

ABSTRACT

5 A recommendation method and device employing deep learning, an electronic
apparatus, a medium, and a program. The method comprises: acquiring related
information of a target user and related information of a target item (101); using at
least two sub-models of an integrated model to acquire, on the basis of the related
information of the target user and the related information of the target item, operation
probabilities corresponding to the at least two sub-models (102); acquiring, on the
10 basis of the operation probabilities corresponding to the at least two sub-models, a
target probability of the target user operating the target item (103); and
recommending, on the basis of the target probability, the target item to the target user
(104). At least one operation probability is acquired by means of at least one
integrated sub-model, and then a target probability of a target user operating a target
15 item is acquired; on the basis of the at least one operation probability. The invention
utilizes complementarity between at least two sub-models, such that different data
distributions respectively achieved by the at least two sub-models complement each
other, thereby allowing an acquired probability value to perform a more accurate
prediction on the probability of a target user clicking on a target item.

20

[FIGURE 1]