

dataset description

Data Description

The provided data includes data from the target domain (such as user behavior logs, user profiles, and ad material information) and data from the source domain (such as user behavior data and basic information about news items).

Data from the Target Domain

Field Value Example	Field Description	Can be empty	Field Type
label 0, 1	User ID	No	int
user_id 1, 2, ...	User ID	No	String
age 1, 2, 3, ...	Age	Yes	String
gender 1, 2, ...	Gender	Yes	String
residence 1, 2, ...	Permanent residence (province)	Yes	String
city 1, 2, ...	Permanent residence (city ID)	Yes	String
city_rank 1, 2, ...	Permanent residence (city level)	Yes	String
series_dev 1, 2, ...	Device series	Yes	String
series_group 1, 2, ...	Device series group	Yes	String
emui_dev 1, 2, ...	EMUI version number	Yes	String
device_name 1, 2, ...	Device model used by the user	Yes	String
device_size 1, 2, ...	Device size used by the user	Yes	String
net_type 1, 2, ...	Network status during the behavior	Yes	String
task_id 1, 2, ...	Unique identifier of ad task	Yes	String
adv_id 1, 2, ...	Material ID corresponding to the ad task	Yes	String

Field Value Example	Field Description	Can be empty	Field Type
creat_type_cd 1, 2, ...	Creative type ID of the material	Yes	String
adv_prim_id 1, 2, ...	Advertiser ID corresponding to the ad task	Yes	String
inter_type_cd 1, 2, ...	Interaction type of the material corresponding to the ad task	Yes	String
slot_id 1, 2, ...	Ad slot ID	Yes	String
site_id 1, 2, ...	Media ID	Yes	String
spread_app_id 1, 2, ...	Application ID corresponding to the ad task	Yes	String
hispace_app_tags 1, 2, ...	Tags of the application corresponding to the ad task	Yes	String
app_second_class 1, 2, ...	Secondary classification of the application corresponding to the ad task	Yes	String
app_score 4	App score	Yes	Int
ad_click_list_001 [1, 2, ...]	List of ad task IDs clicked by the user	Yes	[string,]
ad_click_list_002 [1, 2, ...]	List of advertiser IDs corresponding to ads clicked by the user	Yes	[string,]
ad_click_list_003 [1, 2, ...]	List of recommended applications clicked by the user	Yes	[string,]
ad_close_list_001 [1, 2, ...]	List of ad tasks closed by the user	Yes	[string,]
ad_close_list_002 [1, 2, ...]	List of advertisers corresponding to ads closed by the user	Yes	[string,]
ad_close_list_003 [1, 2, ...]	List of recommended applications closed by the user	Yes	[string,]
pt_d 202205221430	Timestamp	No	String
log_id 12345678	Sample ID	No	Int

Data from the Source Domain

Field Value Example	Field Description	Can be empty	Field Type
u_userId 0001	User ID	No	String
u_phonePrice 13	Price of a user's device	Yes	String
u_browserLifeCycle 10	User engagement on Browser	Yes	String
u_browserMode 11	Browser service type	Yes	String
u_feedLifeCycle 12	User engagement on news feeds	Yes	String
u_refreshTimes 16	Average number of valid news feeds updates per day	Yes	String
u_newsCatInterests [1, 2, ...]	Liked news feeds categories based on the click behavior of a user	Yes	[String,]
u_newsCatDislike [1, 2, ...]	Disliked news feed categories	Yes	[String,]
u_newsCatInterestsST [1, 2, ...]	User's short-term interest categories	Yes	[String,]
u_click_ca2_news [1, 2, ...]	Click sequence of news categories by the user	Yes	[String,]
i_docId 0001	Article doc ID	Yes	String
i_s_sourceId 0001	Source ID of the article	Yes	String
i_regionEntity 0001	Regional entity ID of the article	Yes	String
i_cat 0001	Category ID of the article	Yes	String
i_entities [1, 2, ...]	Entity ID of the article	Yes	[String,]
i_dislikeTimes 60	Number of dislikes for the article	Yes	String
i_upTimes 22	Number of likes for the article	Yes	String
i_dtype 20	Display format of the article	Yes	String
e_ch 1, 2, ...	Channel	Yes	String
e_m 1, 2, ...	Event source device model	Yes	String
e_po	Position	Yes	String

Field Value Example	Field Description	Can be empty	Field Type
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e_pl 1, 2, ...	Visit place	Yes	String
e_rn 1	Refresh count	Yes	String
e_section 13	News feed scenario type	Yes	String
e_et 202205221430	Timestamp	No	String
label 1	Clicked, -1: No, 1: Yes	No	String
cilLabel 1	Liked, -1: No, 1: Yes	No	String
pro 1, 2, ...	Article browsing progress	No	String