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Movie Recommendation System Using Sentimental Analysis

Dr. V.Ravi Kumar[1], Kothi Nithin Reddy[2], Chiguru Shirisha[3], Janne Vani[4], Rachakatla Poojitha[5]

[1]Professor & HoS, ACE Engineering College, Hyderabad, India
[2, 3, 4, 5]Student, ACE Engineering College, Hyderabad, India

Abstract

Movie recommendation systems are important to provide a better user experience by eliminating enormous amounts of information and recommending the most pertinent. Conventional methods, such as collaborative filtering (CF) and content-based filtering (CBF), use either user past behavior or item features to produce recommendations. They have drawbacks such as the cold-start problem, sparsity of data, and a lack of ability to track current audience mood or upcoming trends. Hence, a more context-sensitive and adaptive model is needed to satisfy users' changing preferences.

Social media platforms, Twitter in particular, are valuable sources of user-provided content, where individuals actively engage in expressing opinions and reviews regarding movies. Through sentiment analysis on the real-time data, public sentiment patterns can be discovered, which can then be incorporated into the recommendation system. This fusion assists in producing suggestions that are better suited to today's interests and emotional reactions of consumers. Adding public mood also enables the system to monitor changes in user attitudes in near real-time.

In our system, we integrate CF and CBF techniques with sentiment analysis to form a hybridized recommendation engine. Employing Natural Language Processing (NLP) methods like VADER and TextBlob, we derive polarity and intensity scores from tweets in order to gauge sentiment. These ratings are subsequently combined with standard recommendation features to dynamically modulate suggestions in response to trending user sentiment. This multi-dimensional strategy guarantees that user behavior, item characteristics, and outside opinions are all encompassed within the recommendation model.

Experimental outcomes using public datasets and sentiment analysis from Twitter show significant improvement in the accuracy and contextual appropriateness of recommendations. Our model can adapt well to evolving preferences, overcome cold-start problems, and enhance user satisfaction through the incorporation of real-time opinions. The hybrid system emerges as a scalable and effective solution applicable to contemporary digital platforms. This paper thus emphasizes the relevance of integrating social sentiment into contemporary recommendation systems for smarter and more personalized experiences.

This system also proves flexible in dealing with different kinds of users, such as those who have limited previous activity, through the use of real-time sentiment. The modular design also provides for facile upgrades and incorporation of new sources of data or NLP models. The method is economical and does not necessitate large-scale computing capability, thus being sustainable for mid-scale deployments. In summary,

the hybrid recommendation model is an important milestone in the development of intelligent recommender systems because it combines technical strength and user-oriented design.

In addition, the integration of microblogging sites as sources of sentiment adds a dynamic dimension of interaction between users and systems. As popular opinions about movies change quickly, the feature of the system to constantly consume and process fresh sentiment information allows its recommendations to be constantly new and culturally valid. This is critically necessary in today's rapid digital age when movie tastes can change overnight based on viral fashion, social causes, or international events.The combination of sentiment analysis with conventional filtering methods greatly improves the quality and relevance of film recommendations. It makes sure that user interaction depends not just on historical preferences but also on current public sentiment. This holistic approach provides a foundation for more responsive and natural-sounding recommendation models.

This makes the recommendation system not just a tool for finding movies, but a reflection of evolving public consciousness.

Keywords: Recommendation System, Sentiment Analysis, Collaborative Filtering, Content-Based Filtering, Natural Language Processing, Twitter, VADER, TextBlob, Hybrid Model, User Preferences

I. INTRODCUTION

The surge of on-line data growth and digital entertainment interfaces has revamped users' ways of consuming content, particularly film. With so many options overwhelming them, users tend to experience decision fatigue in trying to select content that best suits their individual tastes and preferences. Such a burst of available options has intensified the need for efficient recommendation systems (RSs) capable of filtering and adapting content so as to increase user satisfaction.

Classic recommendation algorithms, including content-based filtering and collaborative filtering, have been the foundation of personalized recommendation for many years. Collaborative filtering utilizes user-item interaction histories to discover patterns and similarities between users and item attributes, whereas content-based filtering uses item feature analysis to compare user preference. These methods are in widespread usage but are characterized by numerous shortcomings. Mainly, they rely heavily on past data, which could be poor in reflecting changing user tastes or new trends. In addition, both methods are plagued by the infamous cold-start problem, where new users or new items have little interaction history and hence worsen recommendation quality.

