

CLAIMS

What is claimed is:

1. A method for pushing anchor information, comprising:

recalling an anchor user;

determining an anchor type of the anchor user by using a live streaming history and a live streaming efficiency as classification dimensions, wherein the live streaming history comprises a first live streaming starting time;

calculating an interaction score of the anchor user, wherein the interaction score represents a feature of a viewer user viewing a live streaming room of the anchor user;

calculating a comprehensive score of the anchor user based on the interaction score and the anchor type; and

pushing anchor information of the anchor user to the viewer user based on the comprehensive score.

2. The method according to claim 1, wherein the anchor type of the anchor user comprises a first type, a second type, a third type, and a fourth type; wherein

live streaming histories of anchor users in the first type and the second type are shorter than live streaming histories of anchor users in the third type and the fourth type;

a live streaming efficiency of the anchor user in the first type is lower than a live streaming efficiency of the anchor user in the second type; and

a live streaming efficiency of the anchor user in the third type is lower than a live streaming efficiency of the anchor user in the fourth type.

3. The method according to claim 1 or 2, wherein determining the anchor type of the anchor user by using the live streaming history and the live streaming efficiency as the classification dimensions comprises:

determining a classification model, wherein the classification model is configured to classify the anchor user by using the live streaming history and the live streaming efficiency as the classification dimensions;

acquiring an anchor live streaming feature associated with the anchor user;

outputting a probability that the anchor user belongs to each anchor type by inputting the anchor live streaming feature into the classification model for processing; and

determining, based on the probability, the anchor type to which the anchor user belongs.

4. The method according to claim 3, wherein outputting the probability that the anchor user belongs to each anchor type by inputting the anchor live streaming feature into the classification model for processing comprises:

in the case that a plurality of anchor live streaming features are present, determining a plurality of first parameters corresponding to the anchor live streaming features one by one, and a second parameter;

acquiring a first target value by calculating a sum of products of the anchor live streaming features and the first parameters;

acquiring a second target value by adding the second parameter to the first target value; and

acquiring the probability that the anchor user belongs to each anchor type by classifying the second target value using a softmax function.

5. The method according to claim 3, wherein determining the classification model comprises:

determining the anchor user, wherein the anchor user is associated with the first live streaming starting time and the anchor live streaming feature, and the first live streaming starting time represents the live streaming history;

calculating an effective score of the anchor user, wherein the effective score represents the live streaming efficiency;

determining the anchor type of the anchor user by using the first live streaming starting time and the effective score as the classification dimensions;

determining a first sample weight for the anchor user based on the anchor type; and

training a model using the anchor live streaming feature, the first sample weight and the anchor type as a training sample, and determining the trained model as the classification model.

6. The method according to claim 5, wherein calculating the effective score of the anchor user comprises:

acquiring first indexes when the anchor user performs live streaming;

configuring each of the first indexes with a first index weight;

calculating a product of the first index and the first index weight as a first single item efficiency; and

calculating a sum of all the first single item efficiencies as the effective score, wherein the effective score represents the live streaming efficiency.

7. The method according to claim 5, wherein determining the anchor type of the anchor user by using the first live streaming starting time and the effective score as the classification dimensions comprises:

in the case that a plurality of anchor users are present, classifying the plurality of the anchor users into a first group and a second group, wherein the first live streaming starting times of the anchor users in the first group are later than the first live streaming starting times of the anchor users in the second group;

determining anchor types of the anchor users in the first group as a first type and a second type, wherein the effective score of the anchor user in the first type is less than or equal to a first predetermined threshold, and the effective score of the anchor user in the second type is greater than the first predetermined threshold; and

determining anchor types of the anchor users in the second group as a third type and a fourth type, wherein the effective score of the anchor user in the third type is less than or equal to a second predetermined threshold, and the effective score of the anchor user in the fourth type is greater than the second predetermined threshold.

8. The method according to claim 7, wherein classifying the plurality of the anchor users into the first group and the second group comprises:

counting a quantile of the first live streaming starting time of each of the anchor users;

determining the first live streaming starting time corresponding to a specified quantile as a live streaming starting time threshold;

organizing anchor users whose first live streaming starting times are less than or equal to the live streaming starting time threshold in the plurality of the anchor users into the first group; and

organizing anchor users whose first live streaming starting times are greater than the live streaming starting time threshold in the plurality of the anchor users into the second group.

9. The method according to claim 7, wherein the first sample weights of the anchor users in the second type and the fourth type are greater than the first sample weights of the anchor users in the first type and the third type respectively; and

determining the first sample weight for the anchor user based on the anchor type comprises:

determining the effective scores of the anchor users in the second type and the fourth type as the first sample weights of the anchor users in the second type and the fourth type respectively, and

determining the first sample weights of the anchor users in the first type and the third type to specified first values, wherein the first values are less than the effective scores of the anchor users in the first type and the third type.

