CLAIMS

What is claimed is:

1. A method for sorting text report categories, comprising:

obtaining a behavior history and personal information of a user after a text report request of the user is received;

inputting the behavior history and the personal information of the user to a personalized model, to obtain a plurality of personalized evaluation results, each personalized evaluation result corresponding to a respective text report category of a plurality of text report categories, wherein the personalized model comprises a classification model trained using supervised learning on a plurality of user behavior history samples and a plurality of personal information samples, with each of the plurality of user behavior history samples and each of the plurality of personal information samples associated with a respective label indicating a category of a corresponding text report;

determining a universal evaluation result based on total selections of each text report category of a first subset of the plurality of text report categories during a first predetermined time period;

determining a regional evaluation result based on selections of each text report category of a second subset of the plurality of text report categories by users in a region during a second predetermined time period; and

determining an order in which the plurality of text report categories are to be presented to the user, wherein determining the order comprises sorting the plurality of text report categories in an order based on the universal evaluation result, the regional evaluation result, and the plurality of personalized evaluation results.

2. The method according to claim 1, wherein the personalized model comprises a multinomial classification model or N binary classification models, where N is a quantity of the plurality of text report categories.

3. The method according to claim 1, wherein the personalized model uses a random forest algorithm, a gradient boosting decision tree (GBDT) algorithm, or an extreme gradient boosting (XGBOOST) algorithm.

4. The method according to claim 1, wherein the behavior history of the user comprises at least one of the following: a browsing history of the user and a chat history of the user; and

the personal information of the user comprises at least one of the following: geographical location information of the user, a personalized user label of the user, and an IP address of the user.

5. The method according to claim 1, wherein the universal evaluation result is based on total selections by all users of each text report category of the first subset of the plurality of text report categories.

6. The method according to claim 1, wherein determining the order comprises:

calculating weighted sums of the universal evaluation result, the regional evaluation result, and the plurality of personalized evaluation results for at least some of the plurality of text report categories; and

determining the order based on the weighted sums.

7. The method according to claim 1, wherein determining the order comprises:

using P text report categories that most frequently occur in the first predetermined time period as the first subset of the plurality of text report categories; and

using Q text report categories, excluding the P text report categories, that most frequently occur in the second predetermined time period in the region as the second subset of the plurality of text report categories; and

sorting the P text report categories in descending order based on quantities of occurrence times of the P text report categories, sorting the Q text report categories in descending order based on quantities of occurrence times of the Q text report categories, and sorting (N–P–Q) text report categories excluding the first subset and the second subset of the plurality of text report categories based on the plurality of personalized evaluation results, wherein N is a quantity of text report categories, P is a natural number less than N, and Q is a natural number not greater than (N–P).

8. An apparatus for sorting text report categories, comprising:

an input feature acquisition unit, configured to obtain a behavior history and

personal information of a user after a text report request of the user is received;

a personalized evaluation unit, configured to

input the behavior history and the personal information of the user to a personalized model, to obtain a plurality of personalized evaluation results, each personalized evaluation result corresponding to a respective text report category of a plurality of text report categories, wherein the personalized model comprises a classification model trained using supervised learning on a plurality of user behavior history samples and a plurality of personal information samples, with each of the plurality of user behavior history samples and each of the plurality of personal information samples associated with a respective label indicating a category of a corresponding text report,

determine a universal evaluation result based on total selections of each text report category of a first subset of the plurality of text report categories during a first predetermined time period, and

determine a regional evaluation result based on selections of each text report category of a second subset of the plurality of text report categories by users in a region during a second predetermined time period; and

a sorting unit, configured to determine an order in which the text report categories are to be presented to the user, wherein determining the order comprises sorting the plurality of text report categories in an order based on the universal evaluation result, the regional evaluation result, and the plurality of personalized evaluation results.

9. The apparatus according to claim 8, wherein the personalized model comprises a multinomial classification model or N binary classification models, where N is a quantity of the plurality of text report categories.

10. The apparatus according to claim 8, wherein the personalized model uses a random forest algorithm, a gradient boosting decision tree (GBDT) algorithm, or an extreme gradient boosting (XGBOOST) algorithm.

11. The apparatus according to claim 8, wherein the behavior history of the user comprises at least one of the following: a browsing history of the user and a chat history of the user; and

the personal information of the user comprises at least one of the following:

geographical location information of the user, a personalized user label of the user, and an IP address of the user.

12. The apparatus according to claim 8, wherein the universal evaluation result is based on total selections by all users of each text report category of the first subset of the plurality of text report categories.

13. The apparatus according to claim 8, wherein determining the order comprises:

calculating weighted sums of the universal evaluation result, the regional evaluation result, and the plurality of personalized evaluation results for at least some of the plurality of text report categories; and

determining the order based on the weighted sums.

14. The apparatus according to claim 8, wherein determining the order comprises:

a universal category unit, configured to use P text report categories that most frequently occur in the first predetermined time period as the first subset of the plurality of text report categories; and

a regional category unit, configured to use Q text report categories, excluding the P text report categories, that most frequently occur in the second predetermined time period in the region as the second subset of the plurality of text report categories; and

the sorting unit is specifically configured to sort the P text report categories in descending order based on quantities of occurrence times of the P text report categories, sort the Q text report categories in descending order based on quantities of occurrence times of the Q text report categories, and sort (N–P–Q) text report categories excluding the first subset and the second subset of the plurality of text report categories based on the plurality of personalized evaluation results, wherein N is a quantity of text report categories, P is a natural number less than N, and Q is a natural number not greater than (N–P).

15. A computer device, comprising a memory and a processor, wherein the memory stores a computer program that can be run by the processor, and when the processor runs the computer program, the steps of the method according to any one of claims 1 to 7 are performed.

16. A computer-readable storage medium, wherein the computer-readable storage medium stores a computer program, and when the computer program is run by a processor, the steps of the method according to any one of claims 1 to 7 are performed.