

**MODEL TRAINING METHOD, CONTENT RANKING METHOD, APPARATUS
AND ELECTRONIC DEVICE**

ABSTRACT

Embodiments of the present disclosure provide a model training method, a content ranking method, apparatus and electronic device. The model training method includes: obtaining a first attribute characteristic of a first item of content to be ranked, a negative feedback characteristic of a negatively-marked item of content corresponding to a user, and a user characteristic of the user; obtaining a ground-truth label corresponding to the first item of content to be ranked, wherein the ground-truth label includes an interest level value of the first item of content to be ranked; inputting the first attribute characteristic, the negative feedback characteristic and the user characteristic into a ranking model for predictive ranking, to obtain a ranking result corresponding to the first item of content to be ranked; calculating a loss between the ranking result and the ground-truth label, and adjusting parameters of the ranking model based on the loss. By applying the ranking model trained by the model training method in the embodiments of the present disclosure, an item of content that the user would like to watch can be recommended quickly and accurately.

FIG. 1