



















the effectiveness of all experts. (2) Among these experts, FINet contributes more to Item DT, while SimNet and IGMNet contribute more to Box CTR. It confirms that the semantic relevance and information gain are more essential factors for guiding users to conduct extended readings, while the general feature interactions capture other useful information for predicting dwell time of items. (3) The multi-critic attention also helps to learn a better R3S model. We replace M3oE with an average pooling for feature aggregation from different experts. It implies that the combination of multiple experts should be carefully customized with M3oE in R3S.

**Table 5: Ablation tests for R3S.**

Ablation version	Item AUC	Box AUC
R3S	<b>0.7419</b>	<b>0.8101</b>
- Feature interaction network	0.7336	0.8057
- Similarity network	0.7367	0.8040
- Information gain network	0.7371	0.8037
- Multi-critic attention	0.7348	0.8038

## 6 CONCLUSION AND FUTURE WORK

In this work, we propose a novel task named recommendation suggestion for relevant items, and design R3S for real-time relevant box insertion. R3S consists of an Item recommender and a Box trigger, which uses an M3oE strategy to jointly combine multi-aspect factors including feature interaction, semantic relevance and information gain. The improvements in offline and online evaluations verify the effectiveness of R3S in relevant recommendation.

In the future, we will utilize more types of feature interactions between seed and target items, and conduct more sophisticated models to model the semantic relevance and information gain. We will also explore the joint training of recommendation suggestion and overall recommendation to better model delay costs. Other feedback mechanisms and product forms of recommendation suggestion should be investigated to further improve user's activeness in recommendation. We will also explore the possibility of applying R3S (or its M3oE, SimNet, IGMNet modules) to other tasks.

