

METHODS AND APPARATUSES FOR TRAINING BEHAVIOR PREDICTION MODEL

ABSTRACT

Implementations of the present specification provide methods and apparatuses for training a
5 behavior prediction model. In the implementations of the present specification, a sequence (a
behavior sequence of a user) that includes multiple behavior types is split according to behavior
types to obtain multiple single-behavior sequences. Time coding is performed on all time points
of each of the multiple single-behavior sequences, to obtain multiple single-behavior time
sequences corresponding to the multiple single-behavior sequences. Each single-behavior time
10 sequence in the multiple single-behavior time sequences is modeled by using a behavior prediction
model, and attention is paid to all time points of each single-behavior time sequence in the multiple
single-behavior time sequences, so as to obtain a distribution situation of behaviors corresponding
to the multiple single-behavior time sequences in terms of time as predicted by the behavior
prediction model. The behavior prediction model is trained based on a loss value between the
15 distribution situation of the behaviors corresponding to the multiple single-behavior time
sequences in terms of time and the multiple single-behavior time sequences.

FIG. 2