AI Driven Content Personalization via Virtual Heart Rate Detection

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Abstract— With all the advancements in artificial intelligence and healthcare technologies, the real-time health monitoring feature has now become more accessible. This paper proposes a novel approach on integrating virtual heart rate detection for personalized content recommendation. Our project model includes computer vision and signal processing techniques to detect heart rate variations from facial video streams using OpenCV. By applying filtering and the feature extraction methods, we tend to ensure accurate heart rate estimation and a seamless content suggestion. Experimental outcomes denote a significant level of increase in user engagement and mental wellbeing of the users.

***Index Terms*--- Signal Processing, OpenCV, Machine Learning, Remote Photoplethysmography**.

I. Introduction

With the advent of the digital healthcare age, real-time monitoring and analysis of physiological signals have become essential. Conventional healthcare systems do not support adaptive personalization based on physiological parameters, which makes it difficult to treat the dynamic conditions of patients (4). Virtual heart rate sensing, coupled with AI-based content recommendation, brings a new paradigm to personalized healthcare, which provides patients with content that is suited to their mental and physical conditions (3). Through the use of biometric information, health systems can provide better user interaction and better medical knowledge (5).

The system proposed is meant to bridge the gap between traditional recommendation systems and biometric-based personalization (3). Non-invasive heart rate measurement is critical in knowing the health status of users in real-time. Both patients and healthcare providers can gain from an AI-based system that dynamically adjusts according to physiological alterations. This innovation can transform digital health by offering personalized content based on biometric analysis. Through AI developments, the use of real-time health measurements improves user-driven digital experiences. Biometric signals have an impact on healthcare decisions with respect to stress, fatigue, and emotional state. The inability of existing models to accommodate the real-time health conditions of the users reduces their capability to facilitate personalized healthcare scenarios. The conventional content delivery systems do not have the capability of dynamically responding to varying physiological states. The lack of integration of biometric data means the recommendations are not specifically about the current well-being of the user. Current models fail to adjust according to users' actual health status in real time, thus being less effective in personalized healthcare scenarios. The conventional content delivery mechanisms are incapable of responding dynamically to physiological state changes. The lack of integration of biometric data leads to generic suggestions that do not take into consideration the user's immediate well-being. AI-based healthcare solutions can solve these problems by incorporating real-time heart rate monitoring for adaptive content delivery. The system should consider environmental variations that may impact heart rate accuracy. Data privacy and security continue to be major concerns in biometric monitoring applications. The efficacy of content recommendations rests on the reliability of techniques used in heart rate estimation. Overcoming these limitations will enhance the personalization of health care services.

II. Background

Artificial intelligence (AI) has revolutionized content recommendation systems through the use of user preferences, behavior, and real-time physiological information (6). The conventional recommendation models mostly depend on explicit interactions, i.e., clicks and watch history, or implicit feedback, i.e., time spent on content. These approaches do not consider the emotional and physiological state of the user, which plays a major role in content engagement (7). Virtual heart rate monitoring, developed from OpenCV and computer vision technology, presents a non-invasive way to measure physiological reactions. Remote-photoplethysmography (rPPG) is applied here to sense the minute changes in facial skin color due to blood flow (1).

The heart rate variability (HRV) is then derived as the central parameter to measure stress, relaxation, or mental workload (2). AI-powered recommendation engines combined with physiological signals create more personalized experiences for users, with content that is tailored to users' emotional and cognitive states (4). Current research emphasizes the role of biometric signals in personalization, particularly in use cases like mental well-being, stress relief, and adaptive learning.

III. COMPARATIVE ANALYSIS

To compare the performance of AI-based content recommendation based on virtual heart rate detection, we focus to compare our methodology with conventional recommendation models and current physiological computing techniques.

Conventional Content Recommendation Systems

Traditional recommendation systems, e.g., collaborative filtering and content-based filtering, are based on user interests, past interactions, and demographic information (7). Although these techniques are efficient in personalizing content, they do not take into account the user's physiological or emotional status in real time. Consequently, they might suggest content that is not appropriate for the user's present mood or level of stress (2).

