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(54) Title: METHOD AND APPARATUS FOR TRAINING CROSS-DOMAIN RECOMMENDATION MODEL, AND DEVICE, MEDIUM AND PRODUCT

(54) 发明名称: 跨域推荐模型的训练方法、装置、设备、介质及产品

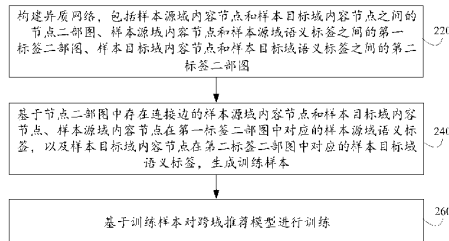


图 2

- 220 Construct a heterogeneous network, which comprises a node bipartite graph between a sample source-domain content node and a sample target-domain content node, a first label bipartite graph between the sample source-domain content node and a sample source-domain semantic label, and a second label bipartite graph between the sample target-domain content node and a sample target-domain semantic label
- 240 Generate training samples on the basis of a sample source-domain content node and a sample target-domain content node in the node bipartite graph that have a connecting edge therebetween, a sample source-domain semantic label in the first label bipartite graph that corresponds to the sample source-domain content node, and a sample target-domain semantic label in the second label bipartite graph that corresponds to the sample target-domain content node
- 260 Train a cross-domain recommendation model on the basis of the training samples

(57) Abstract: Disclosed in the present application are a method and apparatus for training a cross-domain recommendation model, and a device, a medium and a product. The method comprises: constructing a heterogeneous network, wherein the heterogeneous network comprises a node bipartite graph between a sample source-domain content node and a sample target-domain content node, a first label bipartite graph between the sample source-domain content node and a sample source-domain semantic label, and a second label bipartite graph between the sample target-domain content node and a sample target-domain semantic label; generating training

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samples on the basis of a sample source-domain content node and a sample target-domain content node in the node bipartite graph that have a connecting edge therebetween, a sample source-domain semantic label in the first label bipartite graph that corresponds to the sample source-domain content node, and a sample target-domain semantic label in the second label bipartite graph that corresponds to the sample target-domain content node; and training a cross-domain recommendation model on the basis of the training samples.

(57) 摘要: 本申请公开了一种跨域推荐模型的训练方法、装置、设备、介质及产品, 该方法包括: 构建异质网络, 异质网络包括样本源域内容节点和样本目标域内容节点之间的节点二部图、样本源域内容节点和样本源域语义标签之间的第一标签二部图、样本目标域内容节点和样本目标域语义标签之间的第二标签二部图; 基于节点二部图中存在连接边的样本源域内容节点和样本目标域内容节点、样本源域内容节点在第一标签二部图中对应的样本源域语义标签, 以及样本目标域内容节点在第二标签二部图中对应的样本目标域语义标签, 生成训练样本; 基于训练样本对跨域推荐模型进行训练。