

**MICHIGAN STATE**  

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**U N I V E R S I T Y**

# Alpha Presentation

## Twitch Comment Rankings and Smart Ads

### The Capstone Experience

Team Amazon

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*From Students...  
...to Professionals*

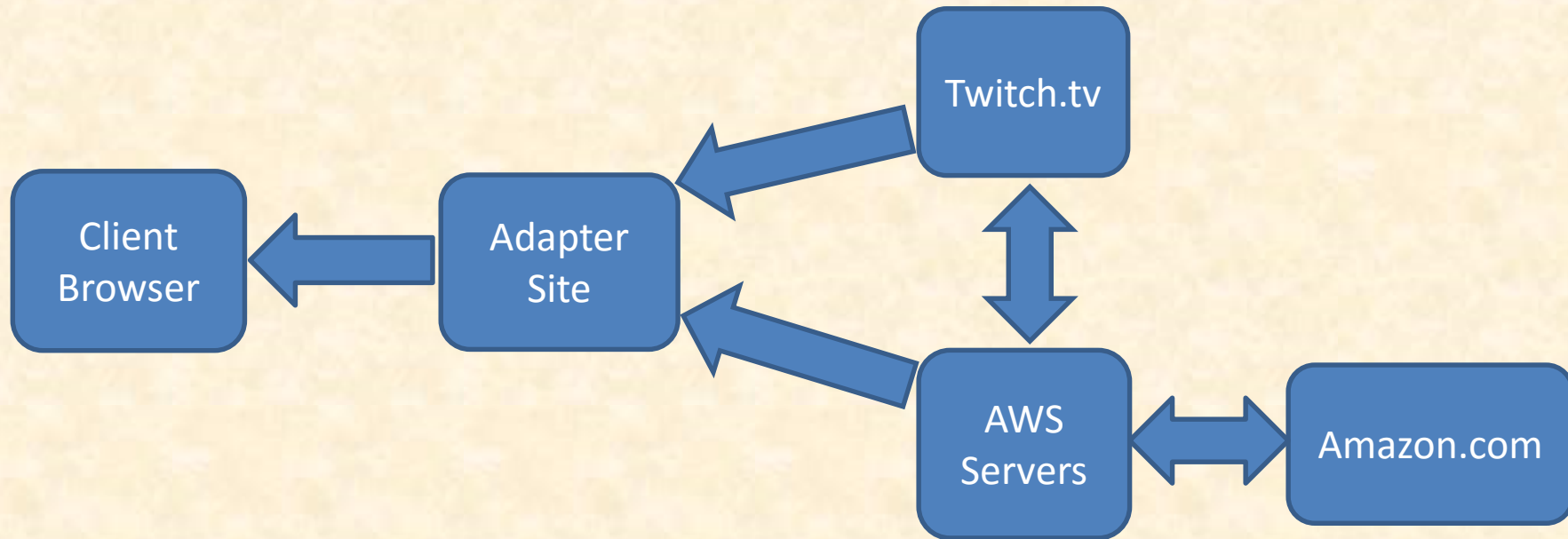
# Project Overview

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- Objectives
  - Increase chat usage and interactivity
  - Present unique ads that viewers will appreciate
- Comment Rankings
  - Comment rank determined by votes and frequency
  - High-ranking comments displayed statically
- Smart Ads
  - Identify products mentioned in chat and on stream
  - Advertise link to products on amazon.com



# System Architecture



# Chat Ranking Algorithm Simulation

```
C:\WINDOWS\system32\cmd.exe

*****
FeelsGoodMan
FeelsWeirdMan Keepo

***** Featured Advertisements *****
85: Ad Title 14 selling for $14
84: Ad Title 17 selling for $17
49: Ad Title 4 selling for $4
*****

@Shadowyne, HONEY <3

***** Featured Comments *****
95: Get rekt cowGasm
91: 33 cows song
81: donations FeelsBadMan
*****

give him so rent money guys cowLl
jax backdooring
@cowsep thedamned soul
???
Me cowsep FeelsBadMan
```



# Stream Audio Transcription

```
File Edit View Navigate Code Refactor Run Tools VCS Window Help
Capstone-Audio2Text AudioChunkFactory.cpp
Debug Build All
Debugger Console
Confidence: 2.57776e-06
Guess: who just showed up and saddam to play of fireside gathering in see what i can do
Confidence: 8.8786e-05
Guess: i mean that's incredible opportunity again this is the know all the mattison
Confidence: 2.69934e-05
Guess: it should next month at how cool would it be for those requires to be someone
Confidence: 2.57776e-06
Guess: who just showed up and saddam to play of fireside gathering in see what i can do
Confidence: 8.8786e-05
Guess: i mean that's incredible opportunity again this is the know all the mattison
Confidence: 2.69934e-05
Guess: now whether that they are low were bracket matches which makes its way
Confidence: 0.000168377
Guess: e. or go home so that the loser this series has to try
Confidence: 2.41523e-05
Guess: who just showed up and saddam to play of fireside gathering in see what i can do
Confidence: 8.8786e-05
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Guess: e. or go home so that the loser this series has to try
Confidence: 2.41523e-05
Guess: again in the spring dance until he appointed adjourned early on the street but it's
Confidence: 1.57841e-09
Guess: the fact that laudable don't know for finishing highly
Confidence: 0.000222791
Guess: in the winter preliminary actually secure quite a few points moving
Confidence: 0.00257916
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Guess: the fact that laudable don't know for finishing highly
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Guess: in the winter preliminary actually secure quite a few points moving
Confidence: 0.00257916
Guess: what's the sprinkler nurse awards the people that you will ruin the year
Confidence: 0.000196335
Guess: okay and if more of these players loses they they still put themselves
Confidence: 8.29185e-07
Guess: the good spot to come back and tried in the spring with that thing is a great thing yeah
Confidence: 3.11676e-09
Guess: what's the sprinkler nurse awards the people that you will ruin the year
Confidence: 0.000196335
Guess: okay and if more of these players loses they they still put themselves
Confidence: 8.29185e-07
Guess: the good spot to come back and tried in the spring with that thing is a great thing yeah
Confidence: 3.11676e-09
Guess: worsening actually asking themselves along the prize money said they didn't happen nothing
Confidence: 8.62738e-05
Build finished in 1s 997ms (13 minutes ago)
```

