

Abstract

The present invention relates to instant messaging (IM) technologies, and provides a system and method for managing an avatar on an instant messaging (IM) platform. The method is based on at least one terminal and includes steps of: A) detecting an area where
5 an action takes place and determining a virtual element which is an object of the action according to the area; and B) performing an operation corresponding to the action on the virtual element, updating and displaying the avatar. According to the method and system in the present invention, service experience of users can be improved.