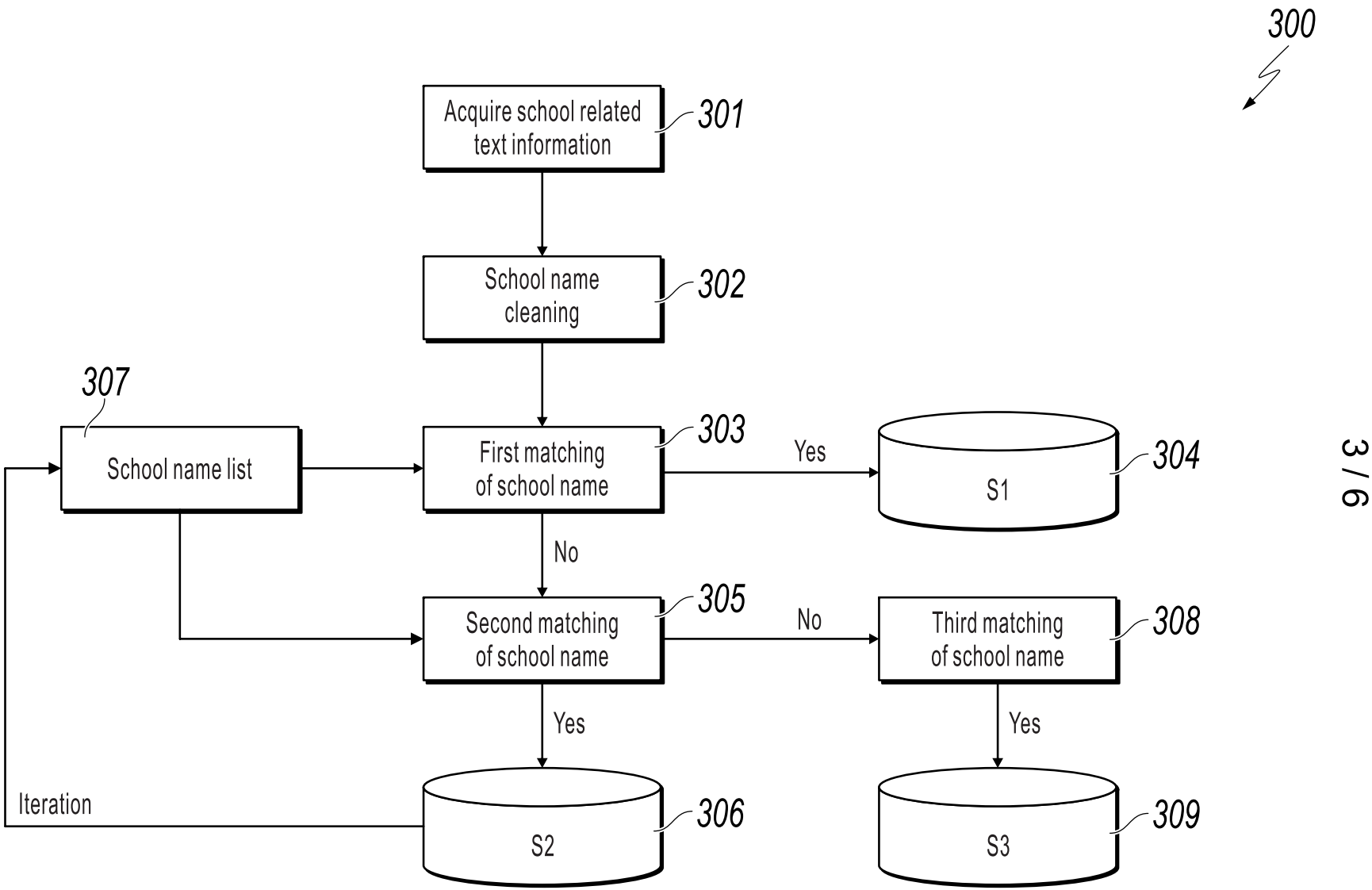
300
Acquire school related text information
301
School name cleaning
302
307
School name list
First matching of school name
303
Yes
S1
304
No
Second matching of school name
305
No
Third matching of school name
308
Yes
Yes
Iteration
S2
306
S3
309

