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(54) **Title:** RECOMMENDATION METHOD, AND METHOD AND DEVICE FOR PUBLISHING ONLINE PREDICTION MODEL

(54) 发明名称: 一种推荐方法、在线预测模型的发布方法和装置

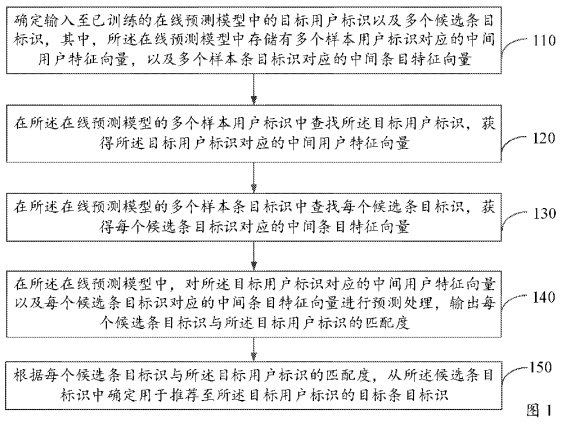

图 1

110 Determine a target user identifier and multiple candidate item identifiers inputted into a trained online prediction model, wherein the online prediction model stores intermediate user feature vectors corresponding to multiple sample user identifiers, and intermediate item feature vectors corresponding to multiple sample item identifiers

120 Search among the multiple sample user identifiers of the online prediction model for the target user identifier, so as to obtain an intermediate user feature vector corresponding to the target user identifier

130 Search among the multiple sample item identifiers of the online prediction model for the each of the candidate item identifiers, so as to obtain intermediate item feature vectors corresponding to the each of the candidate item identifiers

140 Perform prediction processing, in the online prediction model, with respect to the intermediate user feature vector corresponding to the target user identifier and the intermediate item feature vectors corresponding to the each of the candidate item identifiers, and output degrees of matching between the each of the candidate item identifiers and the target user identifier

150 Determine from the candidate item identifiers, according to the degrees of matching between the each of the candidate item identifiers and the target user identifier, a target item identifier to be recommended to the target user identifier

(57) **Abstract:** A recommendation method, and a method and device for publishing an online prediction model. The recommendation method comprises: determining a target user identifier and multiple candidate item identifiers inputted into an online prediction model; searching among multiple sample user identifiers of the online prediction model for the target user identifier and each of the candidate item identifiers, so as to obtain an intermediate user feature vector corresponding to the target user identifier and intermediate item feature vectors corresponding to each of the candidate item identifiers; performing prediction processing with respect to the intermediate user feature vector corresponding to the target user identifier and the intermediate item feature vectors corresponding to each of the candidate item identifiers, and outputting degrees of matching between each of the candidate item identifiers and the target user identifier; and determining from the candidate item identifiers, according to the degrees of matching between each of the candidate item identifiers and the target user identifier, a target item identifier to be recommended to the target user identifier.

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根据细则4.17的声明：

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— 关于申请人有权要求在先申请的优先权(细则4.17(iii))

— 发明人资格(细则4.17(iv))

本国际公布：

— 包括国际检索报告(条约第21条(3))。

(57) 摘要：一种推荐方法及在线预测模型的发布方法和装置，其中该推荐方法包括：确定输入至在线预测模型中的目标用户标识以及多个候选条目标识；在在线预测模型的多个样本用户标识中查找目标用户标识以及每个候选条目标识，获得目标用户标识对应的中间用户特征向量，以及每个候选条目标识对应的中间条目特征向量；对目标用户标识对应的中间用户特征向量以及各候选条目标识对应的中间条目特征向量进行预测处理，输出每个候选条目标识与目标用户标识的匹配度；根据每个候选条目标识与所述目标用户标识的匹配度，从候选条目标识中确定用于推荐至目标用户标识的目标条目标识。