

G-S 模型下的双边推荐算法

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摘要: 针对推荐算法忽视供应商偏好, 引入 Pareto 最优的概念, 提出一种改进的双边推荐算法. 首先比对消费者要求和供应商属性, 得出消费者对各个供应商的满意度; 其次比对供应商要求和消费者信用属性, 得到供应商对潜在消费者的满意度; 最后消费者的满意值作为 G-S 算法的输入项, 得到消费者、供应商的匹配结果. 仿真结果表明, 算法提高双方的满意度.

关键词: 推荐算法; 满意值; Pareto 最优; G-S 算法

Two-Side Recommendation Algorithm on G-S Model

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Abstract: The absence of suppliers' interest is existed in recommendation algorithm, to address the issue in this paper Pareto Optimality is introduced and a modified two-sided algorithm is proposed. Firstly, it compares consumers' demand and suppliers' properties, then infers the consumers' satisfaction. Secondly, it compares suppliers' demand and consumers' credit, then make sure the suppliers' satisfaction. The improved the G-S algorithm for consumers and sellers provides appropriate match according the consumers' satisfy. Experiments show that the algorithm has high satisfy.

Key words: recommendation algorithm; satisfy; pareto principle; G-S algorithm

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