



# DAN : Deep Attention Neural Network for News Recommendation

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# Introduction

## ■ Observation

- Recommendation System

## ■ Problem & Motivation

- ignore the news profile
- ignore the influence of sequential information of a user's clicked news

## ■ Proposal: DAN

- A deep attention neural network DAN that consists of three components including PCNN, ANN, ARNN

## ■ Results

- 3.91% on F1 and 2.64% on AUC improvemnet on evaluation metrices



# Contents

- **Backgrounds**
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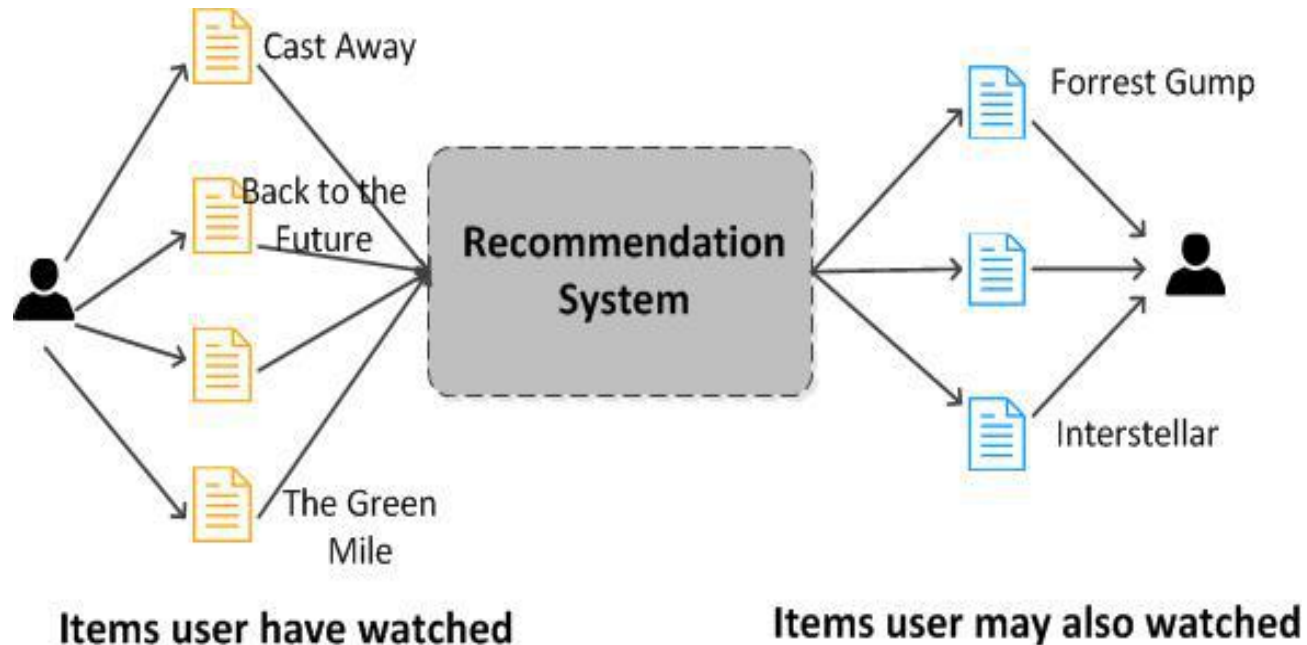


# Backgrounds

## Recommendation System

### Task

- Given a list of reading history, recommend candidate items for users.





### ■ Collaborative Filtering (CF) based Methods

- predicts a personalized ranking over a set of items for each individual user with the similarities among the users and items

### ■ Content based Methods

- consider the actual content or attributes of the items for making recommendations



## ■ Hybrid Methods

- recommend items through a hybrid recommender system that usually combines several different recommender algorithms

## ■ Deep Learning Based Models

- modeling complex user-item (i.e., news) interactions, and capturing the dynamic properties of news and users



# Backgrounds

## Related Works

### ■ Methodologies

- Autoencoders (Sheng,Kawale,and Fu. 2015)
- CDAE (Wu et al. 2016)
- DMF (Xue et al. 2017)
- DSSM (Huang et al. 2013)
- SCENE (Li et al. 2011)
- DeepWide (Cheng et al. 2016),
- DeepFM (Guo et al. 2017),
- DeepJoNN (Zhang, Liu, and Gulla 2018)
- DKN(HongweiWang2018)



