TITLE OF THE INVENTION: LIVE BROADCAST INTERACTION METHOD, DEVICE, ELECTRONIC DEVICE AND COMPUTER-READABLE STORAGE MEDIUM

ABSTRACT

The embodiments of the present disclosure provide a live broadcast interaction method, a device, an electronic device and a computer-readable storage medium, which relate to the field of computer technology. The method includes obtaining first interactive parameters corresponding to each of viewing users in a current live broadcast; inputting the first interactive parameters corresponding to each of viewing user into a pre-trained user value model for processing to obtain conversion values corresponding to each of the viewing users, wherein the conversion values represent a promotion effect of an interactive behavior between an anchor and the viewing user on a conversion of the viewing user; determining first target users whose conversion values reach a preset value from multiple viewing users according to the conversion values corresponding to each of viewing user; determining interactive strategies corresponding to the first target users through a pre-trained reply model for each of the first target users respectively; and sending the interactive strategies to the anchor so that the anchor interacts with the first target users according to the interactive strategies. In this way, user conversion can be promoted and the live broadcast effect can be improved.

Figure 2