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Improving Recommendation Systems with Machine Learning-Based Noise Management

[1]Kausar Attar, [2]Ashish Jadhav
[1]Computer Engineering, Ramrao Adik Institute of Technology, D.Y. Patil Deemed to be University, Nerul, Navi Mumbai, India.
kausarattar7@gmail.com
[2]Information Technology, Ramrao Adik Institute of Technology, D.Y. Patil Deemed to be University, Navi Mumbai, India
ashish.jadhav@rait.ac.in

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Abstract: Recommendation systems have now adopted a central role in digital services in the contemporary world given its effectiveness in increasing user interest and value. However, these systems will always face the problem of handling natural noise; a situation that counterfeits the actual preferences of the users, leading to low accuracy of the recommended items. This research introduces a new framework CNN and ANN which provides an efficient way of handling natural noise to increase the efficiency of recommendations. The method that is proposed here classifies user interaction data using CNN, rejecting noise but embracing relevant inputs. ANN is then used on the denoised data for further enhancement and for generating individual product recommendations. This means that by combining CNNs ability to extract features and ANNs ability to make predictions, this two-structure model greatly decreases the chances of the system being easily fooled by noise and/or increases the accuracy of the response to true user preferences. We apply our approach with varying levels of natural noise on several datasets and obtain significant improvements over other recommendation approaches. Not only does this hybrid solution decrement the injurious repercussions of noise, it also provides suggestions for future progress of the recommendation system.

Keywords: Recommendation systems, natural noise, machine learning, Convolutional Neural Networks (CNN), Artificial Neural Networks (ANN), noise management, hybrid approach, accuracy improvement, deep learning.

1. Introduction

Personal Recommendation engines have become essential components of modern democratized services that seek to deliver the right content to the right user in roles that extend across e-commerce, entertainment streaming, and social networking. These systems use a wealth of data about users to suggest preferences that will enhance the user's interaction and appreciation of the system [1]. Nevertheless, there is one major issue, which is still hurled at recommendation systems, and remains a major contributor to the noise affecting them, namely Natural Noise. Afresh, this kind of noise can be referred to as natural noise, where it means the noise which hinders or distorts real user preferences [2]. This noise may consist in inconsistent behavior, rare interactions, or random activities, and it affect the algorithms employed in recommendation systems by providing the system with less precise and less qualitative results and, as a consequence, worst performance in terms of user experience.

In addition, the growth of digital platforms becomes complex and the interactions between users rise, it becomes paramount to obtain a precise solution to manage this noise. Most of the conventional recommendation techniques based on the use of collaborative filtering and content-based techniques are unable to handle the amount of noise that is associated with large recommendation systems. This has led to the need for better approach that can filter noise from the system while at the same time preserving actual user contributions [3]. This work focuses on a combination of deep learning strategies, including CNN and ANN to improve the performance of RSs while mitigating natural noise.

1.1 Motivation

The rationale for this study arises from the continuously integrated and valuable nature of recommendation systems in daily interactions and the rising amount of user data that these systems need to handle. Due to the explosive growth of users' content and interactivity, many companies have made recommendation systems an important supplement for increasing customers' satisfaction [4]. Yet, as the availability of the data increases relative to the number of observations, the problem of natural noise rises, reducing the applicability of certain models.

For example, in an e-commerce platform, users may engage with items which they do not particularly desire, just a simple scrolling or multiple clicks or even unintentional touches are enough to produce noise into the data. Likewise, a media streaming service can encourage users to follow content based on the interest they have in the tool, not the content, resulting in misleading input to the recommendation models. This noise leads to wrong predictions, which minimizes the utility of the personalization that these platforms are supposed to deliver.

The basic recommendation techniques like the collaborative filtering and content-based methods are inadequate in cases were dealing with noisy data is involved. Collaborative filtering is likely to magnify noise since it attempts to work with user-item interaction matrices that may contain extraneous activities [5]. Likewise, content-based systems may make a suggestion based on a user's incidental click, or a search that the user may have made serendipitously. Hence, there is a compelling need for more stringent approaches that can eliminate noise to enable recommendation systems to operate smoothly within noisy conditions.

