(12) 按照专利合作条约所公布的国际申请

(19) 世界知识产权组织
国 际 局

(43) 国际公布日
2026 年 2 月 12 日 (12.02.2026)

WIPO | PCT

(10) 国际公布号
WO 2026/031903 A1

(51) 国际专利分类号:
G06F 16/9535 (2019.01)

(21) 国际申请号: PCT/CN2025/106212

(22) 国际申请日: 2025 年 6 月 30 日 (30.06.2025)

(25) 申请语言: 中文

(26) 公布语言: 中文

(30) 优先权:
202411097636.2 2024年8月9日 (09.08.2024) CN

(71) 申请人: 腾 讯 科 技 （深 圳） 有 限 公 司 **(TENCENT TECHNOLOGY (SHENZHEN) COMPANY LIMITED)** [CN/CN]; 中国广东省深圳市南山区高新区科技中一路腾讯大厦35层 518057 (CN)。

(72) 发明人:付煜文**(FU, Yuwen)**; 中国广东省深圳市南山区高新区科技中一路腾讯大厦35层 518057 (CN)。 唐兴**(TANG, Xing)**; 中国广东省深圳市南山区高新区科技中一路腾讯大厦35层 518057 (CN)。 何秀强**(HE, Xiuqiang)**; 中国广东省深圳市南山区高新区科技中一路腾讯大厦35层 518057 (CN)。

(74) 代理人:北京励诚知识产权代理有限公司**(BEIJING LISENG IP ATTORNEYS, CO., LTD.)**; 中国北京市丰台区汽车博物馆东路1号院诺德中心6号楼702 100160 (CN)。

(81) 指定国(除另有指明，要求每一种可提供的国家保护): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CV, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IQ, IR, IS, IT, JM, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, MG, MK, MN, MU, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UY, UZ, VC, VN, WS, ZA, ZM, ZW。

(84) 指定国(除另有指明，要求每一种可提供的地区保护): ARIPO (BW, CV, GH, GM, KE, LR, LS, MW, MZ,

(54) **Title:** RESOURCE RECOMMENDATION METHOD AND APPARATUS, RESOURCE RECOMMENDATION MODEL TRAINING METHOD AND APPARATUS, AND DEVICE

(54) 发明名称: 资源推荐方法、资源推荐模型的训练方法、装置及设备

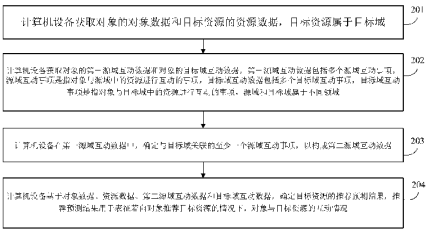


图 2

201 A computer device acquires object data of an object and resource data of a target resource, the target resource belonging to a target domain

202 The computer device acquires first source domain interaction data of the object and target domain interaction data of the object, wherein the first source domain interaction data comprises a plurality of source domain interaction items, the source domain interaction items refer to items of the object interacting with resources in a source domain, the target domain interaction data comprises a plurality of target domain interaction items, the target domain interaction items refer to items of the object interacting with resources in the target domain, and the source domain and the target domain belong to different fields

203 The computer device determines, from the first source domain interaction data, at least one source domain interaction item associated with the target domain to constitute second source domain interaction data

204 The computer device determines a recommendation prediction result of the target resource on the basis of the object data, the resource data, the second source domain interaction data and the target domain interaction data, the recommendation prediction result being used for representing the interaction between the object and the target resource when the target resource is recommended to the object

(57) **Abstract:** The present application relates to the technical field of computers, and discloses a resource recommendation method and apparatus, a resource recommendation model training method and apparatus, and a device. The method comprises: acquiring object data of an object and resource data of a target resource, the target resource belonging to a target domain; acquiring first source domain interaction data of the object and target domain interaction data of the object, wherein the first source domain interaction data comprises a plurality of source domain interaction items, the target domain interaction data comprises a plurality of target domain interaction items, and a source domain and the target domain belong to different fields; determining, from the first source domain interaction data, at least one source domain interaction item associated with the target domain to constitute second source domain interaction data; and determining a recommendation prediction result of the target resource on the basis of the object data, the resource data, the second source domain interaction data and the target domain interaction data. By introducing the source domain interaction data, the defect of insufficient target domain interaction data can be compensated for, thereby improving the accuracy of resource recommendation.

WO 2026/031903 A1

[见续页]

NA, RW, SC, SD, SL, ST, SZ, TZ, UG, ZM, ZW), 欧亚 (AM, AZ, BY, KG, KZ, RU, TJ, TM), 欧洲 (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, ME, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG)。

本国际公布:
— 包括国际检索报告(条约第21条(3))。

(57) 摘要: 本申请公开了一种资源推荐方法、资源推荐模型的训练方法、装置及设备，属于计算机技术领域。该方法包括：获取对象的对象数据和目标资源的资源数据，目标资源属于目标域；获取对象的第一源域互动数据和对象的目标域互动数据，第一源域互动数据包括多个源域互动事项，目标域互动数据包括多个目标域互动事项源域和目标域属于不同领域；在第一源域互动数据中，确定与目标域关联的至少一个源域互动事项以构成第二源域互动数据；基于对象数据、资源数据、第二源域互动数据和目标域互动数据，确定目标资源的推荐预测结果。由于引入了源域互动数据，能够弥补目标域互动数据不足的缺陷，有利于提高资源推荐的准确性。