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(54) Title: METHOD AND APPARATUS FOR MANAGING RECOMMENDATION POLICY

(54) 发明名称: 管理推荐策略的方法和装置

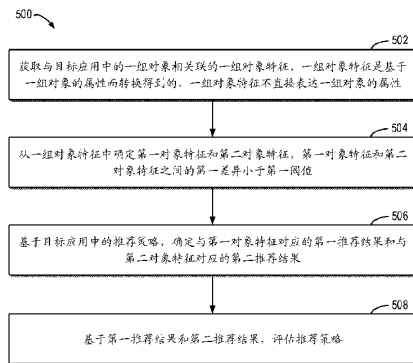


图 5

- 502 Acquire a group of object features, which are associated with a group of objects in a target application, wherein the group of object features are obtained by means of performing conversion on the basis of the attributes of the group of objects, and the group of object features do not directly express the attributes of the group of objects
- 504 Determine a first object feature and a second object feature from the group of object features, wherein a first difference between the first object feature and the second object feature is less than a first threshold value
- 506 On the basis of a recommendation policy in the target application, determine a first recommendation result, which corresponds to the first object feature, and a second recommendation result, which corresponds to the second object feature
- 508 Evaluate the recommendation policy on the basis of the first recommendation result and the second recommendation result

(57) Abstract: In the embodiments of the present disclosure, provided are a method and apparatus for managing a recommendation policy, and an electronic device, a storage medium and a program product. The method described herein comprises: acquiring a group of object features, which are associated with a group of objects in a target application, wherein the group of object features are obtained by means of performing conversion on the basis of the attributes of the group of objects, and the group of object features do not directly express the attributes of the group of objects; determining a first object feature and a second object feature from the group of object features, wherein the difference between the first object feature and the second object feature is less than a first threshold value; on the basis of a recommendation policy in the target application, determining a first recommendation result, which corresponds to the first object feature, and a second recommendation result, which corresponds to the second object feature; and evaluating the recommendation policy on the basis of the first recommendation result and the second recommendation result. On this basis, by means of the embodiments of the present disclosure, the management of a recommendation policy in an application can be effectively supported without exposing original data in the application.

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IR, IS, IT, JM, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, WS, ZA, ZM, ZW。

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本国际公布:

— 包括国际检索报告 (条约第21条(3))。

(57) 摘要: 根据本公开的实施例, 提供了一种管理推荐策略的方法、装置、电子设备、存储介质和程序产品。在此描述的方法包括: 获取与目标应用中的一组对象相关联的一组对象特征, 一组对象特征是基于该组对象的属性而转换得到的, 该组对象特征不直接表达该组对象的属性; 从该组对象特征中确定第一对象特征和第二对象特征, 第一对象特征和第二对象特征的差异小于第一阈值; 基于目标应用中的推荐策略, 确定与第一对象特征对应的第一推荐结果和与第二对象特征对应的第二推荐结果; 以及基于第一推荐结果和第二推荐结果, 评估推荐策略。基于这样的方式, 本公开的实施例可以有效地支持对应用中的推荐策略的管理, 且不暴露应用中的原始数据。