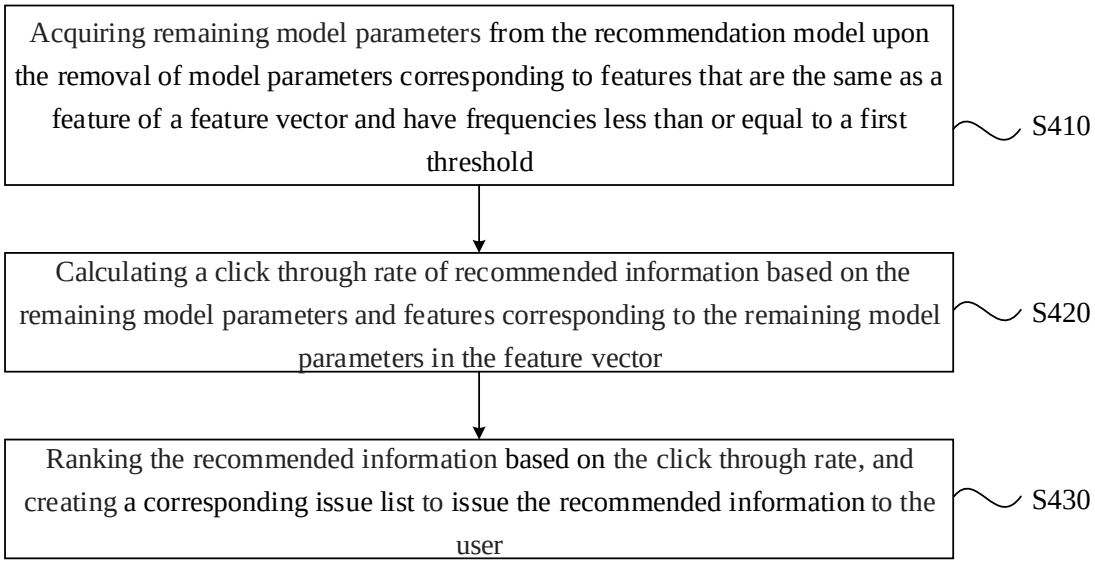

Acquiring remaining model parameters from the recommendation model upon the removal of model parameters corresponding to features that are the same as a feature of a feature vector and have frequencies less than or equal to a first threshold
S410
Calculating a click through rate of recommended information based on the remaining model parameters and features corresponding to the remaining model parameters in the feature vector
S420
Ranking the recommended information based on the click through rate, and creating a corresponding issue list to issue the recommended information to the user
S430

FIG. 4

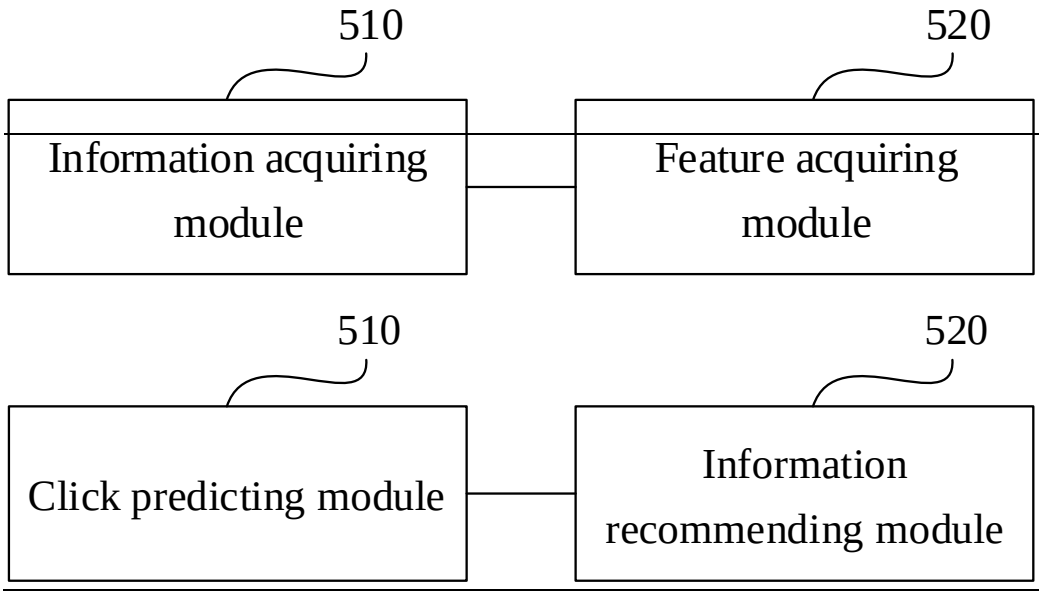

510
520
Information acquiring module
Feature acquiring module
510
520
Click predicting module
Information recommending module

FIG. 5