《智能搜索与推荐系统》课程中英文简介

Intelligent Search and Recommendation System

课程代码：2121333B **Course Code：**2121333B

课程名称：智能搜索与推荐系统 **Course Name：**Intelligent Search and Recommendation System

学时：48 **Periods：**48

学分：3 **Credits：**3

考核方式：考查 **Assessment：**Inspection

先修课程：计算机网络技术 **Preparatory Courses：**Techniques of Computer Networks

数据库原理与应用 Principles and Applications of Database

数据挖掘 Data Mining

搜索与推荐是人工智能技术应用最早和最成熟的两个领域。在互联网快速发展的今天，信息呈爆炸式增长，而搜索引擎和推荐系统是解决信息过载最有效的方式。搜索引擎作为网站和应用的入口，地位越来越重要，推荐系统是拉动用户增长的利器，也是互联网流量变现的重要工具。

《智能搜索与推荐系统》是为计算机科学与技术专业开设的选修课程，主要介绍搜索引擎和推荐系统的工作原理及实践应用，并将自然语言处理、机器学习和深度学习等相关知识应用到搜索和推荐场景。通过本课程的学习，使学生深刻理解搜索引擎与推荐系统的基本原理和架构，系统掌握搜索与推荐的各种模型与关键技术，以及搜索引擎和推荐系统的评价与应用。通过本课程学习，应使学生将基础理论、基本原理与实践有机地结合起来，将一些基本的模型和算法应用到搜索和推荐的实际业务场景中。

Search and recommendation are the earliest and most mature fields of artificial intelligence technology. With the rapid development of Internet, information is growing explosively, and search engine and recommendation system are the most effective ways to solve the problem of information overload. As the entrance of website and application, search engine is more and more important. Recommendation system is not only a sharp tool to promote the growth of users, but also an important tool to realize Internet traffic.

Intelligent search and recommendation system is an elective course for computer science and technology majors. It mainly introduces the working principle and practical application of search engine and recommendation system, and applies natural language processing, machine learning and deep learning to search and recommendation scenarios. Through the study of this course, students can deeply understand the basic principles and architecture of search engine and recommendation system, systematically master various models and key technologies of search and recommendation, as well as the evaluation and application of search engine and recommendation system. Through the study of this course, students should organically combine the basic theory, basic principles and practice, and apply some basic models and algorithms to the actual business scenarios of search and recommendation.