

TubeTalk



Cohere
& Lablab.ai
Hackathon

Team Last Minute
Project presentation

A group of people are seated around a table in a meeting room, working on laptops. The scene is dimly lit, with a dark overlay. In the foreground, a person is seen from behind, wearing a headset and typing on a laptop. To their right, another person is also working on a laptop. In the background, two more people are visible, one of whom is wearing a headset and looking at a laptop. The overall atmosphere is professional and collaborative.

Our Background



We are 2 software developers
from Eastern Europe.

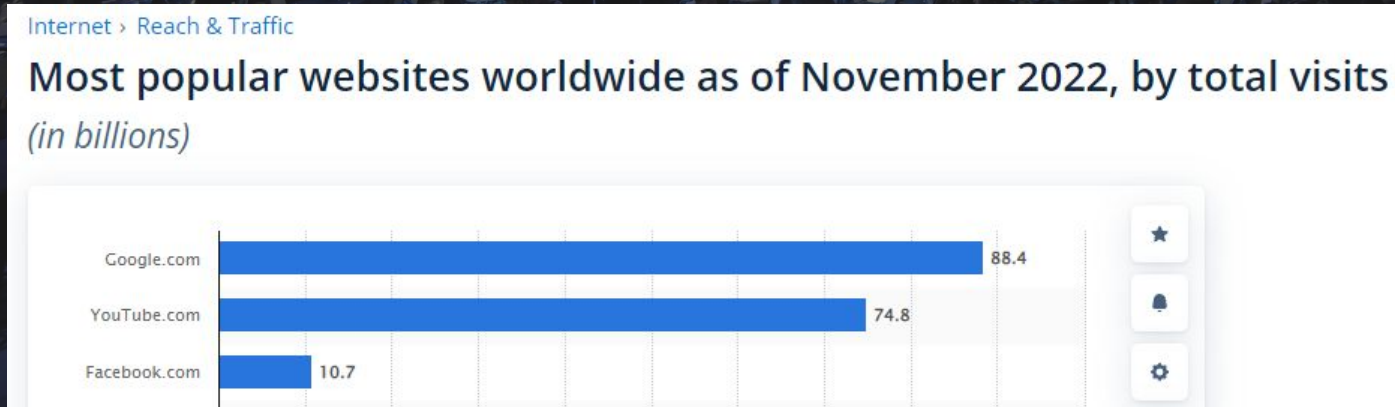
We're interested in using AI to
solve problems which had no
easy solutions, until now.

