ABSTRACT

The present application discloses a recommendation method and apparatus for a media object, a device, and a medium. The method comprises: acquiring target audio data of a media object to be recommended, and performing text vector representation processing on a target speech recognition text corresponding to the target audio data, so as to obtain a target text representation vector; respectively performing vector similarity calculation on the target text representation vector and each historical text representation vector among N historical text representation vectors to obtain N vector similarities; and when K historical media objects are selected from among the N historical media objects on the basis of the N vector similarities, on the basis of an established similarity association relationship and K historical recommendation features of the K historical media objects, determining a target recommendation feature for representing the media object to be recommended, and on the basis of the target recommendation feature, performing media recommendation on the media object to be recommended. By using the present application, the accuracy of media recommendation can be improved for media objects having a small amount of interaction data.