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(54) Title: METHOD AND APPARATUS FOR DISPLAYING PAGE TO USER THROUGH REINFORCEMENT LEARNING

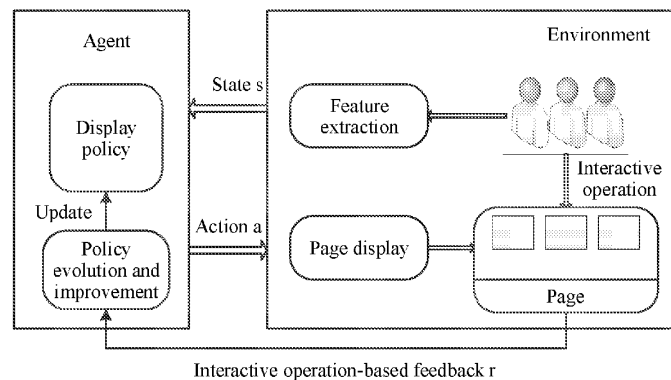


FIG. 2

(57) Abstract: Implementations of this specification provide a method and an apparatus for displaying a page to a user through reinforcement learning. The method includes the following: first, obtaining user features of a first user in response to a request for accessing a first page by the first user, mapping, based on a display policy, the user features to a first page layout in a plurality of candidate page layouts generated for the first page, then, displaying the first page to the first user with the first page layout, further, obtaining operation information of the first user on the first page with the first page layout, and determining a reward score for current page display based on the operation information, and finally, updating the previous display policy by using a reinforcement learning algorithm based at least on the reward score to perform page display.

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