network to model the temporal social influence over time, and proposed a dynamic social aware recurrent neural network to capture users' complex latent interests over time. In the general static preference modeling process, we augmented each user's static interest part by introducing a static social attention module to model the stationary social influence among users. Extensive experimental results on two real-world datasets clearly showed the improvement of our proposed model, e.g., the improvement of our proposed ARSE model over the best baseline is more than 11% on Epinions dataset with the HR metric.

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