

DIGITAL AVATAR RECOMMENDATION METHOD AND RECOMMENDATION SYSTEM

ABSTRACT

Implementations of the present specification provide a digital avatar recommendation method
5 and recommendation system. The digital avatar recommendation system includes a computer-
simulated digital avatar, and the corresponding recommendation method includes: obtaining
current state data, where the state data includes user information of a target user, scenario
information of a current scenario, and history information of an interaction between the target user
and the digital avatar; mapping, by an agent in the digital avatar, the state data to a target action in
10 a candidate action set based on a current policy obtained through reinforcement learning, where a
candidate action in the candidate action set corresponds to a to-be-recommended content category,
and the target action corresponds to a target content category; and performing, by the digital avatar,
target interaction with the target user, where the target interaction is used to recommend the target
content category. As such, individualized recommendation is provided for the target user by using
15 the digital avatar.

FIG. 2