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(54) **Title:** RECOMMENDATION METHOD AND APPARATUS FOR MEDIA OBJECT, DEVICE AND MEDIUM

(54) 发明名称: 一种针对媒体对象的推荐方法、装置、设备以及介质

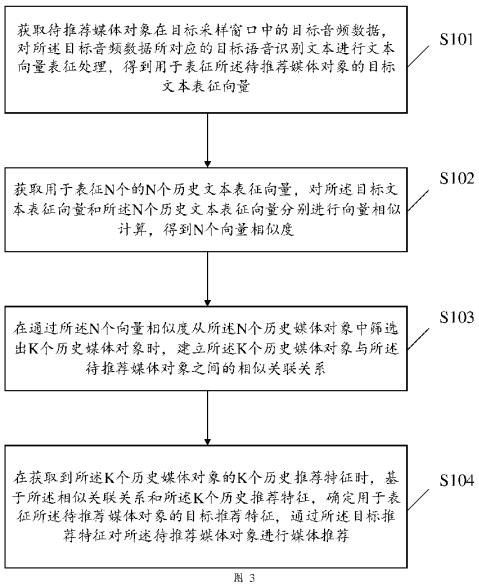

图 3

S101 Acquire target audio data of a media object to be recommended within a target sampling window, and perform text vector representation processing on a target speech recognition text corresponding to the target audio data, so as obtain a target text representation vector representing the media object to be recommended

S102 Acquire N historical text representation vectors representing N, and respectively perform vector similarity calculation on the target text representation vector and the N historical text representation vectors to obtain N vector similarities

S103 When K historical media objects are selected from among the N historical media objects on the basis of the N vector similarities, establish a similarity association relationship between the K historical media objects and the media object to be recommended

S104 When K historical recommendation features of the K historical media objects are acquired, on the basis of the similarity association relationship and the K historical recommendation features, determine a target recommendation feature for representing the media object to be recommended, and on the basis of the target recommendation feature, perform media recommendation on the media object to be recommended

(57) **Abstract:** The present application discloses a recommendation method and apparatus for a media object, a device, and a medium. The method comprises: acquiring target audio data of a media object to be recommended, and performing text vector representation processing on a target speech recognition text corresponding to the target audio data, so as to obtain a target text representation vector; respectively performing vector similarity calculation on the target text representation vector and each historical text representation vector among N historical text representation vectors to obtain N vector similarities; and when K historical media objects are selected

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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。

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from among the N historical media objects on the basis of the N vector similarities, on the basis of an established similarity association relationship and K historical recommendation features of the K historical media objects, determining a target recommendation feature for representing the media object to be recommended, and on the basis of the target recommendation feature, performing media recommendation on the media object to be recommended. By using the present application, the accuracy of media recommendation can be improved for media objects having a small amount of interaction data.

(57) 摘要: 本申请公开了一种针对媒体对象的推荐方法、装置、设备以及介质，方法包括：获取待推荐媒体对象的目标音频数据，对目标音频数据所对应的目标语音识别文本进行文本向量表征处理，得到目标文本表征向量；对目标文本表征向量和N个历史文本表征向量中的每个历史文本表征向量分别进行向量相似计算，得到N个向量相似度；在通过N个向量相似度从N个历史媒体对象中筛选出K个历史媒体对象时，基于建立的相似关联关系和K个历史媒体对象的K个历史推荐特征，确定用于表征待推荐媒体对象的目标推荐特征，通过目标推荐特征对待推荐媒体对象进行媒体推荐。采用本申请，可以对交互数据量较少的媒体对象，提升媒体推荐的准确度。