

METHODS AND APPARATUSES FOR SHOWING TARGET OBJECT SEQUENCE TO TARGET USER

ABSTRACT

Embodiments of the present specification provide a method and an apparatus for
5 showing a target object sequence to a target user. The method includes: determining
the initial ranking of various target objects in a target object sequence to be shown,
where the initial ranking is performed in descending order of correlation degrees
between the various target objects and a target user; obtaining object features
respectively corresponding to the various target objects; inputting, based on the initial
10 ranking, the object features respectively corresponding to the various target objects
into a pre-trained reranking model, where the reranking model includes an encoder
and a decoder, the encoder encodes the various object features to obtain a context
representation vector corresponding to the target object sequence, and the decoder
outputs the reranking of the various target objects in the target object sequence based
15 on the context representation vector; and showing the target object sequence to the
target user based on positions of the reordered various target objects, which can
reasonably range the target objects to maximize the user feedback when showing the
target object sequence to the target user based on the ranking.

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FIG. 2