

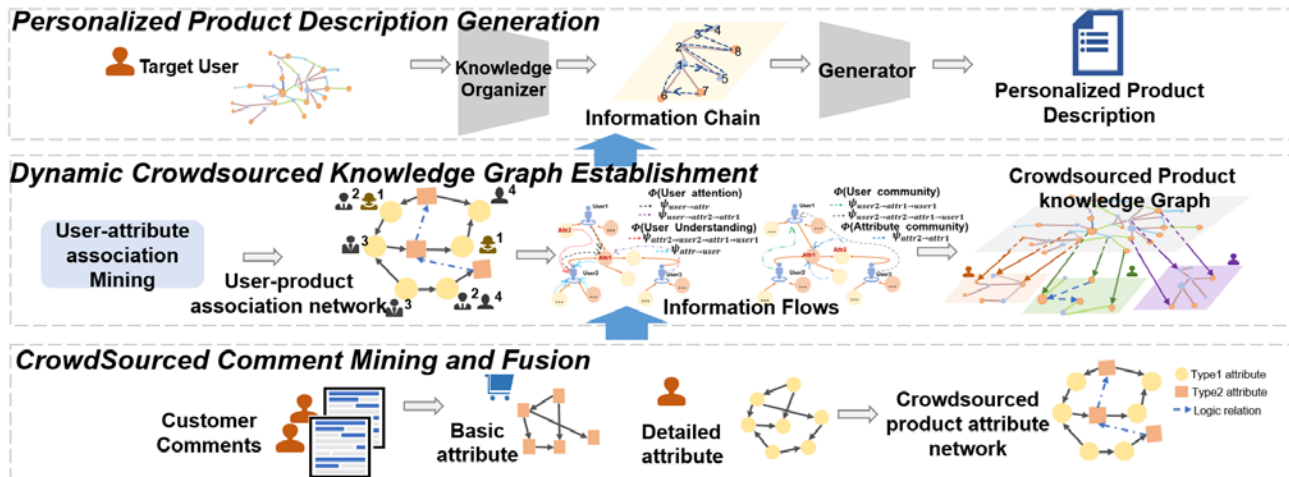
# CrowdDesigner: Information-rich and Personalized Product Description Generation

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# Problems & Ideas

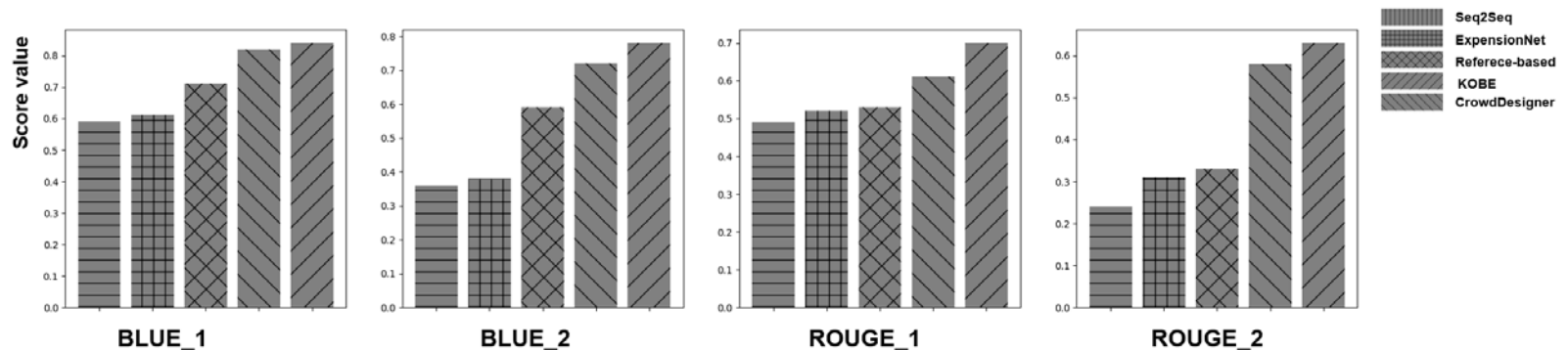
- Problems of the personalized product descriptions generation:
  - The existing text analyzing techniques cannot process the noisy and oral comments accurately.
  - The maximized product attribute coverage for diverse shoppers is necessary yet challenging to achieve.
- Ideas: we present Crowd-Designer, a framework to enable the automated generation of personalized product description by constructing the crowdsourced product knowledge graph from abundant comments.



Overview of the CrowdDesigner framework

# Main Contributions

- Contributions:
  - We propose the fully automatic personalized product description generation framework: CrowdDesigner and establish the Crowdsourced Knowledge Graph from the crowdsourced comments
  - We propose several mechanisms for the crowdsourced knowledge enhanced personalized product description generation
  - Experiments show that the descriptions generated by the CrowdDesigner are more attractive, logical for diverse users.



Performance comparison with four baselines