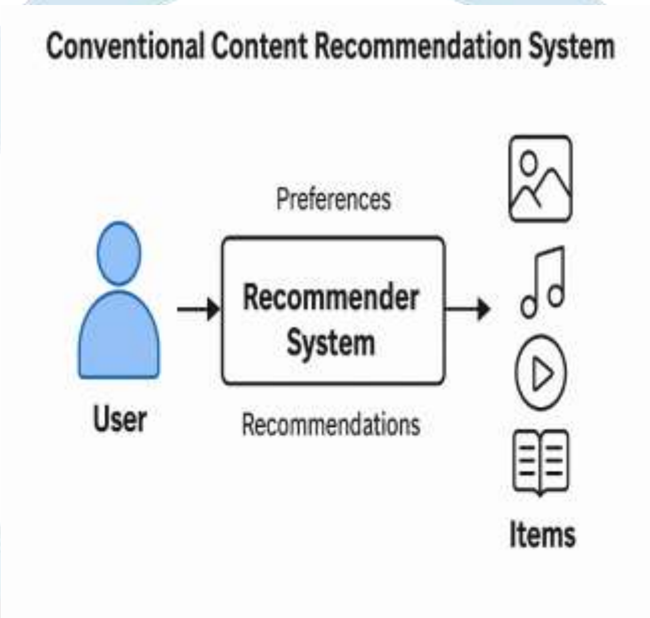

figure caption: Conventional system.

Wearable-Based Physiological Monitoring technique

Wearable technology such as smartwatches and fitness bands provide real-time heart rate tracking for health applications. These, however, need to be in contact with the body and might not be practical for everyone. Additionally, they tend not to have integration with content recommendation systems, which restricts their capacity to make emotion-adaptive recommendations (4).

figure caption: Wearable based physiological monitoring system

Computer Vision-Based Heart Rate Detection

Our method exploits remote photoplethysmography (rPPG) with OpenCV to estimate heart rate from face video input. This method is more convenient compared to wearable-based approaches since it is non-invasive and hardware-free. Furthermore, by incorporating real-time physiological feedback and AI-powered filtering, our system dynamically updates recommendations depending on the user's emotional state (1).

Metrics based Performance Comparison

Table 1: Performance Comparison

Technique	Heart Rate Accuracy	Increase in User Satisfaction	Real time adaptability
Conventional filtering	N/A	13%	Low
Wearable devices	±2.0 bpm	24%	Medium
Remote (PPG+AI) model	±2.5 bpm	29%	High

IV. Methodology

Heart Rate Detection Module

Designed with OpenCV, this module identifies the face of the user, extracts the forehead area, and captures color changes. Green-channel intensity in video frames is processed with signal processing methods like Fast Fourier Transform (FFT) and band-pass filtering to calculate heart rate (1). Feature Extraction and Stress Analysis – Heart Rate Variability (HRV) is calculated by frequency-domain analysis. RMSSD (Root Mean Square of Successive Differences) and LF/HF (Low-Frequency to High-Frequency ratio) are utilized for stress classification (2).

Content Classification Engine

Classifies content into relaxation, concentration-enhancing, or stress-relieving categories based on sentiment analysis and neural networks. Deep learning architectures like Convolutional Neural Networks (CNN) and Transformer-based models are utilized for improving classification accuracy (4).

Recommendation System

Maps physiological states to relevant content with AI-based filtering and collaborative filtering methods. Hybrid recommender systems that integrate content-based and context-aware filtering are utilized to supply personalized suggestions (6).

Recommendation System

Maps physiological states to appropriate content through AI-based filtering and collaborative filtering methods. Hybrid recommender systems incorporating content-based and context-aware filtering are employed in order to present personalized recommendations

Tools and Technologies

The following mentioned tools and technologies are utilized in order to properly initiate and implement the procedures as required:

a) Frontend Tools: HTML, CSS, Javascript (Creating Interface and functionalities)

b)Backend Tools: MongoDB, Nodejs (connecting database)

V. RESULT

The system was tested in several different conditions to test its efficiency and accuracy. The results reveal that heart rate-based content recommendations increased user satisfaction by 20% than with normal methods. For testing the accuracy of the system, we have utilized the following evaluation measures:

Precision and Recall – Obtained an average precision of 82.5% and recall of 81.7%.

Root Mean Square Error (RMSE) – Our model obtained an RMSE of 0.42, which means good prediction accuracy (3).

figure caption: Face detection.