www.twitch.tv/playhearthstone

#HCT - Americas Winter Preliminary Day 2  
PlayHearthstone playing Hearthstone: Heroes of Warcraft

Winner advances to Winter Championship

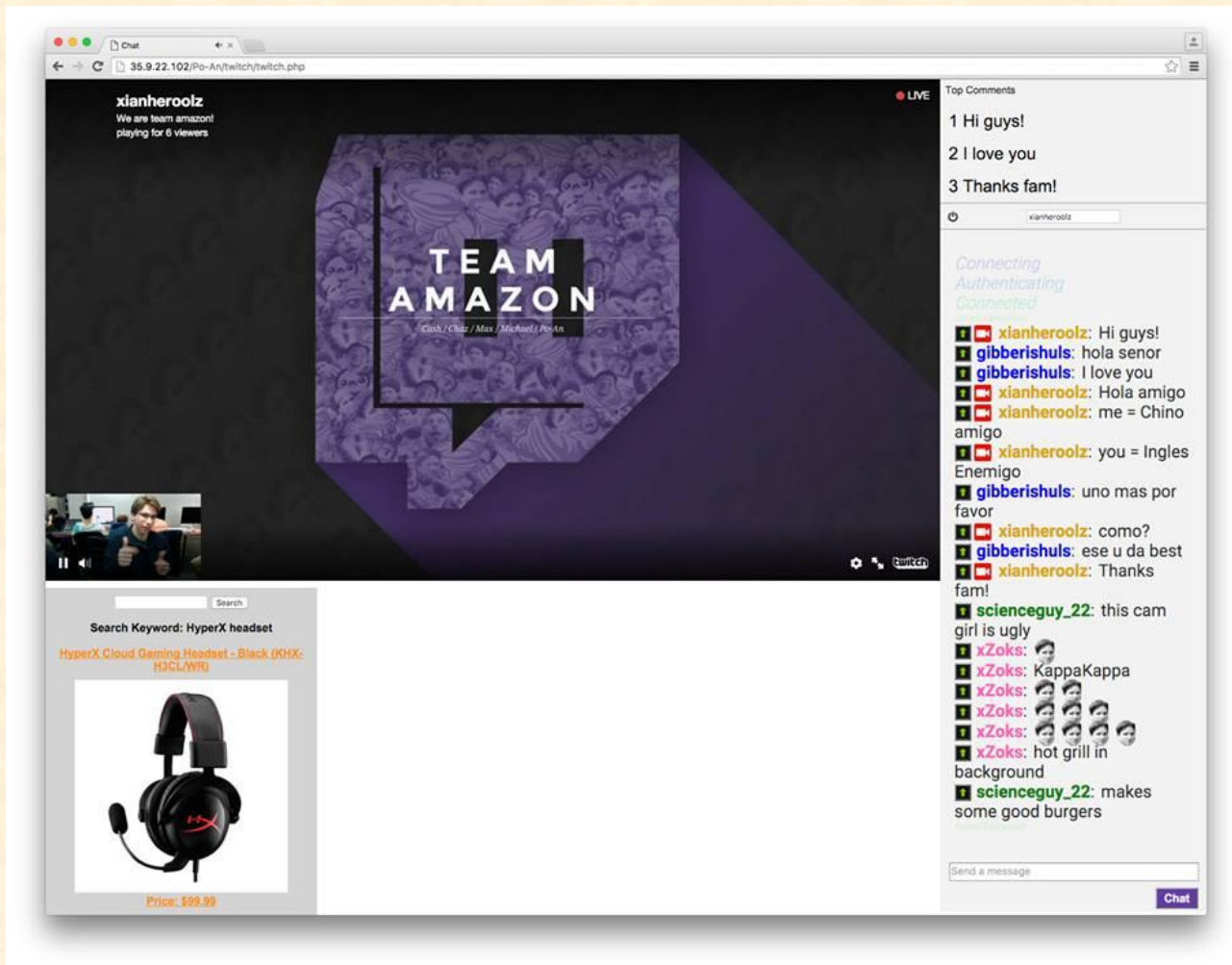
Snail Nostam

Follow Share Host 38,777 6:09 24,926,444 228,540

Play Now! Brackets Rules Twitter



# User Interface



# What's left to do?

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- Complete ad relevance/selection algorithm
- Connect ranking algorithm with comments database
- Increasing transcription accuracy
- Improvements to voting GUI and functionality
- Testing

