Scroll down

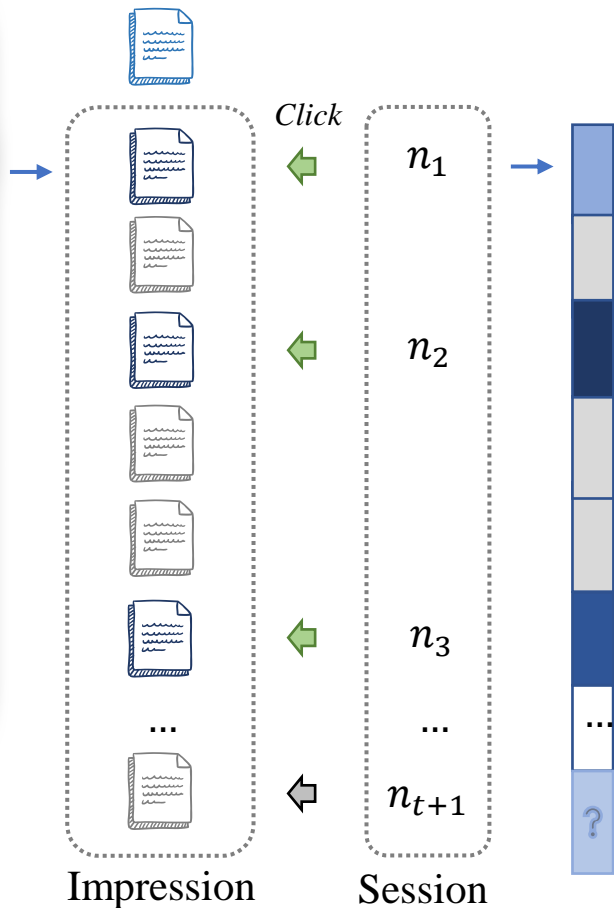Impression

Session

Click

n_1

n_2

n_3

n_{t+1}

positive implicit feedback

① *Carefully reading*

② *Roughly reading*

③ *Exiting soon*

User preference: ① > ② > ③

negative implicit feedback

① *Clicked Articles*

② *Articles in impression*

③ *Articles beyond impression*

User preference: ① > ③ > ②