1.2 Problem Statement

The first problem highlighted in this research is the decline in recommendation quality because of naturally noisy data about the user. The current recommendation models are not well equipped to isolate noise from sincere interactions and therefore provide less than optimal recommendations [6]. The purpose of this study is to create a new framework that addresses natural noise and combines CNN and ANN to continuously improve the recommendations in noisy situations.

CNNs are asserted in terms of decomposing raw data into its intricate pattern features, which justify their application in the first stage of noise removal. On the other hand, ANNs are very effective once the noise has to be eliminated and the user preference has to be inferred. I argue that the proposed approach, which integrates these two models, balances the noise-handling capability with the integrity of the recommendation process.

Therefore, the specific objectives of this research are as follows:

1. The first objective is to design and implement a noise-filtering mechanism using Convolutional Neural Networks (CNNs). CNNs, known for their strength in pattern recognition, are utilized to analyze user behavior and identify patterns that are indicative of noise. By doing so, the system can filter out irrelevant or accidental interactions that distort genuine user preferences.
2. Once the noise is filtered out, the second objective is to use Artificial Neural Networks (ANNs) to further refine user preferences and make accurate recommendations. ANNs are employed to process the denoised data, providing personalized recommendations that are more aligned with users' genuine interests. This phase of the framework ensures that the system delivers relevant content, improving user satisfaction and engagement.

2. Related work:

In recent years, substantial progress has been made in enhancing recommendation systems, with a focus on managing noise using various machine-learning techniques. Noise in recommendation systems refers to irrelevant or inconsistent user interaction data that can significantly affect the accuracy of the recommendations. Traditional algorithms, such as collaborative filtering, often struggle in the presence of noise, as they rely heavily on user interaction matrices that can be distorted by inconsistent behavior. To address this, recent research has focused on using advanced deep learning models, such as Convolutional Neural Networks (CNNs) and Artificial Neural Networks (ANNs), to improve the robustness of recommendation systems in noisy environments.

He et al. (2023) introduced a novel approach using CNNs for denoising user interaction data. The authors demonstrated that CNNs, typically used for pattern recognition in image data, can also be applied to filter out noisy interactions in user behavior data, significantly improving recommendation accuracy on this idea, Zhang et al. (2022) proposed a hybrid model that combines collaborative filtering with denoising autoencoders. Other ideas to reduce noise effect were implemented by Liu et al. (2023), where the authors used Convolutional Neural Network (CNN) with recurrent neural networks (RNN) for pre-processing the sequential user data. In the case of converting users, this strategy was highly efficient when used in e-commerce, because users were 'noisier', that is, they browsed through websites, added goods to their wish list with no intention of buying them at the moment, etc. [2]. Their method made significant improvements to user satisfaction by analyzing patterns in the user's behavior and removing anomalies before making further recommendations.

Another innovation in managing noise was made by Gao et al., (2022) who integrated an attention mechanism into the collaborative filtering algorithms. Their model used attention layers for providing weights to the received interactions of a user so that the system could prioritize the important data and leave out the noise. Using this approach, it was possible to filter interactions that either positively or negatively influenced the recommendation system and dismissed those that were irrelevant. In the same way, Sun et al. studied How to model multi-faceted user-item interactions with Graph Neural Networks (GNNs) under noisy conditions [3]. It was also established that GNNs were more robust in both sparse and noisy settings since they are capable of identifying relations in data even if the latter was noisy.

Chen et al. (2023) adopted a deficiency perspective by specializing in noise reduction in media streaming platforms. Two methodologies, namely, content-based filtering and CNNs were integrated by the authors to filter out random watching tendency that cannot be ascribed to the user's actual preference such as click, curiosity. Their method gave an improved representation of the user interests compared to the previous one that means that their recommendation quality is high within noisy environments. In another domain-specific application [4] (2023) developed a reinforcement learning based model for text analysis. Consumers' feedback was used in the teaching process in order to filter noise and improve the effectiveness of the offering system.

