4 EVALUATION OF INFORMATION COCOON

4.1 Experimental Setup

4.1.1 Dataset. We use the large-scale news recommendation benchmark dataset MIND [35] to conduct our experiments, which contains 6 weeks of news click records of anonymous users extracted from Microsoft News. In the data we used, there are a total of 2,609,219 behavior log records from 750,434 anonymous users. The news data provided in MIND contains rich text information, including: news ID, topic category, topic subcategory, title, abstract, URL, and entities. User information includes user ID and historical clicked news list. Each behavior log records the user's click behavior (click or not) on a group of news displayed on the platform at a certain moment. In addition, since the user behavior data provided in MIND's test set does not contain the label of whether the user clicked, we split half of the data from the validation set as the test set, and only use the remaining validation data to participate in model training. The statistics of the dataset are shown in Table 1.

Table 1: Statistics of MIND dataset.

MIND	train set	validation set	test set
# users	711,222	151,244	151,021
# news	101,527	72,023	72,023
# behavior logs	2,232,748	188,235	188,236

4.1.2 Algorithms. We explore the impact of three types of recommendation algorithms on the formation of information cocoons, including collaborative filtering-based recommendation algorithm, content-based recommendation algorithm, and hybrid recommendation algorithm. Under each type of recommendation algorithms, we selected some representative recommendation models, as follows:

Collaborative filtering-based recommendation algorithms. This type of algorithms make recommendations based on the click relationship between users and items. **NCF** [13]: Neural collaborative filtering recommendation model. NCF use a multi-layer perceptron to learn the interaction between users and items. **NGCF** [32]: Graph neural network based collaborative filtering recommendation model. NGCF constructs a graph structure of users and items, and learns embedding representations of users and items through graph neural networks.

Content-based recommendation algorithms. This type of algorithms make recommendations based on users' historical click data and the content of items. **NRMS** [34]: News recommendation model based on neural networks and self-attention mechanism. NRMS learns news representations from news titles and user representations from user clicked news list. **NAML** [33]: News recommendation model based on neural networks and multi-view learning. NAML learns news representations from three views: news titles, news content, and topic categories, and learns user representations from user clicked news list. **DKN** [30]: News recommendation model based on neural networks and knowledge graph representation. DKN uses knowledge-aware convolutional neural networks to fuse semantic-level and knowledge-level representations of news.

Hybrid recommendation algorithms. This type of algorithms combine multiple recommendation algorithms and can incorporate rich features for recommendation. **DeepFM** [11]: Factorization machine and neural networks based recommendation model. DeepFM can simultaneously capture low-order and high-order interactions among different features and is suitable for handling large-scale sparse data.

4.1.3 Implementation Details. Since different recommendation models have different requirements for input data, we use different data features according to the actual needs of each model for training. The training features for different recommendation models are summarized in Table 2. Besides, all model parameters are set according to the default best values provided in the original paper. After completing the model training, we simulated the behaviors of 151,021 users from MIND's test set and conducted a total of 6 rounds of interaction simulations. We use 101,527 news items from the training set as the news database. In each round of simulation, the number of recalled news is 500, and the number of recommended news for users is 50. The experiments were run on a Linux server with 2 NVIDIA GeForce RTX 2080Ti GPUS, and each with 11GB GPU memory. The code is written in the Python language, and the deep learning framework used is PyTorch.

Table 2: Training features of different models.

Models	Training features
NCF	user ID, news ID, user-news interaction
NGCF	user ID, news ID, user-news interaction
NRMS	user ID, news ID, news title, user-news interaction
NAML	user ID, news ID, news title, news abstract, news topic category and subcategory, user-news interaction
DKN	user ID, news ID, news title, entities in news title, user-news interaction
DeepFM	user ID, news ID, news topic category and subcategory, user-news interaction

6 EVALUATION OF ICCF

6.1 Experimental Setup

6.1.1 Models. The relevant models are summarized as follows:

- DPP [6]: Re-ranking diversity model based on determinant point process.
- MMR [4]: Re-ranking diversity model based on maximal marginal relevance.
- DPP-ICCF: Combined re-ranking model of DPP and ICCF. It selects the current best item from the candidate news list based on the DPP strategy and utilizes ICCF to decide whether to retain it.
- MMR-ICCF: Combined re-ranking model of MMR and ICCF. It is similar to DPP-ICCF, with the main difference being that it selects the current best item from the candidate news list based on the MMR strategy.
- NONE: This model serves as the baseline for ICCF. It does not perform any operation during the re-ranking phase and directly recommends the news with the highest predicted click probability to the users.

6.1.2 Evaluation Metrics. Accuracy evaluation metrics. We use AUC (area under the curve) and NDCG (normalized discounted cumulative gain) to assess the accuracy of the model. AUC is the area under the ROC curve, and a higher AUC value indicates that the model can better distinguish between positive and negative instances. NDCG is used to measure the ranking quality of recommendation systems and is a normalized version of the DCG metric.

Diversity evaluation metrics. We utilize the UAR (user relevance radius) and NCE (normalized category entropy) defined in Section 3.3 to evaluate the diversity of the recommendation results.

Comprehensive evaluation metric. We design a comprehensive evaluation metric (CEM) that considers both accuracy and diversity to assess the overall performance of the model. First, get the average accuracy $\bar{P} = (AUC + NDCG)/2$, and the average diversity $\bar{D} = (UAR + NCE)/2$. Then, $CEM = 2\bar{P}\bar{D}/(\bar{P} + \bar{D})$.

6.1.3 Implementation Details. The dataset and basic experimental settings remain the same as before. We evaluate the accuracy and diversity of the recommendation results using user behavior data from the MIND test set. Different from the above simulation experiments, we need news data with user click labels to test the model's performance. Therefore, limited by the existing data, we only use labeled news as the candidate set, from which news is selected for recommendation. We filtered the user behavior records to ensure that each user has at least 10 news click records and 100 candidate news available for recommendation. Note that due to the limited number of candidate news, the final news for recommendation may not reach the target number after filtering with ICCF. In such cases, we pad the recommendation list with news that have highest predicted click probabilities.

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