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(54) **Title:** LIVE STREAMING INTERACTION METHOD AND APPARATUS, ELECTRONIC DEVICE, AND COMPUTER-READABLE STORAGE MEDIUM

(54) **发明名称:** 直播互动方法、装置、电子设备和计算机可读存储介质

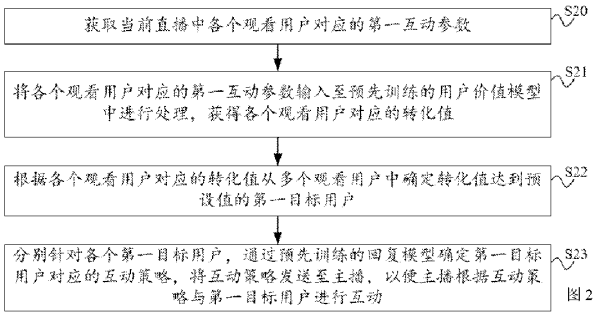


图 2

S20 Acquire a first interaction parameter corresponding to each viewing user during the current live streaming

S21 Input the first interaction parameter corresponding to the viewing user into a pre-trained user value model for processing, to obtain a conversion value corresponding to the viewing user

S22 On the basis of the conversion value corresponding to the viewing user, determine, from among a plurality of viewing users, first target users whose conversion values reach a preset value

S23 For each first target user, determine, by means of a pre-trained reply model, an interaction strategy corresponding to the first target user, and send the interaction strategy to a livestreamer, so that the livestreamer can interact with the first target user on the basis of the interaction strategy

(57) **Abstract:** Embodiments of the present disclosure relate to the technical field of computers, and provide a live streaming interaction method and apparatus, an electronic device, and a computer-readable storage medium. The method comprises: acquiring a first interaction parameter corresponding to each viewing user during the current live streaming; inputting the first interaction parameter corresponding to the viewing user into a pre-trained user value model for processing, to obtain a conversion value corresponding to the viewing user, wherein the conversion value represents the promoting effect of interaction behaviors between a livestreamer and the

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viewing user on the conversion of the viewing user; on the basis of the conversion value corresponding to the viewing user, determining, from among a plurality of viewing users, first target users whose conversion values reach a preset value; and for each first target user, determining, by means of a pre-trained reply model, an interaction strategy corresponding to the first target user, and sending the interaction strategy to the livestreamer, so that the livestreamer can interact with the first target user on the basis of the interaction strategy. In this way, user conversion can be facilitated, and the live streaming effect is improved.

(57) 摘要: 本公开实施例提出一种直播互动方法、装置、电子设备和计算机可读存储介质，涉及计算机技术领域。获取当前直播中各个观看用户对应的第一互动参数；将各个观看用户对应的第一互动参数输入至预先训练的用户价值模型中进行处理，获得各个观看用户对应的转化值；转化值表征主播与观看用户之间的互动行为对观看用户进行转化的促进影响；根据各个观看用户对应的转化值从多个观看用户中确定转化值达到预设值的第一目标用户；分别针对各个第一目标用户，通过预先训练的回复模型确定第一目标用户对应的互动策略，将互动策略发送至主播，以便主播根据互动策略与第一目标用户进行互动。这样，可促进用户转化，提高直播效果。