

ABSTRACT

The present application relates to an information pushing method and apparatus, a computer device, a storage medium, and a computer program product. The method comprises: acquiring an interactive item identifier sequence, wherein the interactive item identifier sequence comprises identifiers of interactive items of a user; acquiring an interactive item feature sequence and an interactive behavior feature sequence on the basis of the interactive item identifier sequence; fusing the interactive item feature sequence and the interactive behavior feature sequence to obtain a fused feature sequence, and extracting autocorrelation information of fused features in the fused feature sequence to obtain an autocorrelation feature sequence; and identifying, from various pieces of preset scenario feature enhancement information, at least two pieces of scenario feature enhancement information corresponding to the autocorrelation feature sequence, and performing feature enhancement on the autocorrelation feature sequence on the basis of the at least two pieces of scenario feature enhancement information to obtain an enhanced feature sequence, wherein the enhanced feature sequence is used for implementing item information pushing. By using this method, the accuracy of information pushing can be improved.

FIG. 2