

ABSTRACT

Disclosed in embodiments of the present disclosure are an information pushing method and apparatus. A specific implementation of the method comprises: extracting
5 preference attributes of a user from user dialogue information in the current dialogue scene; determining effective attribute nodes corresponding to the preference attributes in a preconstructed knowledge graph; arranging the effective attribute nodes according to a dialogue time
10 sequence to generate a dialogue path; determining a candidate attribute set and a candidate commodity set on the basis of the dialogue path, the candidate attribute set comprising only adjacent attributes of the effective attribute nodes at the tail end of the dialogue path, and
15 the candidate commodity set comprising commodity information represented by commodity nodes connected to the effective attribute nodes; using a pretrained strategy prediction model to predict the current pushing strategy on the basis of the current state vector; determining, on the
20 basis of the current pushing strategy, an object to be pushed from the candidate attribute set or the candidate commodity set, and generating, on the basis of said object, information to be pushed; and pushing the information to be pushed.

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Fig. 2