## ■ Issues of existing models

- have the cold start problem when being exposed to the sparsity of user-item interactions
- have difficulties in reflecting a user's interests in real time
- ignore the news profile
- can not consider the influence of sequential information of a user's clicked news

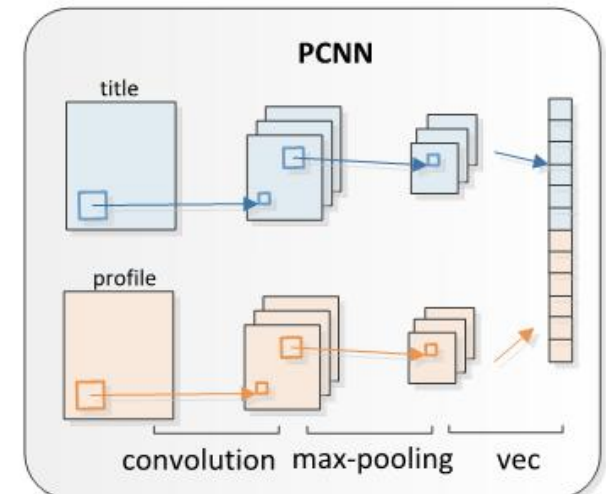
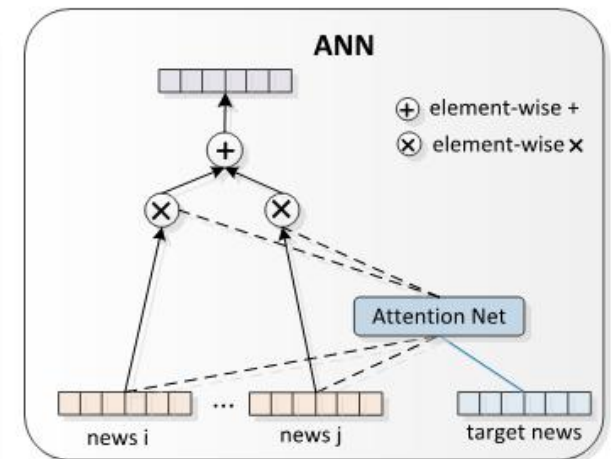
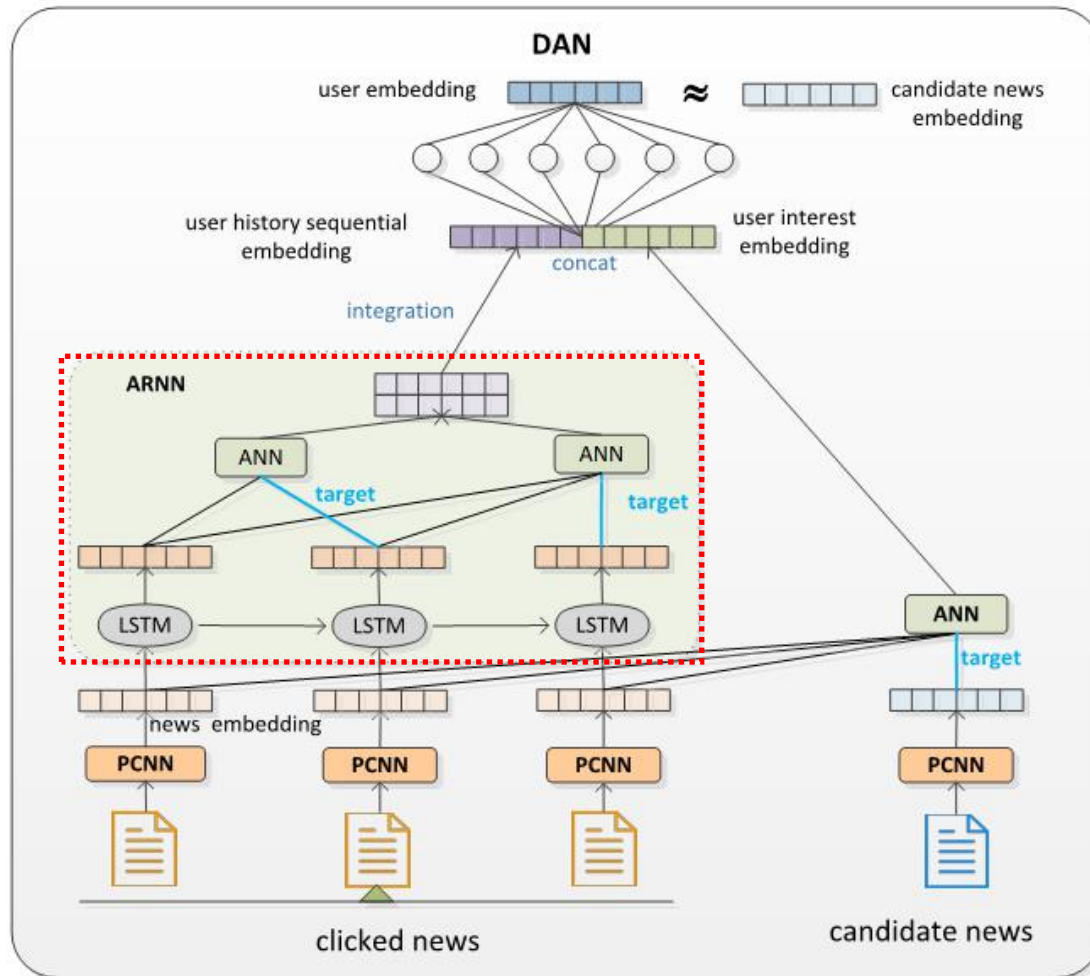