FIG. 3

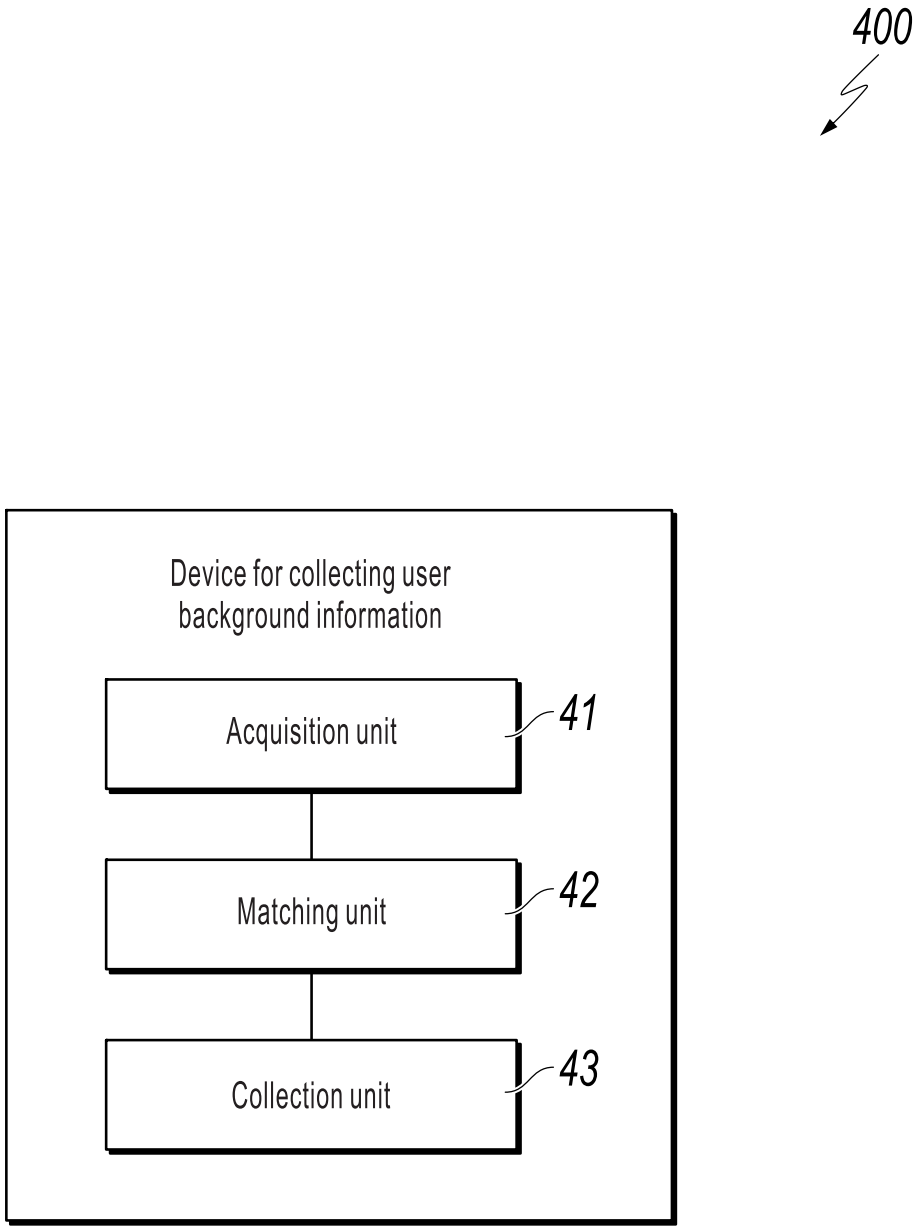
400
Device for collecting user background information
Acquisition unit
41
Matching unit
42
Collection unit
43