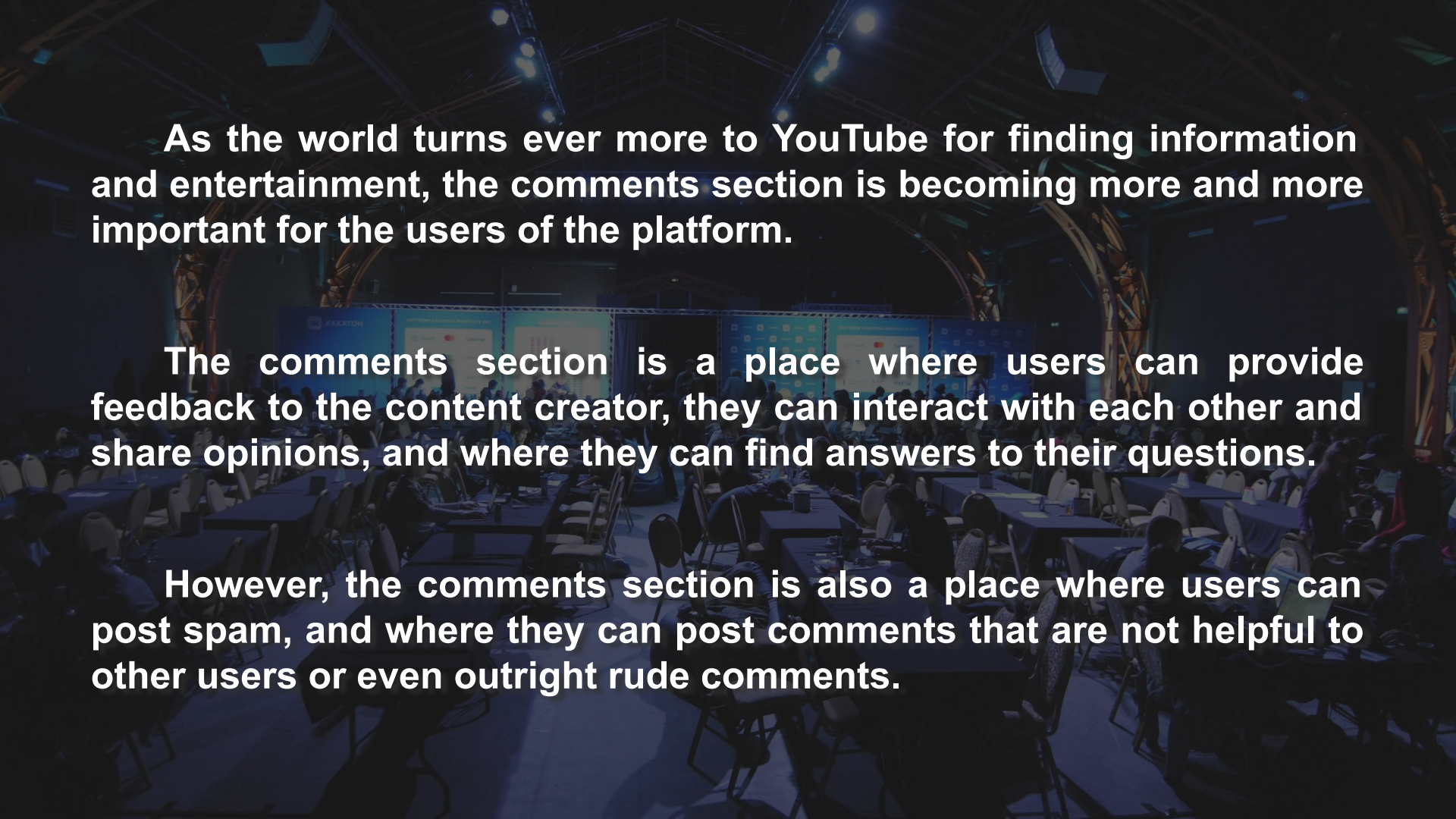


Our problem statement

Today's world is becoming more and more connected and people spend most of their time absorbing information they find online.

And one of the most accessed website in the world were people go for consuming content is YouTube.



A dimly lit conference room with people seated at tables, looking towards a stage with a presentation screen. The room is filled with rows of tables and chairs, and the stage is illuminated with blue and white lights. The text is overlaid on the image in a white, bold font.

As the world turns ever more to YouTube for finding information and entertainment, the comments section is becoming more and more important for the users of the platform.

The comments section is a place where users can provide feedback to the content creator, they can interact with each other and share opinions, and where they can find answers to their questions.

However, the comments section is also a place where users can post spam, and where they can post comments that are not helpful to other users or even outright rude comments.




And having all of this variety of information poses a challenge in finding the right information in this huge website.




Usually, the comment section can provide insights and ideas about the video, but comments are so disparate and posted at random times that finding information is difficult.

Think of only how many **“What song is this?”** comments go unanswered on a video with tens of thousands of views.

Because of YouTube's default sorting by "latest comment" or "best comment" you rarely get a good feel about the feedback on the video, without digging through the entire comment section, since comments are posted randomly.

The Logistics of Living in Antarctica


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

5.3M views · 4 years ago
Get 20% off Brilliant premium by being one of the first 97 to sign up at <http://brilliant.org/wendover>


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
4,233 Comments [Sort by](#)


 Add a comment...

 **Enchanting Moon** · 9 days ago
And you know all this how?
 1  [Reply](#)
▼ 1 reply

 **twitchykun** · 2 weeks ago
Though they got pizza 24/7.
  [Reply](#)

 **Jenna Massey** · 2 weeks ago
Learn about the 1959 Antarctic Treaty. Antarctica is being heavily guarded. They are guarding something. It's not about keeping it pristine... There are frozen corpses all over Mt Everest...that's not getting cleaned up. Keeping Antarctica "clean" is a shit excuse.

There has to be more land and resources beyond the ice ring, that they are guarding.
  [Reply](#)

A man with glasses is focused on his laptop in a dimly lit room, likely a conference or workshop. The scene is bathed in a cool blue and purple light. In the background, other attendees are visible, some working on their own laptops. One person in the background has a sign that says "facebook JS".

**How our product can
solve the problem
and how it works**

Our application uses Cohere's Large Language Models and the Embeddings functionality to help us easily read through the comments section.

TubeTalk has been designed to be a tool that allows YouTube content creators to better understand their audience and what their audience thinks about their videos.

It's easy for the most popular YouTube channels to get hundreds or thousands of comments on their videos, and it's hard for the content creators to go through all of them and understand what their audience thinks about their videos.

