

METHODS AND APPARATUSES FOR TRAINING USER CLASSIFICATION MODEL AND USER CLASSIFICATION PROCESSING METHODS AND APPARATUSES

ABSTRACT

Embodiments of the present specification provide methods and apparatuses for training a user classification model and user classification processing methods and apparatuses. The user classification model includes a graph neural network, a first classification network, and a second classification network. The method for training a user classification model includes: obtaining a sample user, where the sample user has tag data; in a user relationship network graph, using the sample user as a target node, and performing aggregation on the target node by using the graph neural network; inputting the obtained user representation into the first classification network and the second classification network to obtain a first predicted value and a second predicted value, where the first predicted value represents a probability that the sample user belongs to a first user group formed by a first-type user and a second-type user, and the second predicted value represents a probability that the sample user belongs to a second user group formed by the second-type user and a third-type user; determining a current loss value based on the first predicted value and/or the second predicted value, and the tag data; and adjusting a parameter of the user classification model with a goal of minimizing the current loss value.

(FIG. 2)