

ABSTRACT

Disclosed in the present application are a method and apparatus for training a cross-domain recommendation model, and a device, a medium and a product. The method comprises: constructing a heterogeneous network, wherein the heterogeneous network comprises a node bipartite graph between a sample source-domain content node and a sample target-domain content node, a first label bipartite graph between the sample source-domain content node and a sample source-domain semantic label, and a second label bipartite graph between the sample target-domain content node and a sample target-domain semantic label; generating training samples on the basis of a sample source-domain content node and a sample target-domain content node in the node bipartite graph that have a connecting edge therebetween, a sample source-domain semantic label in the first label bipartite graph that corresponds to the sample source-domain content node, and a sample target-domain semantic label in the second label bipartite graph that corresponds to the sample target-domain content node; and training a cross-domain recommendation model on the basis of the training samples.

Figure 2