ABSTRACT

The present application discloses a method for determining a user behaviour preference, and a method and a device for presenting recommendation information. The method for determining a user behaviour preference includes: associating recommendation information and an information classification label; delivering the associated recommendation information; when learning that a user triggers the recommendation information, obtaining the information classification label associated with the recommendation information that is triggered by the user; and determining a behaviour preference of the user based on the obtained information classification label. The method for determining a user behaviour preference alleviates the problem, in the existing technology, that the accuracy of the determined user behavior preference is low when the data is collected through questionnaires and the user behavior preference is determined based on the collected data.

FIG. 1