# Proposal

## DAN

- DAN uses three components for capturing the dynamic of news and user's interest, and recommend news to users.





# Proposal

## ■ PCNN Component

- **Input:** profile embedding  $C$  and title embedding  $T$

$$C = [e_1, f(g_1), e_2, f(g_2) \dots e_m, f(g_m)]^T \quad T = [w_1, w_2, \dots w_n]^T$$

- **Two Parallel CNN**

(1) Convolution layer  $m = f(Z \odot c + b)$

(2) Pooling layer  $p = \text{maxpooling}(m)$ .

(3) Representation layer

$$r(Z) = [\text{vec}(p^1); \text{vec}(p^2); \dots \text{vec}(p^v)]$$

- **Output:** news feature representation

$$I = [r(T); r(C)]$$

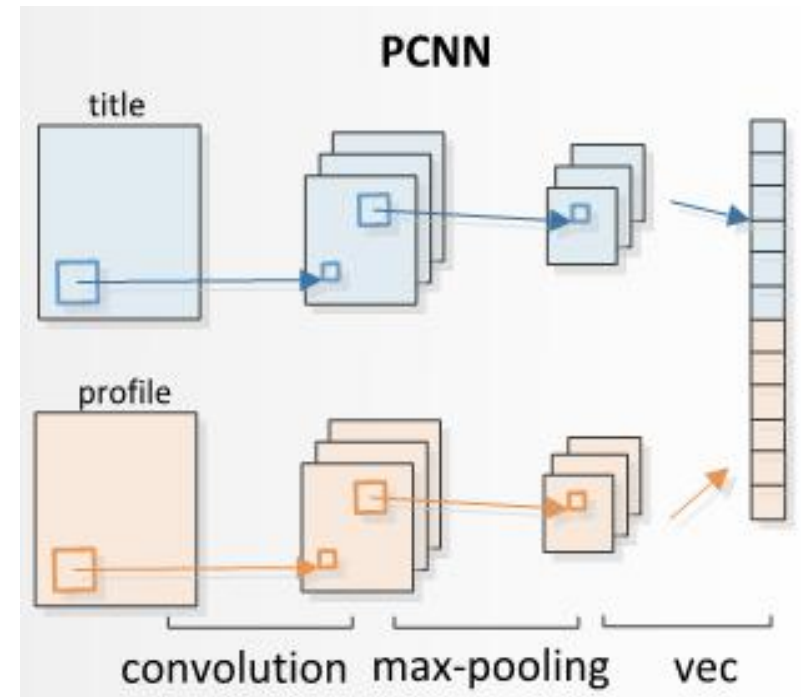


Figure 2



# Proposal

## ANN Component

- **Input:** clicked news representations and candidate news representation  $\{\mathbf{I}_1, \mathbf{I}_2, \dots, \mathbf{I}_{t-1}\}$  and  $\mathbf{I}_t$