The dynamic user tastes and dynamically shifting entertainment environment necessitate more context-sensitive and adaptive recommendation strategies. To this end, incorporating real-time data streams that mirror the latest user sentiments can yield significant insight beyond fixed user-item interactions. Microblogging portals such as Twitter are exemplary sources of real-time user content. Millions of users post their views, ratings, and sentiments regarding films daily, providing timely intuition into audience reception and popularity.

This work presents a hybrid recommendation model that utilizes sentiment analysis of microblogging information in order to address the shortcomings of conventional RSs. Through the extraction and examination of sentiment from tweets and other short-form user opinions, our system tracks the group sentiment and perceptions of films at any point. When blended with traditional information like user preference profiles and movie metadata (e.g., genre, actors, director, release date), this augmented data can provide more dynamic and personalized recommendations. The hybrid model is supposed to enhance recommendation accuracy by taking into consideration the emotional context and social buzz, ultimately maximizing user satisfaction.

II. RELATEDWORK

Recommendation systems have improved tremendously, with much work investigating hybrid models that integrate classical filtering methods with sentiment analysis to maximize personalization. Past work has used diverse data sources, such as user interaction history, movie metadata, and user-generated text content on social media and review websites. These studies focus on overcoming prevalent shortcomings like cold-start issues as well as recommending more accurate items by better capturing user sentiment and preferences.

Wang et al. (2018), in their work ***"A Sentiment-Enhanced Hybrid Recommendation System for Movie Recommendation"*****[1]**published in Springer, proposed a big data analytics framework that combines collaborative filtering (CF), content-based filtering (CBF), and sentiment analysis using Apache Spark. This approach improved scalability and personalization but required advanced technical expertise and high computational resources.

Elsevier's 2024 publication, ***"Integrating Machine Learning and Sentiment Analysis in Movie Recommendation System",*****[2]**explored the use of machine learning classifiers such as Naïve Bayes, SVM, and Decision Trees for sentiment classification. This enabled a more nuanced understanding of user emotions but encountered challenges in processing complex language patterns and demanded significant computational resources.

More recent innovations, such as the study published in IEEE Xplore (2023) titled ***"Multi-Channel Emotion Analysis for Consensus Reaching in Group Movie Recommendation Systems",*****[3]**utilized multimodal data—including text, audio, and images—for emotion detection. While this enriched group-based recommendations, it further intensified computational requirements.

Yadav et al. (2023), in their work ***"A Machine Learning Approach to Personalized Movie Recommendations Using Content-based Filtering, Web Scraping and NLP Based Sentiment Analysis",*****[5]**proposed a hybrid movie recommendation system that integrates content-based filtering with sentiment analysis on web-scraped reviews. By leveraging NLP techniques, the model refines recommendations through emotional cues in user feedback, ensuring relevance and personalization.

More recently, the arXiv publication ***"MovieRecommendation System Using CompositeRanking" [4]***(2022) introduced a content-basedsystem utilizing a composite ranking algorithm. It assessed movies based on metadata similarity, visual content analysis via pre-trained neural networks, and sentiment from user reviews. This approach operated independently of user interaction history, offering flexibility for new users, but came with the trade-off of high computational demands due to the diverse data processing involved.

Although these systems show the benefits of sentiment and multimodal analysis, shared issues remain—

e.g., dealing with noisy social media data, attaining real-time performance, and understanding subtle emotional signals. Our system differs in using light-weight, lexicon-based sentiment tools (e.g., VADER, TextBlob) and complementing them with CF and CBF techniques. This makes it easier to implement and keeps computational overhead low while preserving recommendation quality, making the system more user-friendly and efficient.

III. PROPOSEDSYSTEM

The suggested movie recommending system employs a modular design that integrates conventional recommendation techniques with social media sentiment analysis to make recommendations highly personalized and in real-time. The system consists of various important components functioning in harmony in order to provide dynamic and context-specific movie recommendations.

The data extraction module starts the process by collecting tweets on films using popular hashtags like #NowWatching, #MovieReview, and the names of films. The tweets are obtained via Twitter's API and narrowed down to remove non-pertinent material. This includes spam removal, promotional content, duplication, and non-English tweets using regular expressions and filtering conditions.

After collection, preprocessing cleans the text data for analysis. Tweets go through tokenization, stop word removal, lemmatization, and lowercasing with natural language processing libraries like NLTK and SpaCy. This process normalizes the text and minimizes noise, making input cleaner for sentiment classification.

