

CLAIMS

1. A method for determining a user behavior preference, the method comprising:

- associating first recommendation information with a first information classification label, wherein the first information classification label reflects a classification category of the first recommendation information (12);
- delivering the first recommendation information associated with the first information classification label to a user having a unique identifier (13);
- determining that the user triggers the first recommendation information;
- in response to determining that the user triggers the first recommendation information, retrieving the first information classification label associated with the first recommendation information (14);
- determining that an identification of a second correspondence between the first information classification label and the unique identifier has failed in a user feature database;
- in response to determining that the identification of the second correspondence between the first information classification label and the unique identifier has failed in the user feature database, establishing the second correspondence between the first information classification label and the unique identifier in the user feature database; and
- determining a behavior preference of the user based on a set of information classification labels associated with the unique identifier in the user feature database, the set of information classification labels comprising the first information classification label (15);
- receiving a recommendation request;
- generating a sorted order of the set of information classification labels based on a combination of registration information provided by the user and, for each information classification label in the set of information classification labels, a frequency with which the user has triggered recommendation information associated with the information classification label;
- selecting, from the sorted order of the set of information classification labels and based on the sorted order, multiple information classification labels;
- selecting second recommendation information to provide to the user based on the selected information classification labels; and
- providing the second recommendation information to a computing device of the user.

2. The method according to claim 1, wherein the user has logged in to an online interaction platform, and the online interaction platform is used to deliver recommendation information to the user;

during retrieving the first information classification label associated with the first recommendation information, the method further comprises: retrieving a login account of the user, and establishing a correspondence between the login account and the first information classification label; and

determining a behavior preference of the user based on the set of information classification labels specifically comprises:

determining the behavior preference of the user based on the first information classification label corresponding to the login account.

3. The method according to claim 2, wherein establishing the correspondence between the login account and the first information classification label specifically comprises:

querying a user feature database by using the login account, and determining, based on the query result, whether a correspondence between the login account and the first information classification label has been established, wherein the user feature database comprises fields for storing user accounts and fields for storing information classification labels; and

in response to determining that the correspondence between the login account and the first information classification label has not been established, establishing the correspondence between the login account and the first information classification label in the user feature database.

4. The method according to claim 2, wherein, when the login account has been associated with a plurality of different information classification labels in the set of information classification labels, the method further comprises:

retrieving, by using the login account, the registration information submitted by the user when the user registers the login account; and

sorting the set of information classification labels based on the registration information.

5. The method according to claim 1, wherein the user triggers the first recommendation information on the computing device;

during retrieving the first information classification label associated with the first recommendation information, the method further comprises: retrieving a device identifier of the computing device, and establishing a correspondence between the device identifier and the first information classification label; and

determining a behavior preference of the user based on the set of information classification labels specifically comprises:

determining the behavior preference of the user based on the first information classification label corresponding to the device identifier.

6. The method according to claim 1, wherein associating the first recommendation information with the first information classification label comprises:

inserting, in data of the first recommendation information, association data that can be associated with the first information classification label, so that the first information classification label associated with the first recommendation information can be determined by using the inserted association data after the first recommendation information is triggered.

7. The method according to any one of claims 1 to 6, further comprising:

receiving a service request, sent by a user, for retrieving recommendation information.

8. The method according to any one of claims 1 to 7, further comprising:

determining at least one information classification label based on the user behaviour preference, and retrieving at least one piece of recommendation information associated with the information classification label based on the information classification label, wherein there is an association relationship between the information classification label and the recommendation information; and

displaying the obtained recommendation information to the user.

9. The method according to claim 8, wherein presenting the obtained recommendation

information to the user is based on a preset delivery rule.

10. The method according to claim 1, wherein the recommendation information comprises advertisements, weather information, or traffic conditions (41).

11. The method according to any one of claims 1 to 10, wherein the classification category corresponds to a user group targeted by the first recommendation information.

12. A device for determining a user behavior preference, the device comprising a plurality of modules configured to perform the method of any one of claims 1 to 11.