- **Attention Mechanism**

$$\mathbf{u}_j = \tanh(\mathbf{W}_w \mathbf{I}_j + \mathbf{b}_w)$$

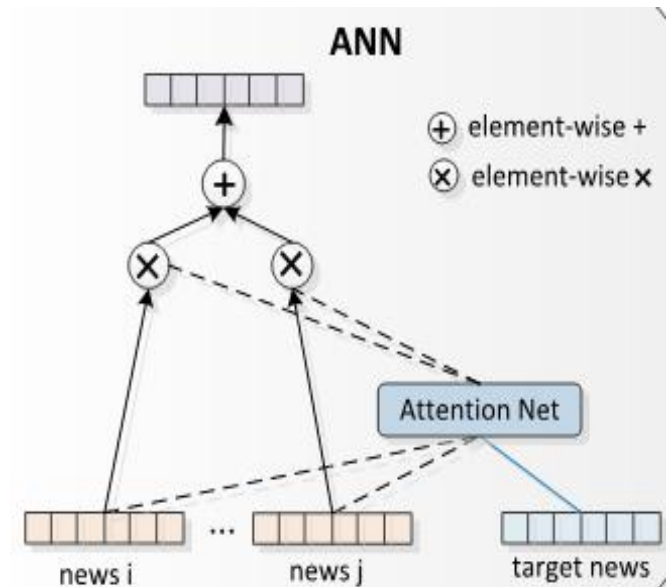
$$\mathbf{u}_t = \tanh(\mathbf{W}_t \mathbf{I}_t + \mathbf{b}_t)$$

$$\alpha_{j,t} = \frac{\exp(\mathbf{v}^T (\mathbf{u}_t + \mathbf{u}_j))}{\sum_j \exp(\mathbf{v}^T (\mathbf{u}_t + \mathbf{u}_j))}$$

$$\mathbf{s}_t = \sum_j \alpha_{j,t} \mathbf{I}_j$$

- **Output:** user's current representation

$$\mathbf{s}_t = \sum_j \alpha_{j,t} \mathbf{I}_j$$





# Proposal

## ARNN Component

- **Input:** clicked news representations

$$\{I_1, I_2, \dots, I_{t-1}\}$$

- **Attention mechanism on RNN**

- (1) In  $j$ -th step, get the  $j$ -th hidden state

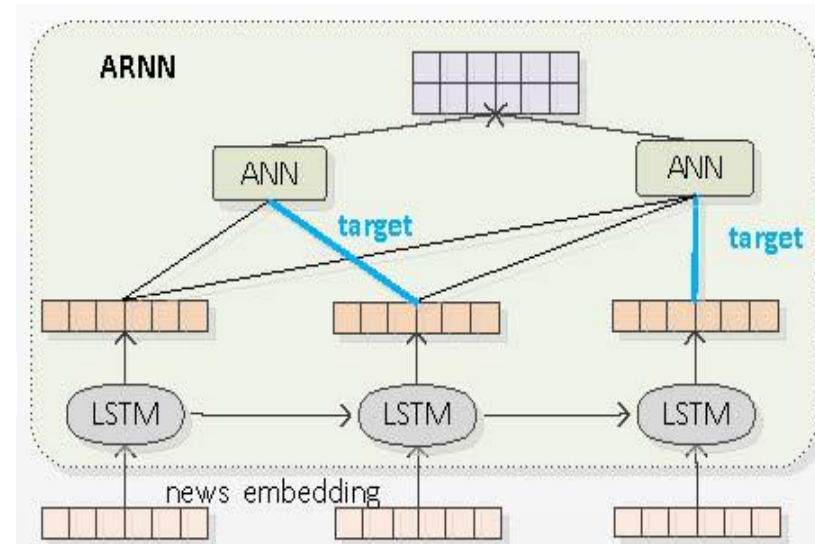
$$h_j = LSTM(h_{j-1}, I_j)$$

- (2) feed the first  $j$  hidden states into ANN,  
and get the  $j$ -th sequential information  $s_j$

