Content recommendation method and apparatus

Technical field

[01] The multiple embodiments disclosed herein relate to the technical field of the internet, in particular to a content recommendation method and apparatus.

Background art

[02] As internet technology develops, people are browsing content information provided by network platforms ever more frequently. For example, they browse goods information on online shopping platforms, or hot information on news platforms, or finance management news on finance management platforms, or payment service information on payment platforms, etc.

[03] When different users use the same network platform, the demand for content information provided thereon varies to a greater or lesser degree from user to user. Furthermore, the colossal growth of information on network platforms often makes it difficult for users to make a choice. At present, content information recommended to users struggles to meet users' personalized demands due to not being precise enough and other shortcomings. Thus, there is a need to provide a rational method, to meet the various demands of users when browsing content information provided on network platforms.

Summary of the invention

[04] A content recommendation method and apparatus are described herein; by determining a specific field corresponding to content information and field knowledge information corresponding to the specific field, a feature tag of the content information is determined, and this is then combined with an attribute tag of a user to recommend more precise content information to the user.

[05] In a first aspect, a content recommendation method is provided. The method comprises:

[06] acquiring content information from a content information library, and determining keyword information of the content information;

[07] determining a specific field corresponding to the content information;

[08] acquiring field knowledge information corresponding to the specific field;

[09] determining a feature tag of the content information from the keyword information

[101] In one example, the specific field determined in step S120 is travel services, and on this basis it is possible to acquire multiple field knowledge graphs corresponding to travel services. For example, the multiple field knowledge graphs that are acquired may include the field knowledge graph shown in fig. 3. In fig. 3, the entity term is driving licence, and the related terms corresponding to the entity term include points deduction, new rule, query violation, licence replacement, annual inspection, etc.

[102] After the keyword information of the content information is determined in step S110 and the field knowledge information corresponding to the specific field is acquired in step S130, in step S140 a feature tag of the content information is determined from the keyword information according to the field knowledge information.

[103] Specifically, amongst the keyword information, keyword information that is matched to the field knowledge information is used as the feature tag of the content information. Alternatively, the keyword information is ranked according to the field knowledge information, and keyword information that is ranked within a preset range is used as the feature tag of the content information.

[104] In one embodiment, the field knowledge information acquired in step S130 may at least comprise field level knowledge, and the step of determining the feature tag of the content information from the keyword information according to the field level knowledge may comprise: determining a specific category corresponding to the content information; in the field level knowledge, determining a specific category name corresponding to the specific category, and a feature individual term corresponding to the specific category name; and determining the feature tag of the content information according to the feature individual term.

[105] In one example, the content information may comprise a category tag. Correspondingly, the step of determining a specific category corresponding to the content information may comprise: determining a specific category corresponding to the content information according to the category tag. The category tag may be defined and generated by the creator of the content information so that the content information can be easily searched by the user. For example, the category tag included in the content information is “cars”, and correspondingly, it is possible to determine that the specific category corresponding to the content information is cars.

[106] In another example, it is possible to further determine a specific category corresponding to the content information according to the keyword information determined in step S110. In one example, the keyword information comprises category information, and

reordering the multiple keywords according to the state of matching of each keyword with the feature individual term, and original ordering information; and using keyword information located within a predetermined order range after the reordering as the feature tag of the content information. The predetermined order range may be set in advance or amended in real time.

[111] For example, the ordering information may comprise a weighting value of each keyword, and the weighting value of the keyword may be updated according to the state of matching (e.g. matched or not) of each keyword with the feature individual term. The way in which the weighting values are updated may be as described in the example above. The multiple keywords are then ordered according to the updated weighting values, and keyword information located within the predetermined order range (e.g. the first ten places) is used as the feature tag.

[112] In another embodiment, the field knowledge information acquired in step S130 may at least comprise a field knowledge graph, and the step of determining the feature tag of the content information from the keyword information according to the field knowledge graph may comprise: determining a feature combination term included in the field knowledge graph; and determining the feature tag of the content information from the keyword information according to the feature combination term. In one example, the field knowledge graph shown in fig. 3 may be acquired in step S130. The entity term in fig. 3 is driving licence, and the related terms corresponding to driving licence include: points deduction, new rule, query violation, licence replacement and annual inspection, etc. Correspondingly, it can be determined that the feature combination terms therein include: “driving licence - points deduction”, “driving licence - new rule”, “driving licence - query violation”, “driving licence - licence replacement” and “driving licence - annual inspection”, etc.

[113] In one example, the step of determining the feature tag of the content information according to the feature combination term may comprise: using keyword information matched to the feature combination term from amongst the keyword information as the feature tag. For example, the determined feature combination terms include: driving licence - points deduction, driving licence - new rule, driving licence - query violation, driving licence - licence replacement and driving licence - annual inspection, etc., and on this basis it is possible to determine feature tags including driving licence - points deduction, driving licence - new rule and driving licence - annual inspection from the keyword information (e.g. including: driving licence, points deduction, new rule, driving licence annual inspection, etc.).

[114] In another example, the keyword information may comprise multiple keywords and