香港浸會大學 HONG KONG BAPTIST UNIVERSITY

DEPARTMENT OF COMPUTER SCIENCE 計算機科學系

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SEMINAR

2025 SERIES

Transfer Learning in Cross-Domain Sequential Recommendation

DATE & TIME

7 AUG 2025 (THU) 3:00 - 4:00 PM

VENUE

DLB637, 6/F, DAVID C. LAM BUILDING, SHAW CAMPUS

PROF. WEIKE PAN

Professor
College of Computer Science and Software Engineering
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ABSTRACT

Sequential recommendation aims to infer users' interests and suggest the next items, which however often struggles with a sparse data in a certain domain. As a response, cross-domain sequential recommendation (CDSR) is proposed to address this issue and enhance the recommendation performance by transferring user preferences from a different but related domain, which has recently attracted lots of attention.

In this talk, I will first describe the CDSR problem and review the existing works, and then introduce two of our recent works on exploiting some auxiliary information in CDSR, aiming to achieve more effective knowledge transfer from a source domain to a target domain. In first work, we introduce item attributes to CDSR in order to bridge two domains better, and design a heterogeneous graph transfer learning method. In the second work, we leverage rich text information so as to learn user preferences more accurately from both semantic and behavioral signals of two domains, and design a Transformer-based transfer learning method. Experimental results on some public datasets show that our transfer learning methods are very competitive in achieving knowledge sharing and alleviating the data sparsity issue.

SPEAKER'S BIOGRAPHY

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