- (3) get the entire sequential information

$$S = [s_2 \ s_3 \ \dots s_{t-1}]$$

- **Output:** user's history sequential  
feature representation  $f(S) = cnn(S)$





# Proposal

## ■ Training

$$X = (\{x_1, x_2, \dots, x_{t-1}\}, x_t, y),$$

- $x_j$  is the  $j$ -th news clicked by users,  $x_t$  is the candidate news.
- $y = 1$  for positive input sample.  $y = 0$  for the negative sample.
- each input sample has the respective estimated probabilities  $P \in [0, 1]$  of the user clicking the news  $x_t$

$$L_r = -\left\{ \sum_{X \in \Delta^+} y \log P + \sum_{X \in \Delta^-} (1 - y) \log(1 - P) \right\} \quad (3)$$

where  $\Delta^+$  and  $\Delta^-$  are the positive sample set and negative sample set.



# Experiments

## Data sets

**Adressa** is an event-based news dataset that includes anonymized users with their clicked news articles

- Adressa-1week: from 1 January to 7 January 2017
- Adreesa-10week: from 1 January to 31 March 2017

Table 1: Statistics of the dataset.

Number	<i>Adressa-1week</i>	<i>Adressa-10week</i>
#users	640,503	3,614,911
#news	20,428	81,018
#events	3,101,991	35,244,078
#entity	160,559	417,572
#entity-type	19	19
#average words per title	6.57	6.64
#average entities per news	27.7	26.5
#average entity-types per news	12.6	12.5

**Adressa** download from <http://reclab.idi.ntnu.no/dataset/>



# Experiments

## Result and analysis

Table 2: Comparison of different models.

Model	Adressa-1week		Adressa-10week	
	F1	AUC	F1	AUC
LibFM(-)	63.93	61.79	55.75	53.83
LibFM	70.69	69.53	64.44	61.41
DSSM(-)	69.36	68.25	62.24	60.74
DSSM	74.78	72.71	69.11	67.57
DeepWide(-)	67.39	64.83	59.98	57.98
DeepWide	73.94	71.07	67.87	66.80
DeepFM(-)	66.09	64.83	58.47	57.03
DeepFM	72.47	70.33	64.71	63.60
DMF	63.43	61.49	55.43	53.47
DKN(-)	75.38	73.45	68.57	60.57
DKN	79.97	77.24	70.39	67.53
DAN	<b>82.32</b>	<b>80.18</b>	<b>73.58</b>	<b>70.17</b>

(-) represents that removing the profile embedding from input matrix





# Experiments

## ■ Discussion on different DAN variants

Table 3: Comparison among DAN variants.

Model	Adressa-1week		Adressa-10week	
	F1	AUC	F1	AUC
DAN without entity and entity-type	76.01	72.51	69.37	58.19
DAN with entity-type	77.21	74.49	70.76	65.42
DAN with entity	80.46	78.64	71.93	67.63
DAN with entity and entity-type	<b>82.32</b>	<b>80.18</b>	<b>73.58</b>	<b>70.17</b>
DAN without mapping	78.06	75.36	67.13	65.49
DAN with linear mapping	80.17	77.24	70.57	67.81
DAN with no-linear mapping	<b>82.32</b>	<b>80.18</b>	<b>73.58</b>	<b>70.17</b>
DAN without attention	78.13	75.44	70.23	68.76
DAN with attention	<b>82.32</b>	<b>80.18</b>	<b>73.58</b>	<b>70.17</b>
DAN with mul	72.46	68.54	60.39	58.73
DAN with sum	80.17	78.29	69.98	67.04
DAN with vec	79.91	77.74	69.46	66.29
DAN with cnn	<b>82.32</b>	<b>80.18</b>	<b>73.58</b>	<b>70.17</b>
DAN without ARNN	81.59	77.27	71.25	69.61
DAN with ARNN	<b>82.32</b>	<b>80.18</b>	<b>73.58</b>	<b>70.17</b>





# Summary

## ■ Conclusion

- DAN considers the user's history sequential information and user's current interest together to determine whether the user clicks on the candidate news.
- DAN devises three components including news representation extractor PCNN, sequential information extractor ARNN and user interest extractor ANN.
- DAV significantly and consistently has considerable improvement over baselines, and achieves state-of-the-art performance



Thanks

**THANKS**

**Q&A**