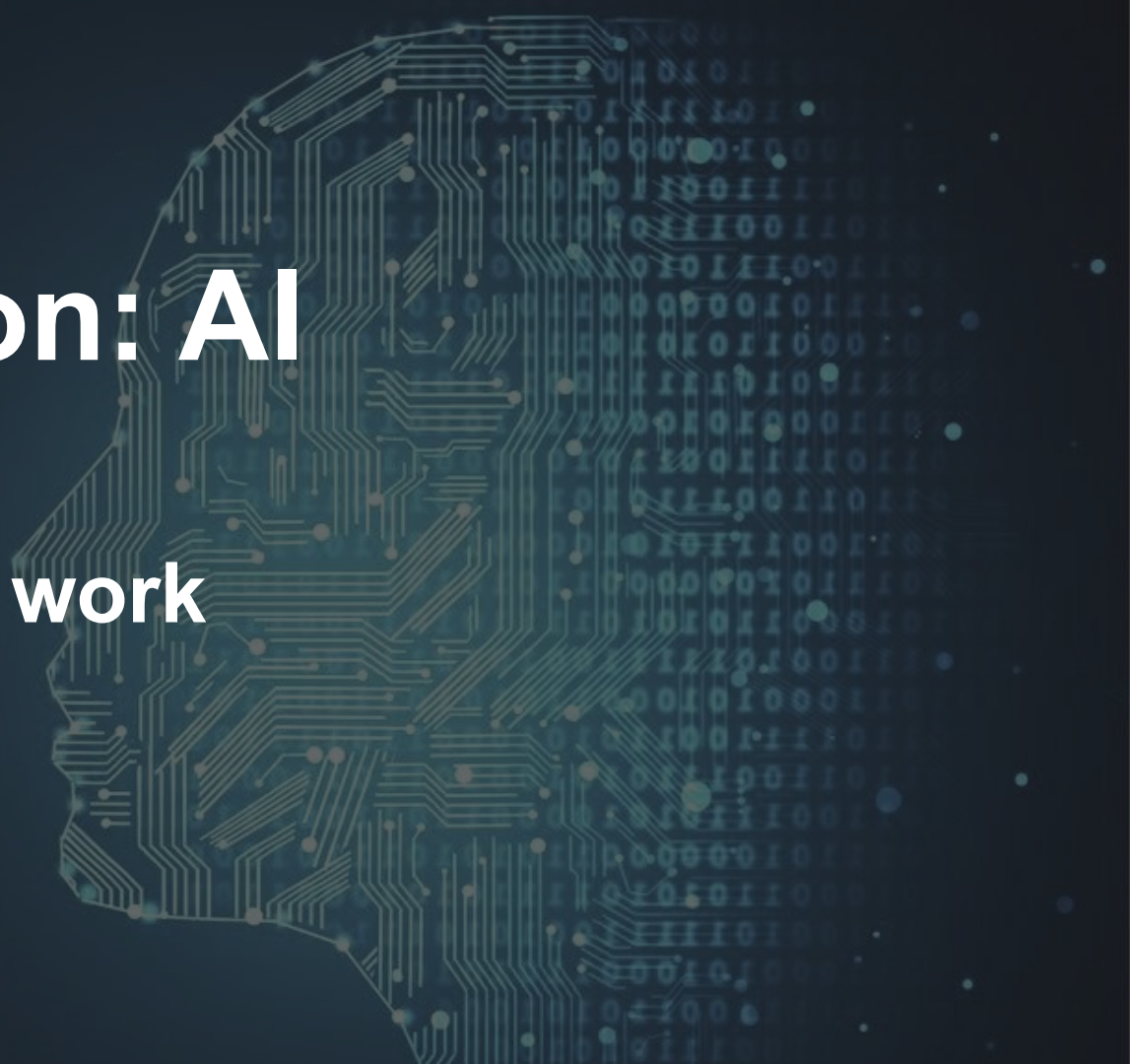
TubeTalk is designed to allow content creators to understand their audience by analyzing comments on videos and summarize them into topics.

It also enables content creators to ask questions about the comments and receive curated answers, providing a deeper understanding of the audience's thoughts and opinions.

The application also helps to remove offensive comments and spam, making it easier for content creators to engage with their audience and build a positive community.

The solution: AI

How we made it work



The Solution:

We've used Cohere's API for several features, including using embeddings for text data, using a few-shot learning approach with the Generate and Classify models.

The embeddings have been used to build a base for topic modeling and search functionality, while the few-shot learning approach has been used to generate summary sentences of comments in the same cluster.

The Classify model has been used to classify comments as appropriate or not, and determine if they should be displayed in the "Search in comments" functionality.

Business plan:

There are several ways to monetize an application like TubeTalk:

1. **Subscription-based model for data analysis and insights:** Offer in-depth data analysis and insights to content creators based on the information collected through the application. This could be a paid service for those who want to get a better understanding of their audience and improve their content.
2. **Advertising:** Partner with brands and companies to display advertisements in the application, generating revenue based on the number of impressions or clicks, by showing appropriate ads to users based on their topics of interest.
3. **Licensing:** Offer the technology behind the application to other companies and businesses, generating revenue through licensing fees.

Thanks for reviewing our project!

