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应用实践

基于本体的个性化图书推荐方法研究

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摘要 针对目前图书馆馆藏日渐增多致使用户获取资源负担加重的问题,提出一种混合式图书推荐方法。该方法用语义手段描述图书资源和借阅者,建立用户兴趣与图书资源特征的联系,通过查询修正与基于规则和实例的推理实现个性化推荐,同时在推荐结果中加入辅助推荐。根据用户的反馈信息分析、调整推荐流程,在一定程度上减少传统协同过滤方法的"新用户"和"新对象"问题。实验结果表明,该方法可以提高推荐的命中率,具有良好的效果。

关键词： 本体　混合式推荐　个性化推荐　用户偏好

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Abstract： The huge increase of library resources makes users' cost of accessing valuable knowledge becoming much higher. For this problem, the paper proposes a hybrid recommendation method for library resources, which adopts semantic technologies to describe library resources and borrowers, establishes the association between user preferences and library resource features. Through query modification, rule-based and case-based inference, the method realizes personalized recommendation. Meanwhile, some auxiliary recommendation approaches are integrated. The recommendation process can be analyzed and optimized according to users' feedback. Additionally, this method reduces the "new user" and "new item" problems in traditional collaborative filtering method to a certain extent. Experimental results show that the proposed method can enhance the hit rate.

Keywords： Ontology,　Hybrid recommendation,　Personalized recommendation,　User preference

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