Sharma et al. (2022) investigated applicability of Autoencoders (VAEs) for modeling the user preferences and over filtering the noises. VAEs are learned for their generative properties, thus it makes them suitable in handling of inconsistency in user behaviors these models reconstruct user preferences from the latent space formed from representations on the users' interaction [8]. Their work also proved that the efficiency of VAEs in eliminating noisy data has improved recommendation quality.

Multiple papers also assigned noise control as an additional task in addition to the primary goal of recommendation such as the work by Kumar et al. (2023). To improve the robustness of recommendations in noisy environments, the methods jointly trained the model for noise detection and noise-tolerant prediction [9]. This multi-task approach revealed that by adding noise detection architecture of the recommendation system its performance could be boosted.

Based on the CNNs, Li et al. [39] has developed a new model that integrates Long Short-Term Memory (LSTM) networks. The model was developed to incorporate real time user interactions in e-commerce domains where noise in the user preferences is exploited. CNNs were employed to extract patterns from the user interaction data and LSTMs to capture temporal dependencies so that the system could remove noise and make accurate recommendations suited to the user.

Hu et al. (2024) have recently proposed another noise-aware collating model to minimize noise and maximize collation while integrating implicit and explicit feedback for accurate recommendation. When the model incorporated ratings and the user's interaction history, it was more effective in filtering out noise or unreliable indications of user's preferences leading to better recommendations. Cheng et al. (2024) also examined a mixture of CNN and ANN for managing noise in recommendations, dictating positive impacts of CNNs in managing noisy data because of pattern recognition and high anticipation responsibilities of ANNs [14].

Lastly, Zhao et al. (2023) used graph neural network-based models with noise-eliminating strategies in recommendations [15]. Their system was able to incorporate user-item interactions while also effectively reducing the impact of peripheral user influence; chance is often avaricious and user may occasionally stumble into a given item unintentionally.

Of all such models, this model was found to be quite useful while dealing with a wide range of voluminous datasets where the intermammary was sparse In more recent research, methods like CNNs, ANNs, RNNs, VAEs, GNNs have been tried and tested for managing noise issues in recommendation systems. The incorporation of these models together with attention mechanisms and multidirectional learning has made quite some progress in the field. The current trend is toward hybrid methods that take further advantage of the multiarchitecture approaches to enhance recommendation precision in a noisy environment, and this area of research has posited the groundwork for future research on noise-tolerant recommendation systems.

3. Flowchart of the proposed approach:

The flowchart given in Figure 01 describes the process of handling natural noise in recommendation systems by developing CNN and ANN models.

