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	Field Description	Can be empty	Field Type
Value Example			
label	User ID	No	int
0, 1		•	
user_id	User ID	No	String
1, 2,			
age	Age	Yes	String
1, 2, 3,			
gender	Gender	Yes	String
1, 2,			
residence	Permanent residence (province)	Yes	String
1, 2,		'	'
city	Permanent residence (city ID)	Yes	String
1, 2,		1	
city_rank	Permanent residence (city level)	Yes	String
1, 2,		I	1
series_dev	Device series	Yes	String
1, 2,	.	l ==	La
series_group	Device series group	Yes	String
1, 2,	DMIII : 1	l 3 7	l a
emui_dev	EMUI version number	Yes	String
1, 2,	Davisa madel used by the	l Voc	Ctuing
device_name	Device model used by the user	Yes	String
1, 2,	aser	I	I
device_size	Device size used by the	Yes	String
	user		
1, 2,		I	1
net_type	Network status during the	Yes	String
	behavior		
1, 2,		ı	1
task_id	Unique identifier of ad task	Yes	String
1, 2,		ı	1
adv_id	Material ID corresponding to the ad task	Yes	String
1, 2,			· '

Field	Field Description	Can be empty	Field Type
Value Example	•	1 0	01
creat_type_cd	Creative type ID of the material	Yes	String
1, 2, adv_prim_id	Advertiser ID corresponding to the ad task	Yes	String
1, 2, inter_type_cd	Interaction type of the material corresponding to the ad task	Yes	String
1, 2, slot_id 1, 2,	Ad slot ID	Yes	String
site_id 1, 2,	Media ID	Yes	String
spread_app_id	Application ID corresponding to the ad task	Yes	String
1, 2, hispace_app_tags	Tags of the application corresponding to the ad task	Yes	String
1, 2, app_second_class	Secondary classification of the application cor- responding to the ad task	Yes	String
1, 2, app_score	App score	Yes	Int
ad_click_list_001	List of ad task IDs clicked by the user	Yes	[string,]
[1, 2,] ad_click_list_002	List of advertiser IDs corresponding to ads clicked by the user	Yes	[string,]
[1, 2,] ad_click_list_003	List of recommended applications clicked by the user	Yes	[string,]
[1, 2,] ad_close_list_001	List of ad tasks closed by the user	Yes	string,]
[1, 2,] ad_close_list_002	List of advertisers corresponding to ads closed by the user	Yes	[string,]
[1, 2,] ad_close_list_003	List of recommended applications closed by the user	Yes	[string,]
[1, 2,] pt_d 202205221430	Timestamp	No	String
log_id 12345678	Sample ID	No	Int

Data from the Source Domain

Value Example u.userId 0001 u.phonePrice 13 u.browserLifeCycle User engagement on prosection 10 u.browserMode 11 u.feedLifeCycle User engagement on news prosection 12 u.refreshTimes Average number of valid news feeds updates per day 16 u.newsCatInterests Liked news feeds categories based on the click behavior of a user [1, 2,] u.newsCatInterestST User's short-term interest categories by the user [1, 2,] u.click ca2.news Click sequence of news categories by the user [1, 2,] i.docId 0001 i.regionEntity Regional entity ID of the article 0001 i.cat 00001 i.cat 0001 i.c	Field	Field Description	Can be empty	Field Type
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Field	Field Description	Can be empty	Field Type
Value Example		'	
9			
e_pl	Visit place	Yes	String
1, 2,			
e_rn	Refresh count	Yes	String
1			
e_section	News feed scenario type	Yes	String
13			
e_et	Timestamp	No	String
202205221430			
label	Clicked, -1: No, 1: Yes	No	String
1			
cilLabel	Liked, -1: No, 1: Yes	No	String
1			
pro	Article browsing progress	No	String
1, 2,			