

METHODS AND APPARATUSES FOR TRAINING PREDICTION MODEL

ABSTRACT

Embodiments of this specification provide methods and apparatuses for training
5 a prediction model. The prediction model includes a first branch and a second branch.
According to the methods, a target sample is first obtained, where the target sample
includes a sample feature, a first label, and a second label; the first label indicates
whether a user clicks on a target object; and the second label indicates whether the user
implements a target behavior related to the target object. Processing is performed on
10 the sample feature by using the prediction model so that the first branch outputs a first
probability that the user clicks on the target object, and the second branch outputs a
second probability that the user implements the target behavior. A first loss is
determined based on a first label value and the first probability. In addition, when a
predetermined condition is satisfied, a second loss is determined based on a second
15 label value and the second probability, and a predicted loss of the target sample is
determined based on the first loss and the second loss, where the predetermined
condition includes the following: the first label value indicates that the user clicks on
the target object. The prediction model can be trained based on the predicted loss above.

20 FIG. 3