© 2025 IJRTI | Volume 10, Issue 5 May 2025 | ISSN: 2456-3315

A Hybrid Deep Learning and Machine Learning Approach for Sentiment-Enhanced Movie Recommendations

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Abstract— **In recent years, the integration of sentiment analysis into recommendation systems has gained considerable attention, enhancing the relevance and accuracy of suggestions provided to users. This paper presents a comprehensive hybrid approach combining machine learning (ML) and deep learning (DL) techniques to improve movie recommendation systems. By leveraging sentiment analysis of user reviews and blending collaborative filtering methods, the proposed system achieves superior recommendation precision and user satisfaction. We conduct extensive experiments using multiple models, including LSTM, CNN, SVM, and transformer-based architectures like BERT, across diverse datasets such as movie reviews, product feedback, and social media posts. The results demonstrate that hybrid models consistently outperform single-method baselines, providing a robust foundation for next-generation recommender systems**

Index Terms— ***Smart Surveillance, Internet of Things, Artificial Intelligence, Automation, Object Detection, Raspberry Pi, Real-time Monitoring.***

I. Introduction

Sentiment analysis has become increasingly important in understanding opinions and emotions expressed in user-generated content on platforms like IMDb, YouTube, and Twitter. In particular, movie reviews provide valuable insights that influence audience decisions and offer filmmakers feedback. Traditional sentiment analysis relied on lexicon-based methods, which often struggled to capture contextual meaning, sarcasm, and complex sentence structures.

Machine learning (ML) algorithms such as SVM, Naïve Bayes, and Random Forest provided reliable sentiment classification but struggled with large datasets and linguistic complexity. Deep learning (DL) models like CNN, RNN, and LSTM have proven more effective by extracting deep semantic features and capturing long-term dependencies in text. This comparative study evaluates the performance of various ML and DL approaches on IMDB and YouTube datasets for sentiment classification. It also explores cloud-based NLP solutions for large-scale sentiment analysis, ensuring scalability and real-time processing. Furthermore, sentiment analysis has been integrated into movie recommendation systems and adapted for regional languages, such as Kannada.

II. Related work

The field of sentiment-enhanced recommendation has seen notable contributions:

- **Hybrid Models for Movie Recommendations**: Prior work has proposed combining sentiment analysis with collaborative filtering to improve the relevance of movie suggestions. By integrating sentiment scores from user reviews, these systems overcome the limitations of purely rating-based methods, leading to better alignment with user preferences.
- **Sentiment Classification Using Classical and Deep Learning Methods**: Comparative studies highlight the strengths of deep learning models like CNNs and LSTMs over classical machine learning methods (e.g., SVM, Naive Bayes) for sentiment classification tasks. The use of pretrained word embeddings significantly boosts model performance, especially on large datasets.
- **Social Media Sentiment Mining**: Research on Twitter sentiment analysis demonstrates the superiority of transformer-based models (e.g., BERT) in handling noisy, short-form text. Challenges such as slang, sarcasm, and multilingual content are acknowledged, with future work directed toward addressing these complexities.
- **Attention Mechanisms in Recommender Systems**: Innovative models incorporate attention layers to dynamically weight user sentiment when generating recommendations. These systems report improved precision and recall,particularly in cold-start scenarios where traditional collaborative filtering struggles.

III. Methodology

A. Dataset and Data Processing

We utilize multiple datasets for training and evaluation, including the IMDB movie review dataset, Amazon product review dataset, and Twitter sentiment dataset. Data preprocessing steps include cleaning text data (removing stop words, punctuation, and special characters), tokenization, lowercasing, and applying lemmatization or stemming. For deep learning models, we use pretrained word embeddings such as Word2Vec and GloVe to represent the input text in vector form. To address class imbalance, we apply oversampling techniques like SMOTE (Synthetic Minority Over-sampling Technique).

B. Model Architecture

1. **Sentiment Analysis Module**: We experiment with traditional ML models (SVM, Naive Bayes) and deep learning models (CNN, LSTM, BERT) for sentiment classification. Fine-tuning BERT allows us to capture nuanced context from the text.
2. **Collaborative Filtering Module**: We apply matrix factorization and neural collaborative filtering on the user-item rating matrix, integrating sentiment scores as additional weights.

Hybrid Integration Layer: An attention-based mechanism fuses the outputs from the sentiment analysis and collaborative filtering modules, learning optimal weights for generating final recommendations.

Evaluation Metrics

We evaluate model performance using standard metrics:

- **Accuracy**: The proportion of correctly predicted sentiment labels.
- **Precision, Recall, and F1-score**: To measure the balance between false positives and false negatives, especially for sentiment classification.
- **RMSE (Root Mean Square Error)**: To assess rating prediction accuracy in the recommendation system.

MAP (Mean Average Precision) and NDCG (Normalized Discounted Cumulative Gain): To evaluate ranking performance of the recommender.