10. The method according to any one of claims 1 and 2 and claims 4 to 9, wherein calculating the interaction score of the anchor user comprises:

determining a ranking model, wherein the ranking model is configured to calculate the interaction score of the anchor user;

acquiring an anchor live streaming feature associated with the anchor user, a viewer live streaming feature associated with a viewer user, and an interaction live streaming feature between the anchor user and the viewer user; and

outputting the interaction score by inputting the anchor live streaming feature, the viewer live streaming feature and the interaction live streaming feature into the ranking model for processing.

11. The method according to claim 10, wherein outputting the interaction score by inputting the anchor live streaming feature, the viewer live streaming feature and the interaction live streaming feature into the ranking model for processing comprises:

determining third parameters respectively corresponding to the anchor live streaming feature, the viewer live streaming feature and the interaction live streaming feature, and a fourth parameter;

acquiring a third target value by calculating a sum of products of the anchor live streaming feature and the corresponding third parameter, the viewer live streaming feature and the corresponding third parameter and the interaction live streaming feature and the corresponding third parameter;

acquiring a fourth target value by adding the fourth parameter to the third target value; and

acquiring the interaction score by classifying the fourth target value using a logistic regression function.

12. The method according to claim 10, wherein determining the ranking model comprises:

determining an anchor user;

acquiring an anchor live streaming feature associated with the anchor user, a viewer live streaming feature associated with a viewer user, and an interaction live streaming feature between the anchor user and the viewer user;

determining an interaction score of the anchor user;

determining a sample category for the anchor user based on the interaction score;
determining a second sample weight of the anchor user based on the sample category; and
training a model by using the anchor live streaming feature, the viewer live streaming feature, the interaction live streaming feature, the second sample weight and the sample category as a training sample, and determining the trained model as the ranking model.

13. The method according to claim 12, wherein determining the interaction score of the anchor user comprises:

acquiring second indexes when the anchor user performs live streaming;
configuring each of the second indexes with a second index weight;
calculating a product of the second index and the second index weight as a second single item efficiency; and
calculating a sum of all the second single item efficiencies as the interaction score of the anchor user.

14. The method according to claim 12, wherein determining the sample category for the anchor user based on the interaction score comprises:

determining the sample category for the anchor user as a first category in the case that the interaction score is greater than a predetermined interaction threshold; and
determining the sample category for the anchor user as a second category in the case that the interaction score is less than or equal to the predetermined interaction threshold.

15. The method according to claim 14, wherein the second sample weight of the anchor user in the first category is greater than the second sample weight of the anchor user in the second category; and

determining the second sample weight of the anchor user based on the sample category comprises:

determining the interaction score of the anchor user in the first category as the second sample weight of the anchor user in the first category, and

determining a specified second value as the second sample weight of the anchor user in the second category, wherein the second value is less than the interaction score of the anchor user in the first category.

16. The method according to claim 2, wherein calculating the comprehensive score of the anchor user based on the interaction score and the anchor type comprises:

in the case that the anchor type is the second type, calculating a boost score of the anchor user, wherein the boost score is negatively correlated with times of calculating the boost score; and acquiring the comprehensive score of the anchor user by adding a boost value to the interaction score; or

in the case that the anchor type is the fourth type, determining an effective score of the anchor user, adjusting a proportion of the effective score, and calculating a product of the interaction score and the effective score subjected to the proportion adjustment as the comprehensive score of the anchor user; or

in the case that the anchor type is the first type or the third type, determining the interaction score as the comprehensive score of the anchor user.

17. The method according to claim 16, wherein calculating the boost score of the anchor user comprises:

determining a base score, wherein the base score is less than the interaction score of the anchor user in a specified ranking;

determining a boost coefficient, wherein the boost coefficient is negatively correlated with the times of calculating the boost score; and

calculating a product of the base score and the boost coefficient as the boost score.

18. An apparatus for pushing anchor information, comprising:

an anchor user recalling module, configured to recall an anchor user;

an anchor user classifying module, configured to determining an anchor type of the anchor user by using a live streaming history and a live streaming efficiency as classification dimensions, wherein the live streaming history comprises a first live streaming starting time;

an interaction score calculating module, configured to calculate an interaction score of the anchor user, wherein the interaction score represents a feature of a viewer user viewing a live streaming room of the anchor user;

a comprehensive score calculating module, configured to calculate a comprehensive score of the anchor user based on the interaction score and the anchor type; and

an anchor information pushing module, configured to push anchor information of the anchor user to the viewer user based on the comprehensive score.

19. A computer device, comprising:

at least one processor; and

a memory configured to store at least one program;

wherein the at least one processor, when loading and running the at least one program, is caused to perform the method for pushing the anchor information as defined in any one of claims 1 to 17.

20. A computer-readable storage medium storing a computer program therein, wherein the computer program, when loaded and run by a processor, causes the processor to perform the method for pushing the anchor information as defined in any one of claims 1 to 17.