

WHAT IS CLAIMED IS:

1. An inter-object similarity determination method, comprising:

for at least one dimension attribute of any one attribute group among a plurality of attribute groups and for at least one dimension attribute of an evaluated object, generating an attribute association network of a plurality of evaluated objects under the at least one dimension attribute, wherein each evaluated object has a unique mapped node in the attribute association network, and side information between nodes in the attribute association network represents an association degree between the evaluated objects under the at least one dimension attribute;

for any two attribute association networks, fusing the two attribute association networks, to obtain a fused association network, wherein each evaluated object has a unique mapped node in the fused association network, and side information between nodes in the fused association network represents a comprehensive association degree between the evaluated objects;

randomly traversing nodes in each fused association network, to obtain a plurality of node sequences of the fused association network; and

determining similarity between any two evaluated objects among the plurality of evaluated objects under the fused association network according to the plurality of node sequences;

wherein the for at least one dimension attribute of an evaluated object, generating an attribute association network of a plurality of evaluated objects under the at least one dimension attribute comprises:

for any two evaluated objects among the plurality of evaluated objects, determining side information between two nodes corresponding to the two evaluated objects in the attribute association network according to attribute values of the two evaluated objects under the dimension attribute; and

generating the attribute association network of the plurality of evaluated objects for the dimension attribute according to side information between nodes corresponding to the plurality of evaluated objects in the attribute association network;

wherein the evaluated objects are regions, the dimension attribute comprises a time sequence position attribute of a user in the regions, the attribute values of the user in the regions under the time sequence position attribute comprise a user identifier, and the determining side information between two nodes corresponding to the two evaluated objects in the attribute association network according to attribute values of the two evaluated objects under the dimension attribute comprises:

determining side information of two regions according to user identifiers in the two regions.

2. The method according to claim 1, wherein the at least one dimension attribute comprises a first-type attribute dimension and a second-type attribute dimension, the first-type attribute dimension and the second-type attribute dimension are preset associated attribute dimensions, and the for at least one dimension attribute of an evaluated object, generating an attribute association network of a plurality of evaluated objects under the at least one dimension attribute comprises:

for a first evaluated object and a second evaluated object among the plurality of evaluated objects, determining side information between two nodes corresponding to the two evaluated objects in the attribute association network according to an attribute value of the first evaluated object under the first-type attribute dimension and an attribute value of the second evaluated object under the second-type attribute dimension, or, determining side information between two nodes corresponding to the two evaluated objects in the attribute association network according to an attribute value of the first evaluated object under the second-type attribute dimension and an attribute value of the second evaluated object under the first-type attribute dimension; and

generating attribute association networks of the plurality of evaluated objects for the first-type attribute dimension and the second-type attribute dimension according to the side information between nodes corresponding to the plurality of evaluated objects in the attribute association network.

3. The method according to claim 1 or 2, wherein the randomly traversing nodes in each fused association network, to obtain a plurality of node sequences comprises:

determining a random walk probability between the nodes in the fused association network according to side information between the nodes in the fused association network; and

randomly traversing the nodes in the fused association network to obtain the plurality of node sequences based on the random walk probability between the nodes in the fused association network.

4. The method according to claim 1 or 2, wherein the side information between the nodes in the attribute association network is an attribute association weight value between the nodes, the side information between the nodes in the fused association network is a comprehensive association weight value between the nodes, and the fusing the two attribute association networks, to obtain a fused association network comprises:

for any two nodes in the fused association network, determining a comprehensive association weight value of the two nodes in the fused association network according to attribute association weight values and weighting coefficients of the two nodes in the two attribute association

networks; and

generating a feature association network of the plurality of evaluated objects based on the comprehensive association weight value between the nodes in the fused association network.

5 5. The method according to claim 1 or 2, wherein the determining similarity between any two evaluated objects among the plurality of evaluated objects according to the plurality of node sequences comprises:

inputting the plurality of node sequences into a related model preset with a word vector to generate an embedded vector of the fused association network; and

10 determining similarity between any two evaluated objects among the plurality of evaluated objects according to the embedded vector of the fused association network.

6. An inter-object similarity determination apparatus, comprising:

15 a generation module configured to generate an attribute association network of a plurality of evaluated objects under the at least one dimension attribute for at least one dimension attribute of any one attribute group among a plurality of attribute groups and for at least one dimension attribute of an evaluated object, wherein each evaluated object has a unique mapped node in the attribute association network, and side information between nodes in the attribute association network represents an association degree between the evaluated objects under the at least one dimension attribute;

20 a fusion module configured to fuse the two attribute association networks to obtain a fused association network for any two attribute association networks, wherein each evaluated object has a unique mapped node in the fused association network, and side information between nodes in the fused association network represents a comprehensive association degree between the evaluated objects; and

25 a processing module configured to randomly traverse nodes in each fused association network to obtain a plurality of node sequences of the fused association network, and determine similarity between any two evaluated objects among the plurality of evaluated objects under the fused association network according to the plurality of node sequences;

30 wherein to generate an attribute association network of a plurality of evaluated objects under the at least one dimension attribute for at least one dimension attribute of an evaluated object, the generation module is configured to:

for any two evaluated objects among the plurality of evaluated objects, determine side information between two nodes corresponding to the two evaluated objects in the attribute

association network according to attribute values of the two evaluated objects under the dimension attribute; and

generate the attribute association network of the plurality of evaluated objects for the dimension attribute according to side information between nodes corresponding to the plurality of evaluated objects in the attribute association network;

wherein the evaluated objects are regions, the dimension attribute comprises a time sequence position attribute of a user in the regions, the attribute values of the user in the regions under the time sequence position attribute comprise a user identifier, and wherein to determine side information between two nodes corresponding to the two evaluated objects in the attribute association network according to attribute values of the two evaluated objects under the dimension attribute, the generation module is configured to:

determine side information of two regions according to user identifiers in the two regions.

7. A computer device, comprising a program or an instruction, configured to implement the method according to any one of claims 1-5 in response to the program or instruction being executed.

8. A computer-readable storage medium, comprising a program or an instruction, wherein when the program or instruction is executed, the method according to any one of claims 1-5 is executed.