

LLMs for Social Networks: Applications, Challenges and Solutions

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Abstract

Last couple of years we have witnessed an explosion of Generative AI research and respective applications that are simultaneously transforming how companies operate internally and how they communicate with their customers.

In this talk we will present work of the Nextdoor GenAI team and respective LLM applications in social networks in the areas such as Knowledge tasks, Engagement tasks and Governance. We will cover what we have tried, what works and what does not work. At the same time, in this talk we will present a framework that we used that helped us iterate fast and systematically improve each of the product areas.

Keywords

Large Language Model, Generative AI, Knowledge Tasks

Biography

Bojan Babic is currently working on various Generative AI problems at the social media platform Nextdoor. Preceding this position, he has been working on the Search/Information Retrieval, Ads and recommendations and respective application spanning from e-commerce to social media space

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