METHOD AND APPARATUS, ELECTRONIC DEVICE AND STORAGE MEDIUM FOR RECOMMENDING TARGET INFORMATION

Abstract

Embodiments of the present disclosure provide a method and an apparatus for recommending target information, an electronic device and a storage medium. The method includes: acquiring a reference parameter set of at least one dimension information of candidate information to be recommended and a plurality of candidate parameter sets of the at least one dimension information, wherein the reference parameter set includes a reference weight subset of the at least one dimension information and a reference mapping value subset corresponding to the reference weight subset; the candidate parameter set includes candidate weight subsets of the at least one dimension information and candidate mapping value subsets corresponding to the candidate weight subsets; determining a target mapping value subset according to a difference between a sum of elements in any one of the candidate mapping value subsets and a sum of elements in the reference mapping value subset, wherein each element in the candidate mapping value subset has a proportionality coefficient, and the proportionality coefficient is used for representing a degree of an influence of the dimension information on determination of recommended target information from the candidate information; determining a target weight subset according to the target mapping value subset; and selecting the recommended target information from the candidate information according to the target weight subset.

Figure 1 accompanies.