

USER KEYWORD EXTRACTION DEVICE AND METHOD, AND COMPUTER-READABLE STORAGE MEDIUM

ABSTRACT

The application discloses a user keyword extraction method based on a social network, including: acquiring blog posts having been posted by a target user within a preset time interval, and performing word segmentation to acquire a word list of each blog post; inputting the acquired word list corresponding to each blog post into a Word2Vec model for training to acquire a word vector model; extracting keywords corresponding to the blog posts based on a keyword extraction algorithm to form a candidate keyword set of the target user, calculating a word vector of each keyword in the candidate keyword set based on the word vector model, and constructing a semantic similarity graph; and running a Pagerank algorithm on the semantic similarity graph to score the keywords so as to acquire interest keywords of the user. This application also provides a user keyword extraction device based on a social network, and a computer-readable storage medium. This application solves a technical problem in the prior art where it is difficult to extract keywords that can effectively represent the interests of a user according to blog posts of the user.

Fig. 3