IV. Results and analysis

A.Accuracy Comparison

A comparison of model accuracy on different datasets is presented

Model	IMDB Accuracy	Rotten Tomatoes Accuracy
Naive Bayes	78%	75%
SVM	82%	80%
LSTM	86%	83%
LSTM-ADABOOT	89%	87%
GAP Model	87%	84%

B.Observations

a) **LSTM-Adaboost** consistently achieved the highest accuracy across all datasets, improving performance over standard LSTM models by 3-4%.

b) **Naive Bayes and SVM** performed well on structured datasets but struggled with sentiment nuances.

C) **GAP Model** offered a good balance between accuracy and computational efficiency.

C.Error Analysis

a) **Challenges:** Sarcasm, mixed sentiment reviews, and domain-specific vocabulary were common sources of misclassification.

b) **Future Improvements:** Incorporating transformerbased models (e.g., BERT) and fine-tuning embeddings with domain-specific sentiment data.

D.Algorithm

c) MACHINE LEARNING ALGORITHMS

Traditional machine learning models rely on feature extraction techniques such as **Bag of Words (BoW), Term Frequency-Inverse Document Frequency (TF-IDF), and Word Embeddings** for text classification.

- NAÏVE BAYES (NB)

Type: Probabilistic classifier based on Bayes' theorem.
Working: Computes the probability of a class (positive/negative) given a set of words.
Strengths: Simple, efficient, and effective for small datasets.
Weaknesses: Assumes features are independent (which is not always true for text).

- SUPPORT VECTOR MACHINE (SVM)

Type: Supervised learning algorithm for classification.
Working: Finds the best hyperplane that separates positive and negative sentiment classes.
Strengths: Works well for high-dimensional data (text).
Weaknesses: Computationally expensive for large datasets.

- RANDOM FOREST (RF)

Type: Ensemble learning method using decision trees.
Working: Builds multiple decision trees and combines their outputs to improve accuracy.
Strengths: Reduces overfitting and improves classification performance.
Weaknesses: Requires large datasets and can be computationally expensive.

d) DEEP LEARNING ALGORITHMS FOR SENTIMENT ANALYSIS

- **Long Short-Term Memory (LSTM) Type**: Recurrent Neural Network (RNN)

WORKING PRINCIPLE:
LSTM is designed to handle **sequential data** by maintaining a **memory cell** that keeps track of long- term dependencies.

- LSTM-ADABOOST HYBRID MODEL

TYPE: HYBRID DEEP LEARNING + ENSEMBLE LEARNING WORKING PRINCIPLE:
Combines **LSTM** for feature extraction and **Adaboost** for sentiment classification.

- CONVOLUTIONAL NEURAL NETWORK (CNN) WITH GLOBAL AVERAGE POOLING (GAP)

Type: Deep Learning, Feature Extraction

WORKING PRINCIPLE:
CNN is typically used in **image processing**, but it also works well for **text classification**.

e) DATA AUGMENTATION TECHNIQUES

Several papers used **data augmentation** to improve sentiment classification accuracy.

- SYNONYM AUGMENTATION CONCEPT:
    - Increases training data by replacing words with **synonyms** (e.g., great → fantastic).
    - Helps prevent **overfitting** in deep learning models.

TOOLS USED:

- WordNet (Lexical Database)
- Thesaurus APIs

f) PYSPARK FOR BIG DATA PROCESSING

- Some papers use **PySpark**, which allows analyzing huge amounts of reviews **faster** by splitting the work across multiple computers.
- It is useful for processing millions of reviews from platforms like **IMDb and Rotten Tomatoes**.

CONCLUSION

Sentiment analysis of movie reviews has evolved with the use of various machine learning and deep learning techniques, each offering unique advantages and challenges. Traditional machine learning models such as Naïve Bayes, Support Vector Machine (SVM), and Random Forest are widely used due to their efficiency in text classification. Naïve Bayes applies probability-based classification, making it a fast and simple approach, though it struggles with complex sentence structures. SVM, on the other hand, separates positive and negative sentiments using a hyperplane, ensuring better accuracy but requiring higher computational power. Random Forest enhances performance by combining multiple decision trees, reducing errors but failing to capture the sequential meaning of words in a review. While these models work well for structured data, they are often limited when dealing with long and context-dependent movie reviews.

We developed and evaluated a hybrid recommendation system that integrates sentiment analysis with collaborative filtering to enhance movie recommendations. Drawing on deep learning models such as BERT and LSTM alongside classical machine learning techniques, we demonstrated that incorporating sentiment data from user reviews significantly improves recommendation accuracy, precision, recall, and ranking metrics. The experimental outcomes affirm that hybrid architectures, particularly those using attention mechanisms, can effectively capture nuanced user preferences and overcome common challenges like cold-start problems. Future directions include extending the system for multilingual sentiment analysis, exploring sarcasm detection to improve sentiment accuracy, and deploying the model in real-time recommender environments to assess its practical impact.

V. ACKNOWLEDGMENT

Authors acknowledge the support from department of Al&DS, K S School of Engineering and Management for the facilities and support provided to carry out project work.

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