FIG. 4

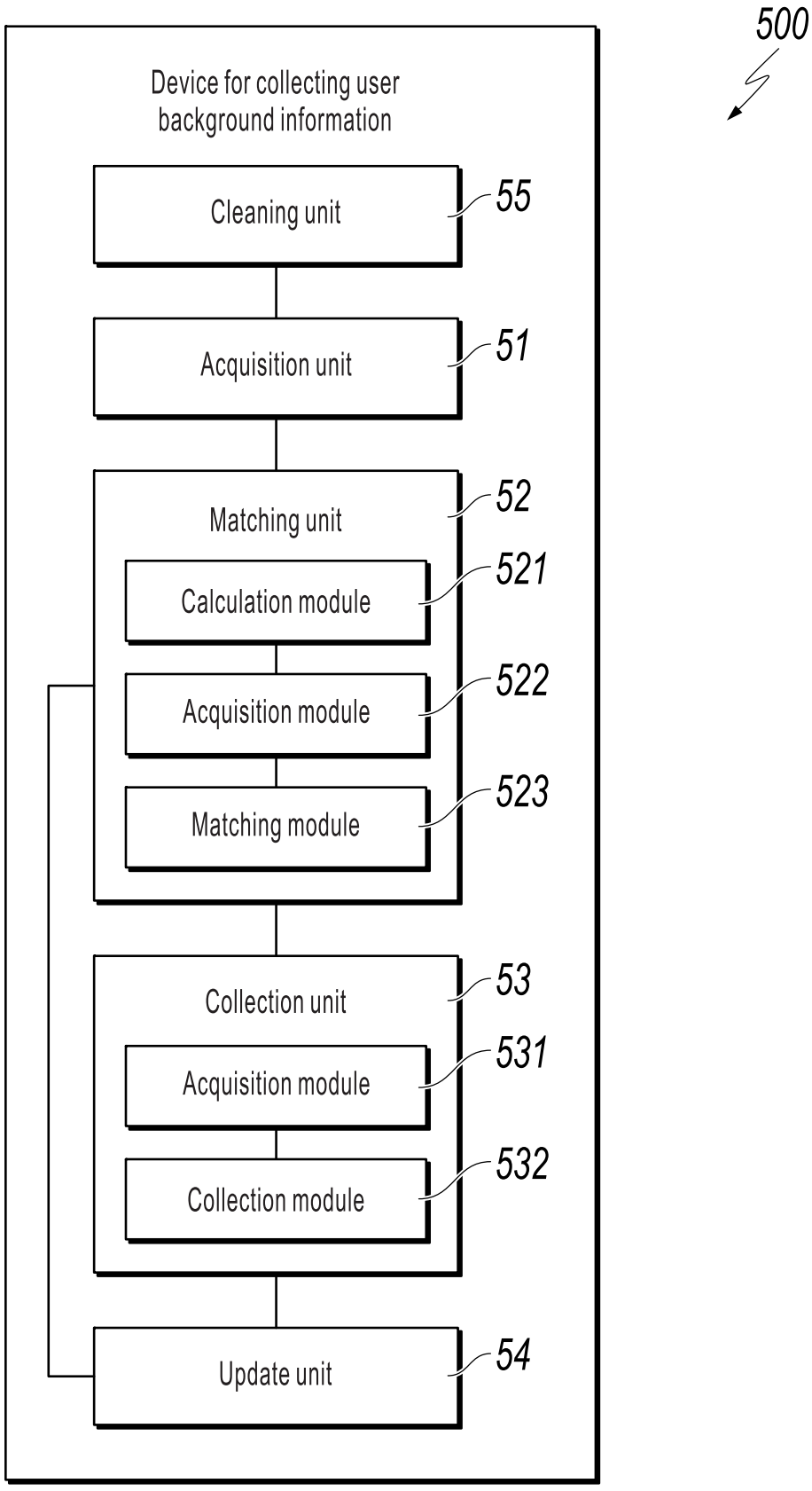
500
Device for collecting user background information
Cleaning unit
55
Acquisition unit
51
Matching unit
52
Calculation module
521
Acquisition module
522
Matching module
523
Collection unit
53
Acquisition module
531
Collection module
532
Update unit
54

