

一种改进的基于项目语义的推荐算法

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摘 要: 针对传统的基于项目语义的推荐算法计算项目相似度不够精确的情况, 提出了一种改进的基于项目语义的推荐方法, 通过挖掘数据集, 提取内容特征, 利用概率统计模型, 构建物品的特征向量, 精确地计算了项目之间的相似度, 并且与基于项目语义的推荐算法的推荐结果相结合, 不但比一般的基于项目评分的协同过滤推荐算法以及基于项目语义的推荐算法的推荐效果提高不少, 而且在评分用户数量较少的情况下, 进一步提高推荐精度.

关键词: 项目语义; 概率统计模型; 特征向量; 项目相似度

An Improved Recommendation Algorithm Based on Item Semantics

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Abstract: Compared to the traditional recommendation algorithm based on item semantic with the precision of similarity calculated not high, we proposes an improved recommendation algorithm based on item semantics, through mining data sets, extracting content features, using probabilistic model and building feature vectors of items precisely, it calculates the similarity accurately between the items and combines with the results of recommendation algorithm based on semantic recommendation, not only its results is much better than the item-score recommendation algorithm for collaborative filtering and recommendation algorithm based on item semantics, but also it improves on the precision in the less users with scores.

Key words: item semantics; probabilistic model; feature vectors; item similarity

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