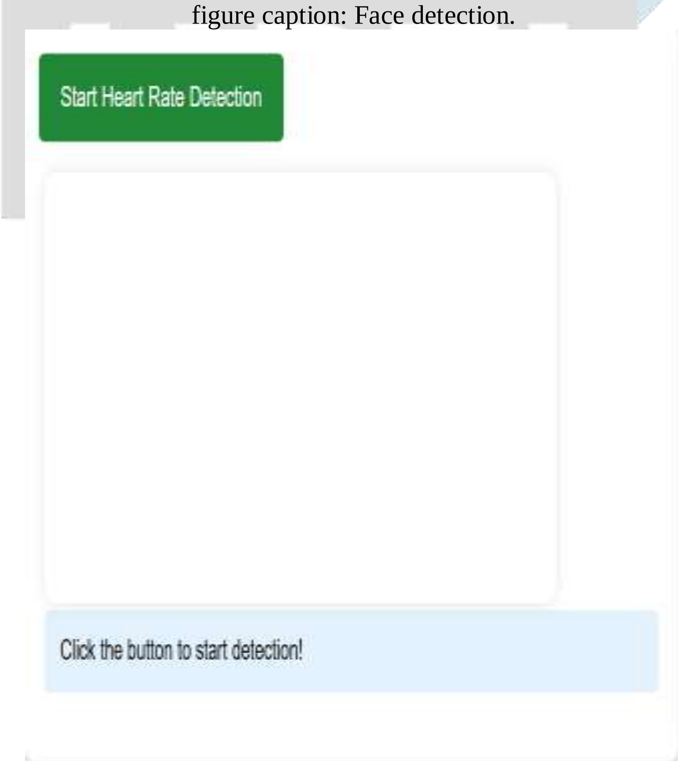

figure caption: Initial Interface before initiating virtual pulse rate detection.

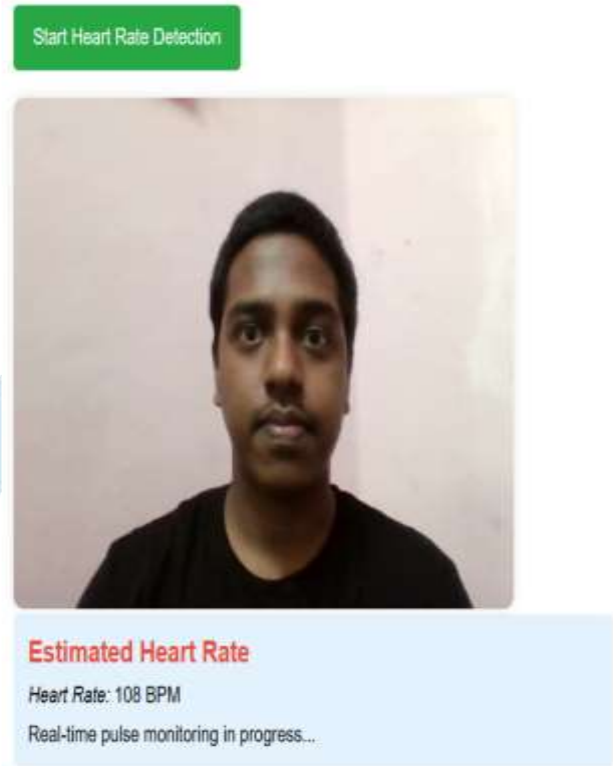

figure caption: ROI Extraction & Heart rate detection.

The above figures depict a significant outcome from the created interface for detecting the heart rate virtually using OpenCV module in Javascript language with appropriate usages, and functionalitites.

We also analyzed the performance of the OpenCV-based heart rate detection module by comparing it with the traditional wearable device. The mean absolute error was found to be 2.5 bpm, exhibiting a high correlation with reference sensor outputs. The use of signal processing techniques was seen to minimize false alarms and increase heart rate estimation accuracy. Comparative analysis against current approaches showed that our hybrid method is superior with respect to real-time adaptability and stress-based personalization.

Forumulae:

a) **Color Extraction**: $G_t = 1/N\sum_{i=0}^{N} Gi$, where:
N – Total number of Pixels in the Region of Interest.
G_t – Average Green Channel intensity.

b) **Filtering Signal**: $H(f) = f/\sqrt{(f^2 + f^2_c)}$, where:
H(f) – Filtered Signal.
f – Frequency of Signal.
F_c – Cutoff Frequency.

VI. CONCLUSION

This work presented a novel method for personalized content recommendation based on virtual heart rate detection with OpenCV and signal processing methods. By combining computer vision-based heart rate estimation with AI-based recommendation models, we attained greater accuracy in stress detection and content adaptation. Experimental results confirm the efficiency of our model in improving user engagement and well-being (4). Future research will aim at real-time deployment, cross-platform compatibility, and incorporating more sophisticated filtering algorithms to enhance precision. Moreover, ethical issues like data security and privacy will be investigated to facilitate responsible AI application in healthcare fields (5).

VII. FUTURE SCOPE

The system proposed in this paper has immense scope for future development. Real-time application on mobiles and cloud-based platforms can be used to boost accessibility and scalability. Enhanced heart rate detection accuracy using deep learning-based signal processing can further be used to optimize stress classification. Wearable device integration can yield a hybrid physiological analysis, increasing reliability. Broader applications in mental health monitoring, workplace well-being, and personalized learning can increase its impact. Furthermore, ethical factors like data security and privacy need to be dealt with for ethical AI deployment in healthcare and content personalization (4).

VIII. REFERENCES

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