ABSTRACT

Provided is a method for recommending information. The method includes acquiring a click through rate of recommended information by predicting a feature vector of the recommended information by a recommendation model, wherein model parameters corresponding to features that are the same as features of the feature vector and have frequencies less than or equal to a first threshold are removed from the recommendation model; and issuing the recommended information based on the click through rate.

~~An information recommendation method, an apparatus, a recommendation server and a storage medium. The method comprises: predicting a feature vector of recommendation information by means of a recommendation model, obtaining a recommendation information click-through rate, the recommendation model dropping a model parameter corresponding to a feature identical to a feature of the feature vector and having a frequency less than or equal to a first threshold; according to the click-through rate, issuing the recommendation information.~~

Fig. 1A