FIG. 5

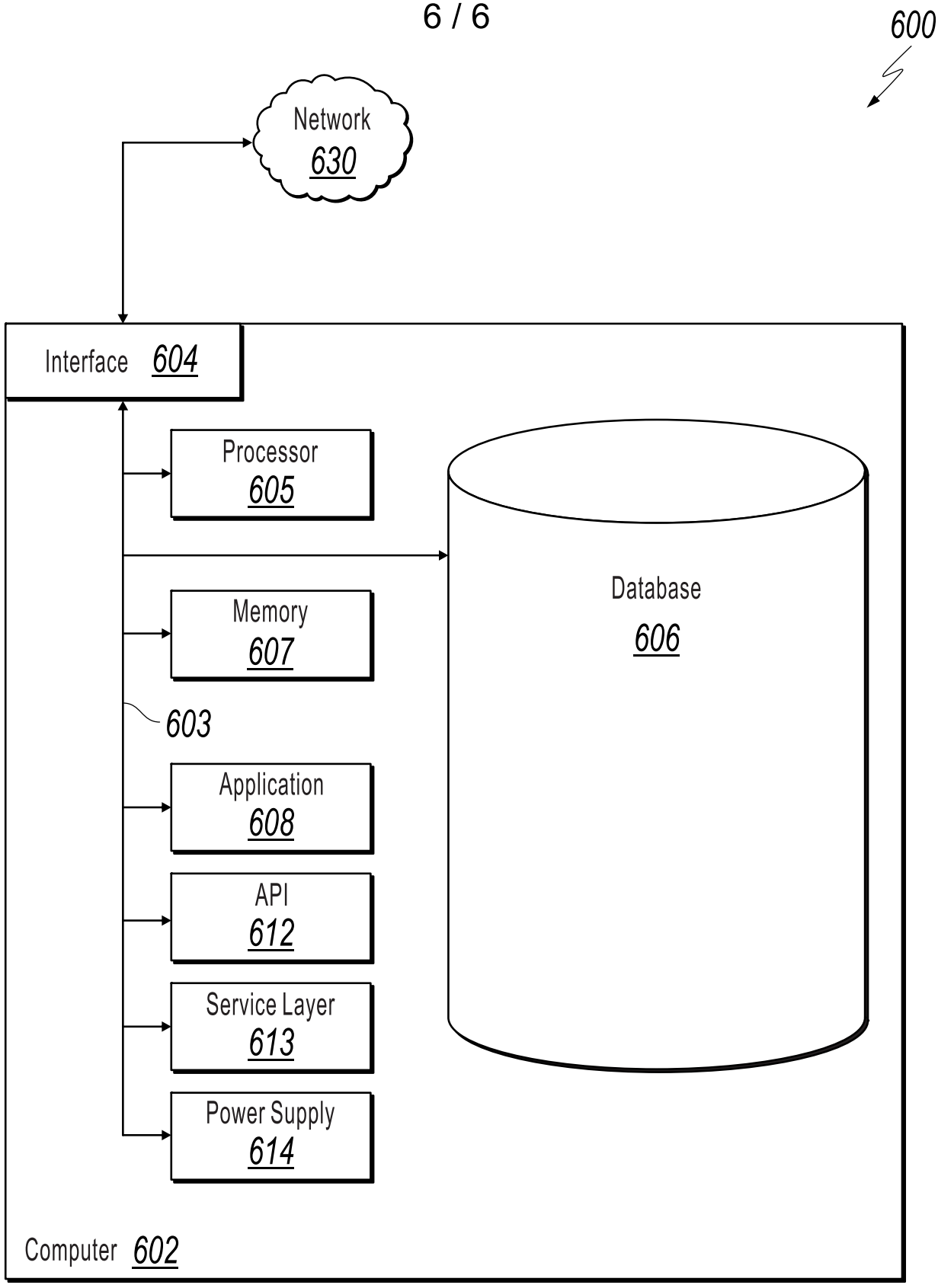
600
Network
630
Interface 604
Processor
605
Memory
607
603
Application
608
API
612
Service Layer
613
Power Supply
614
Database
606
Computer 602

FIG. 6