

ABSTRACT

Implementations of the present application provide an information recommendation method and apparatus. In the method, a plurality of recommended information sets are determined through different recommendation algorithms based on
5 historical behavioral information of a user. A recommendation list is determined based on a weight coefficient corresponding to each recommended information set. When the recommendation list does not satisfy a predetermined recommendation condition, the weight coefficient of each recommended information set corresponding to the recommendation list is adjusted, and an adjusted recommendation list is obtained until
10 the obtained recommendation list satisfies the predetermined recommendation condition. Then information in the recommendation list is recommended to the user. In the information recommendation method, the weight coefficient of each recommended information set does not need to be manually set, and can be automatically adjusted based on historical behavioral data of the user to obtain a recommendation list that
15 satisfies the user's needs. Therefore, accuracy of the recommendation list can be improved, so that the user does not need to spend a lot of time searching for relevant information. In addition, network resources can be saved, and server pressure can be relieved.