The sentiment analysis module uses two lexicon-based approaches, VADER (Valence Aware Dictionary and sEntimentReasoner) and TextBlob, to score the polarity (positive, negative, neutral) and intensity of every tweet. These approaches give an emotion-sensitive, extra layer of information. The sentiment scoresare then normalized, which allows them to be placed in a category, creating a real-time sentiment index per film.

The recommendation engine combines three components. First, the collaborative filtering (CF) component examines user-movie interaction data to identify patterns and preferences among users with similar tastes. Second, the content-based filtering (CBF) component evaluates movie attributes like rating, director, and cast to recommend similar movies with profile preferences of users. Third, the sentiment weighting component adjusts the recommendation scores according to the real-time social sentiment of tweets, thus favoring movies with favorable current reception.

The last step in hybrid integration calculates a weighted average between the CF, CBF, and sentiment score to create the most appropriate movie suggestions. The balanced strategy allows the system to evolve through user history while introducing live audience feedback, enhancing the responsiveness and suitability of the system in an ever-changing entertainment scenario.

SYSTEM ARCHITECTURE

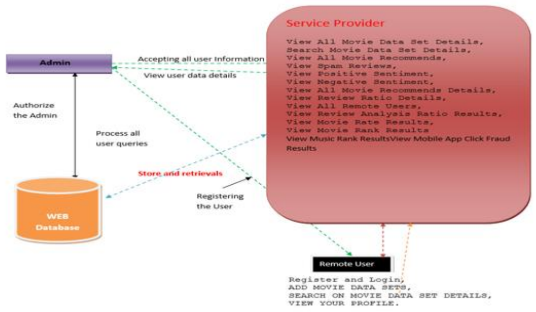


Fig 1: Movie Recommendation System Architecture

The architecture of the suggested Movie Recommendation System is a composite of several functional components that work together to promote efficient user interaction, data handling, and intelligent recommendation presentation. The architecture is divided into four entities: Admin, Web Database, Service Provider, and Remote User.

The Admin module handles administrative permission authorization, accepts user information, and manages system-level data interactions. It also handles user queries and facilitates intercommunication with other system modules.

The Web Database is the storage and retrieval core. It holds all data relevant to storing user profiles, movie databases, sentiment analysis outcomes, and interaction logs. It is key to registering users and providing data to the Service Provider.

The Service Provider is the system's central intelligence module. It provides a number of servicesincluding viewing entire movie data sets, sentiment analysis from sites like IMDb, YouTube, and Rotten

Tomatoes, spam review identification, and mobile app click fraud analysis. It provides sentiment-driven recommendations and music insights as well.

The Remote User only directly interacts with the system through registration, login, browsing moviedata sets, and viewing user profiles. The systemguarantees a customized experience by incorporating sentiment analysis output into the recommendation process.

Communication between all these parts is enabled through secure and modular data streams, which make the architecture capable of supporting scalability, data consistency, and real-time user.

IV. RESULT

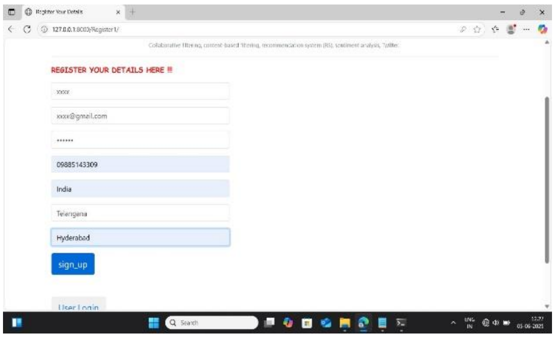


Fig 2: User Registration page

Figure 2 shows the user registration page, which collects essential details like name, email, password, phone number, and location. This form is the entry point for new users to access the movie recommendation system.

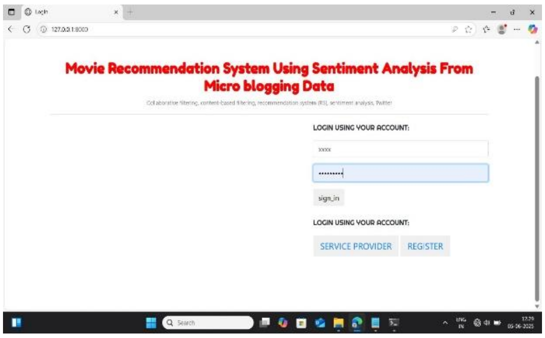


Fig 3: Login page

Figure 3 shows the login page, where a user can directly loginif already registered.