## REFERENCES

- [1] Malak Al-Hassan, Haiyan Lu, and Jie Lu. 2015. A semantic enhanced hybrid recommendation approach: A case study of e-Government tourism service recommendation system. *Decision Support Systems* (2015).
- [2] Trapit Bansal, David Belanger, and Andrew McCallum. 2016. Ask the gru: Multi-task learning for deep text recommendations. In *Proceedings of RecSys*.
- [3] John S Breese, David Heckerman, and Carl Kadie. 1998. Empirical analysis of predictive algorithms for collaborative filtering. In *Proceedings of UAI*.
- [4] Michel Capelle, Flavius Frasinca, Marnix Moerland, and Frederik Hogenboom. 2012. Semantics-based news recommendation. In *Proceedings of WIMS*.
- [5] Wanyu Chen, Fei Cai, Honghui Chen, and Maarten De Rijke. 2020. Personalized query suggestion diversification in information retrieval. *Frontiers of Computer Science* (2020).
- [6] Heng-Tze Cheng, Levent Koc, Jeremiah Harmsen, Tal Shaked, Tushar Chandra, Hrishu Aradhye, Glen Anderson, Greg Corrado, Wei Chai, Mustafa Ispir, et al. 2016. Wide & deep learning for recommender systems. In *Proceedings of the DLRS workshop*.
- [7] Weiyu Cheng, Yanyan Shen, and Linpeng Huang. 2020. Adaptive Factorization Network: Learning Adaptive-Order Feature Interactions. In *Proceedings of AAAI*.
- [8] Huifeng Guo, Ruiming Tang, Yunming Ye, Zhenguo Li, and Xiuqiang He. 2017. DeepFM: a factorization-machine based neural network for CTR prediction. In *Proceedings of IJCAI*.
- [9] Xiangnan He and Tat-Seng Chua. 2017. Neural factorization machines for sparse predictive analytics. In *Proceedings of SIGIR*.
- [10] Baotian Hu, Zhengdong Lu, Hang Li, and Qingcai Chen. 2014. Convolutional neural network architectures for matching natural language sentences. In *Proceedings of NIPS*.
- [11] Yehuda Koren, Robert Bell, and Chris Volinsky. 2009. Matrix factorization techniques for recommender systems. *Computer* (2009).
- [12] Ruirui Li, Liangda Li, Xian Wu, Yunhong Zhou, and Wei Wang. 2019. Click feedback-aware query recommendation using adversarial examples. In *Proceedings of WWW*.
- [13] Jianxun Lian, Xiaohuan Zhou, Fuzheng Zhang, Zhongxia Chen, Xing Xie, and Guangzhong Sun. 2018. xdeepfm: Combining explicit and implicit feature interactions for recommender systems. In *Proceedings of KDD*.
- [14] Jimmy Lin and Mark D Smucker. 2008. How do users find things with PubMed? Towards automatic utility evaluation with user simulations. In *Proceedings of SIGIR*.
- [15] Bin Liu, Chenxu Zhu, Guilin Li, Weinan Zhang, Jincai Lai, Ruiming Tang, Xiuqiang He, Zhenguo Li, and Yong Yu. 2020. AutoFIS: Automatic Feature Interaction Selection in Factorization Models for Click-Through Rate Prediction. (2020).
- [16] Qi Liu, Ruobing Xie, Lei Chen, Shukai Liu, Ke Tu, Peng Cui, Bo Zhang, and Leyu Lin. 2020. Graph Neural Network for Tag Ranking in Tag-enhanced Video Recommendation. In *Proceedings of CIKM*.
- [17] Jiaqi Ma, Zhe Zhao, Xinyang Yi, Jilin Chen, Lichan Hong, and Ed H Chi. 2018. Modeling task relationships in multi-task learning with multi-gate mixture-of-experts. In *Proceedings of KDD*.
- [18] Steffen Rendle. 2010. Factorization machines. In *Proceedings of ICDM*.
- [19] Masoumeh Riyahi and Mohammad Karim Sohrabi. 2020. Providing effective recommendations in discussion groups using a new hybrid recommender system based on implicit ratings and semantic similarity. *Electronic Commerce Research and Applications* (2020).
- [20] Badrul Munir Sarwar, George Karypis, Joseph A Konstan, John Riedl, et al. 2001. Item-based collaborative filtering recommendation algorithms. In *Proceedings of WWW*.
- [21] Ozan Sener and Vladlen Koltun. 2018. Multi-task learning as multi-objective optimization. In *Proceedings of NIPS*.
- [22] Mark D Smucker and James Allan. 2006. Find-similar: similarity browsing as a search tool. In *Proceedings of SIGIR*.
- [23] Weiping Song, Chence Shi, Zhiping Xiao, Zhijian Duan, Yewen Xu, Ming Zhang, and Jian Tang. 2019. AutoInt: Automatic feature interaction learning via self-attentive neural networks. In *Proceedings of CIKM*.
- [24] Fei Sun, Jun Liu, Jian Wu, Changhua Pei, Xiao Lin, Wenwu Ou, and Peng Jiang. 2019. BERT4Rec: Sequential Recommendation with Bidirectional Encoder Representations from Transformer. In *Proceedings of CIKM*.
- [25] Ruoxi Wang, Bin Fu, Gang Fu, and Mingliang Wang. 2017. Deep & cross network for ad click predictions. In *Proceedings of ADKDD*.
- [26] Chuhan Wu, Fangzhao Wu, Mingxiao An, Jianqiang Huang, Yongfeng Huang, and Xing Xie. 2019. Npa: Neural news recommendation with personalized attention. In *Proceedings of KDD*.
- [27] Qiong Wu, Yong Liu, Chunyan Miao, Binqiang Zhao, Yin Zhao, and Lu Guan. 2019. PD-GAN: Adversarial Learning for Personalized Diversity-Promoting Recommendation. In *Proceedings of IJCAI*.
- [28] Jun Xiao, Hao Ye, Xiangnan He, Hanwang Zhang, Fei Wu, and Tat-Seng Chua. 2017. Attentional factorization machines: Learning the weight of feature interactions via attention networks. In *Proceedings of IJCAI*.
- [29] Ruobing Xie, Cheng Ling, Yalong Wang, Rui Wang, Feng Xia, and Leyu Lin. 2020. Deep Feedback Network for Recommendation. In *Proceedings of IJCAI*.
- [30] Ruobing Xie, Zhijie Qiu, Jun Rao, Yi Liu, Bo Zhang, and Leyu Lin. 2020. Internal and Contextual Attention Network for Cold-start Multi-channel Matching in Recommendation. In *Proceedings of IJCAI*.
- [31] Zhenghua Xu, Cheng Chen, Thomas Lukasiewicz, Yishu Miao, and Xiangwu Meng. 2016. Tag-aware personalized recommendation using a deep-semantic similarity model with negative sampling. In *Proceedings of CIKM*.
- [32] Ling Yan, Wu-Jun Li, Gui-Rong Xue, and Dingyi Han. 2014. Coupled group lasso for web-scale ctr prediction in display advertising. In *Proceedings of ICML*.
- [33] Xing Yi, Liangjie Hong, Erheng Zhong, Nanthan Nan Liu, and Suju Rajan. 2014. Beyond clicks: dwell time for personalization. In *Proceedings of RecSys*.
- [34] Mi Zhang and Neil Hurley. 2008. Avoiding monotony: improving the diversity of recommendation lists. In *Proceedings of RecSys*.
- [35] Weinan Zhang, Tianming Du, and Jun Wang. 2016. Deep learning over multi-field categorical data. In *European conference on information retrieval*.
- [36] Guorui Zhou, Xiaoqiang Zhu, Chenru Song, Ying Fan, Han Zhu, Xiao Ma, Yanghui Yan, Junqi Jin, Han Li, and Kun Gai. 2018. Deep interest network for click-through rate prediction. In *Proceedings of KDD*.
- [37] Cai-Nicolas Ziegler, Sean M McNee, Joseph A Konstan, and Georg Lausen. 2005. Improving recommendation lists through topic diversification. In *Proceedings of WWW*.