





















emerging research topic [15, 24, 39] and it would be meaningful if we can utilize other types of behaviors, such as click or view, to solve this problem. In addition, extension for CROSS to model auxiliary information, such as product prices & information [4], user reviews [40], to name just a few, would be extremely interesting to develop. As this paper is the first attempt, we hope that our work and our dataset can elicit other reasonable and inspiring ideas from the community in the future.

## 8 CONCLUSION

In this work, we systematically investigate the task of *cross-platform recommendation for social e-commerce*. To the best of our knowledge, this is a practical task but has rarely been studied previously. We have proposed an elegant model CROSS, which seamlessly integrate social information into cross-platform recommendation. To evaluate our proposed method, we have conducted extensive experiments on a real-world dataset, showing that our proposed CROSS method significantly outperforms existing state-of-the-art methods.

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