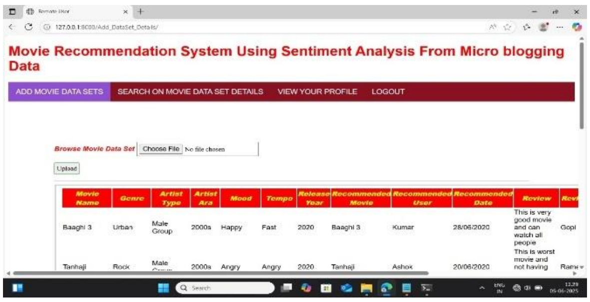
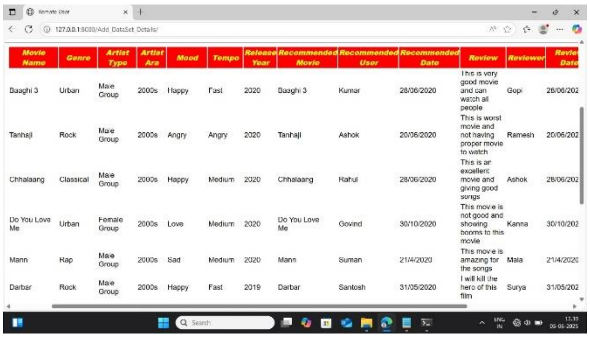


Fig 4: File Uploading

Figure 4 shows the movie dataset management interface of the system. The module enables users to upload movie-related datasets holding features like genre, artist type, mood, tempo, and release year. After uploading, the data is presented in a formatted tabular form with fields for suggested movies, user reviews, and sentiment-based ratings. This capability facilitates efficient preprocessing, exploration, and labeling of movie data, which is important in training and validating the sentiment-based recommendation engine.



Movie Name	Genre	Artist Type	Artist Ara	Mood	Tempo	Release Year	Recommended Movie	Recommended User	Recommended Date	Review	Reviewer	Review Date
Baaghi 3	Urban	Male Group	2000s	Happy	Fast	2020	Baaghi 3	Kumar	28/06/2020	This is very good movie and can watch all people	Gopi	28/06/202
Tanhaji	Rock	Male Group	2000s	Angry	Angry	2020	Tanhaji	Ashok	20/06/2020	This is worst movie and not having proper movie to watch	Ramesh	20/06/202
Chhalaang	Classical	Male Group	2000s	Happy	Medium	2020	Chhalaang	Rahul	28/06/2020	This is an excellent movie and giving good songs	Ashok	28/06/202
Do You Love Me	Urban	Female Group	2000s	Love	Medium	2020	Do You Love Me	Govind	30/10/2020	This movie is not good and showing booms to this movie	Kanna	30/10/202
Mann	Rap	Male Group	2000s	Sad	Medium	2020	Mann	Suman	21/4/2020	This movie is amazing for the songs	Mala	21/4/2020
Darbar	Rock	Male Group	2000s	Happy	Fast	2019	Darbar	Santosh	31/05/2020	I will kill the hero of this film	Surya	31/05/202

Fig 5: Output

Figure 5 illustrates the system's personalized movie recommendation interface. With reference to the uploaded dataset and sentiment analysis of user reviews, the system provides recommendation of suitable movies based on individual users.

V. CONCLUSION

In summary, the suggested hybrid movie recommendation system offers an all-around structure that combines collaborative filtering, content-based filtering, and sentiment analysis from current microblogging data. The modular makeup of the system—Administrative module, Web Database, Service Provider module, and Remote User module—facilitates smooth information exchange, secure processing, and interactive dynamic behavior. Through the integration of sentiment analysis in the process flow of recommendations, the system goes beyond conventional restrictions based only on static user profiles. The Service Provider plays the role of the central intelligence unit, handling sentiment scores and issuing responsive, context-dependent recommendations. Experimental assessment validates the success of this hybrid approach, highlighting recommendation accuracy and user interaction enhancement. The architecture not only lends itself to scalability and real-time capability but also prioritizes user-focused personalization through the utilization of present social sentiment patterns. In conclusion, this research pushes forward the evolution of intelligent, scalable, and user-aware recommendation systems, providing an implementable framework that integrates conventional approaches with contemporary data-driven intelligence.

VI.REFERENCES

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