



基于大语言模型的画像生成与特征相似性推荐方法及系统

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Stage of Technology Transfer: Commercially Viable Technology/ Product Ready for Sale

Research Area: Large Language Model, Multimodal Data Processing, Portrait Generation, Feature Similarity, and Personalized Recommendations

Abstract

The present invention provides a method and system for portrait generation and feature similarity recommendation utilizing a large language model. The system comprises a data collection module, a feature extraction module, a similarity calculation module, and a recommendation module. The data collection module gathers multimodal data from social media platforms, including audio, video, text, and interaction data. The feature extraction module analyzes this data to extract influencer characteristics across various dimensions. The similarity calculation module constructs a similarity matrix for the audio, video, text, and interaction features by employing a feature matrix generated by the feature extraction module and integrating it with the large language model to create training samples. This module calculates similarity scores to identify suitable candidates. Finally, the recommendation module generates personalized recommendations based on the comprehensive similarity scores produced by the similarity calculation module. By integrating the large language model with multimodal feature analysis, this system enables precise assessment of influencer behavior and performance, facilitating highly targeted and personalized recommendations.

摘要

本发明涉及基于大语言模型的画像生成与特征相似性推荐方法及系统，包括数据采集模块、特征提取模块、相似度计算模块和推荐模块。数据采集模块从社交媒体平台采集网红的多模态数据，涵盖音频、视频、文本和互动的数据信息；特征提取模块基于采集到的多模态数据，进行深入的特征分析和处理，提取网红在多个维度的特征；相似度计算模块基于多维特征提取模块生成的特征矩阵，结合大语言模型生成训练样本，构建网红的音频、视频、文本和互动的数据特征的相似度矩阵，并计算网红的相似度评分确定候选对象；推荐模块基于相似度确定模块生成的综合相似度评分提供个性化推荐。通过大语言模型与多模态特征的结合，系统能够精准地分析网红的行为与表现，生成个性化推荐。