Claims

1. A content recommendation method, performed in a content recommendation apparatus, the method being characterized by comprising, under control of a processor of the content recommendation apparatus:

acquiring content information provided on a network platform from a content information library, and determining keyword information of the content information;

determining a specific field corresponding to the content information;

acquiring, from a server, field knowledge information corresponding to the specific field;

determining a feature tag of the content information from the keyword information according to the field knowledge information; and

determining content recommendation information provided on the network platform for recommendation to a user from the content information library according to an attribute tag of the user and the feature tag, wherein the attribute tag is determined based on historical browsing content of the user.

2. The method as claimed in claim 1, characterized in that the field knowledge information comprises field level knowledge; the field level knowledge comprises a field name, a category name corresponding to the field name, and a feature individual term corresponding to the category name.

3. The method as claimed in claim 2, characterized in that the step of determining a feature tag of the content information from the keyword information according to the field knowledge information comprises:

determining a specific category corresponding to the content information;

determining, in the field level knowledge, a specific category name corresponding to the specific category, and a feature individual term corresponding to the specific category name;

determining the feature tag of the content information from the keyword information according to the feature individual term.

4. The method as claimed in claim 3, characterized in that the content information comprises a category tag, and the step of determining a specific category corresponding to the content information comprises:

determining a specific category corresponding to the content information according to the category tag.

5. The method as claimed in claim 3, characterized in that the step of determining a feature tag of the content information from the keyword information according to the feature individual term comprises:

using keyword information matched to the feature individual term from amongst the keyword information as the feature tag.

6. The method as claimed in claim 3, characterized in that the keyword information comprises multiple keywords and ordering information of each keyword, and the step of determining a feature tag of the content information from the keyword information according to the feature individual term comprises:

reordering the multiple keywords according to the state of matching of each keyword in the keyword information with the feature individual term, and the ordering information;

using keyword information located within a predetermined order range after the reordering as the feature tag of the content information.

7. The method as claimed in claim 1, characterized in that the field knowledge information comprises a field knowledge graph; the field knowledge graph comprises an entity term corresponding to the field at a first layer thereof, and comprises a related term corresponding to the entity term at a second layer thereof, wherein the entity term and the related term are combined to form a feature combination term.

8. The method as claimed in claim 7, characterized in that the step of determining a feature tag of the content information from the keyword information according to the field knowledge information comprises:

determining a feature combination term included in the field knowledge graph corresponding to the specific field;

determining the feature tag of the content information from the keyword information according to the feature combination term.

9. The method as claimed in claim 8, characterized in that the step of determining a feature tag of the content information from the keyword information according to the feature combination term comprises:

using keyword information matched to the feature combination term from amongst the keyword information as the feature tag.

10. The method as claimed in claim 8, characterized in that the keyword information comprises multiple keywords and ordering information of each keyword, and the step of determining a feature tag of the content information from the keyword information according to the feature combination term comprises:

reordering the multiple keywords according to the state of matching of each keyword in the keyword information with the feature combination term, and the ordering information;

using keyword information located within a predetermined order range after the

reordering as the feature tag of the content information.

11. A content recommendation apparatus, characterized by comprising:

a first acquisition module, for acquiring content information provided on a network platform from a content information library;

a first determining module, for determining keyword information of the content information;

a second determining module, for determining a specific field corresponding to the content information;

a second acquisition module, for acquiring, from a server, field knowledge information corresponding to the specific field;

a third determining module, for determining a feature tag of the content information from the keyword information according to the field knowledge information; and

a processing module, for determining content recommendation information provided on the network platform for recommendation to a user from the content information library according to an attribute tag of the user and the feature tag, wherein the attribute tag is determined based on historical browsing content of the user.

12. The apparatus as claimed in claim 11, characterized in that the field knowledge information acquired by the second acquisition module comprises field level knowledge; the field level knowledge comprises a field name, a category name corresponding to the field name, and a feature individual term corresponding to the category name.

13. The apparatus as claimed in claim 12, characterized in that the third determining module specifically comprises:

a first determining sub-module, for determining a specific category corresponding to the content information;

a second determining sub-module, for determining, in the field level knowledge, a specific category name corresponding to the specific category, and a feature individual term corresponding to the specific category name;

a third determining sub-module, for determining the feature tag of the content information from the keyword information according to the feature individual term.

14. The apparatus as claimed in claim 13, characterized in that the content information acquired by the first acquisition module comprises a category tag, and the first determining sub-module is specifically for:

determining a specific category corresponding to the content information according to the category tag.

15. The apparatus as claimed in claim 13, characterized in that the third determining sub-module is specifically for:

using keyword information matched to the feature individual term from amongst the keyword information as the feature tag.

16. The apparatus as claimed in claim 13, characterized in that the keyword information determined by the first determining module comprises multiple keywords and ordering information of each keyword, and the third determining sub-module is specifically for:

reordering the multiple keywords according to the state of matching of each keyword in the keyword information with the feature individual term, and the ordering information;

using keyword information located within a predetermined order range after the reordering as the feature tag of the content information.

17. The apparatus as claimed in claim 11, characterized in that the field knowledge information acquired by the second acquisition module comprises a field knowledge graph; the field knowledge graph comprises an entity term corresponding to the field at a first layer thereof, and comprises a related term corresponding to the entity term at a second layer thereof, wherein the entity term and the related term are combined to form a feature combination term.

18. The apparatus as claimed in claim 11, characterized in that the third determining module specifically comprises:

a second determining sub-module, for determining a feature combination term included in the field knowledge graph corresponding to the specific field;

a third determining sub-module, for determining the feature tag of the content information from the keyword information according to the feature combination term.

19. The apparatus as claimed in claim 18, characterized in that the third determining sub-module is specifically for:

using keyword information matched to the feature combination term from amongst the keyword information as the feature tag.

20. The apparatus as claimed in claim 18, characterized in that the keyword information determined by the first determining module comprises multiple keywords and ordering information of each keyword, and the third determining sub-module is specifically for:

reordering the multiple keywords according to the state of matching of each keyword in the keyword information with the feature combination term, and the ordering information;

using keyword information located within a predetermined order range after the reordering as the feature tag of the content information.