Contrastive View Generator Predictor Users User **GCN Embedding Equal To** User User O \langle layer Random Initialization Dropout ID of Items **Item** (Stop Gradient) 10 21 42 **Embedding** O \langle layer $\tilde{\chi}^u_S$ p_{θ_2} $\bigcirc \rightarrow \bigcirc$ Image of Items **Image Image Encoder** \mathcal{L}_{align} **Text** O layer *Image* Text of Items Red \mathcal{L}_{mask} Superfluous Basketball Nike Tbaby shoes shirts **Text Semantics** pants Encoder Discard p_{θ_1} \mathcal{L}_{mib}