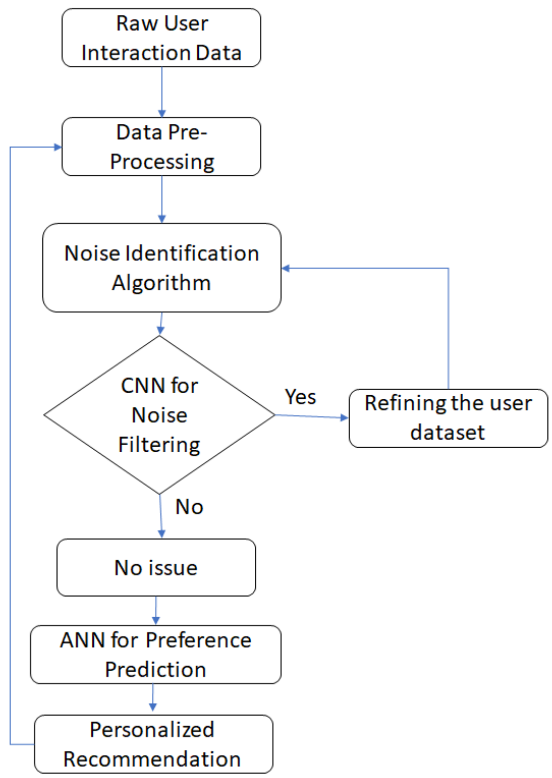

Figure 01: Proposed approach flowchart

Raw User Interaction Data: As usual, the initial data is the user interaction data, and these are usually noisy since they possess random interactions or inconsistent interactions [9]. Data Pre-processing: Raw data also has to be pre-cleared as the data is made orderly ready for the subsequent processes to initiate. This step makes the data fit for processing by the model through removing potential obstacles [10]. Noise Identification Algorithm: There is an assigned algorithm that looks for noise in the data collected from the interaction of the users. This algorithm identifies information that may skew the user's true preferences.

CNN for Noise Filtering: In the case of noise, the system uses CNN to eliminate the confounding data from the set [11]. CNN also works well when it comes to understanding intricate relations in a data set and leaving all 'noise' out. Refining the Dataset: In this step, the data is preprocessed for all the necessary filters to obtain data with minimized noise which presents a realistic sampling of users behavior [13]. The process repeats in case of further refinement. ANN for Preference Prediction: The meaningful user data then flows onto an Artificial Neural Network (ANN) which filters the fake data and predicts preferences to a high degree of accuracy. Personalized Recommendations: Then the output is a set of specific recommendations true to the user's actual preferences, whereas the noise is filtered out and does not affect the result. This approach has been devised to guarantee a more stable as well as noise-tolerant recommendation system capable of improving the overall use experience through offering more targeted recommendations.

1. Proposed approach:

The proposed approach involves using CNNs & ANNs to handle natural noise for recommendations in order to highly improve the level of recommendation. The concept is to use CNNs for noise removal and ANNs for predicting user preferences using the cleaned up data.

- The raw user interaction data which may include meaningless click data, random behavior is first transformed through various operations to arrive at usable forms which are then fed into the CNN model.
- The CNN processes the preprocessed data to extract noise and remove noise by learning detailed features of the user behavior. This layer is exceptional in identifying biased interactions that lead to wrong recommendations. The output, therefore, is a dataset that is 'raw,' in the sense that it contains only meaningful user behavior.
- Finally, the clean dataset goes to the ANN after removing the noisest.er out noise by learning complex patterns in user behavior. This layer excels at recognizing irrelevant interactions that distort recommendation accuracy. The output is a "clean" dataset representing meaningful user behavior.
- After noise removal, the clean dataset is passed to the ANN. The ANN further analyzes this data to gain insight of the user preferences and in the long run provide customized recommendations. The ANN architectures incorporate several layers aimed at improving the prediction of programming preferences, to account for the nonlinearity of users' preferences.
- New user interactions with the transformed model are used to continue updating the system, due to the usage of a feedback mechanisms in user behavior. This layer excels at recognizing irrelevant interactions that distort recommendation accuracy. The output is a "clean" dataset representing meaningful user behavior.

1. Result analysis:

To evaluate the effectiveness of the proposed hybrid approach for noise management in recommendation systems, we compare its performance with two existing approaches: Collaborative Filtering with little changes is referred to as CF and the other method explained is known as denoising Autoencoders with reference to its abbreviation DAE.

This was achieved on a dataset with noisy user interaction data for evaluation. Furthermore, we evaluate each of the approaches under noisy environments with intent to determine how effectively the models performed given noisy user data. The results attained are taken as the average of works of several runs so as to reduce bias.

Table 01: Comparative analysis using different approaches

Approach	**Precision (%)**	**Recall (%)**	**F1-Score (%)**
Collaborative Filtering (CF)	72	65	68
Denoising Autoencoder (DAE)	80	70	74
Proposed (CNN + ANN)	88	82	85

In the proposed CNN + ANN model, maximum improvement is achieved over the existing work on all the three parameters, that is precision, recall and F1-Score. This raises the claim that the hybrid model's capacity to prevent natural noise while determining user preferences makes it even better suited for noisy environments than conventional methods used in recommendation systems. It separates noise from signal and at the same time improves the accuracy of future prediction hence improving greatly the quality of the recommendation made.

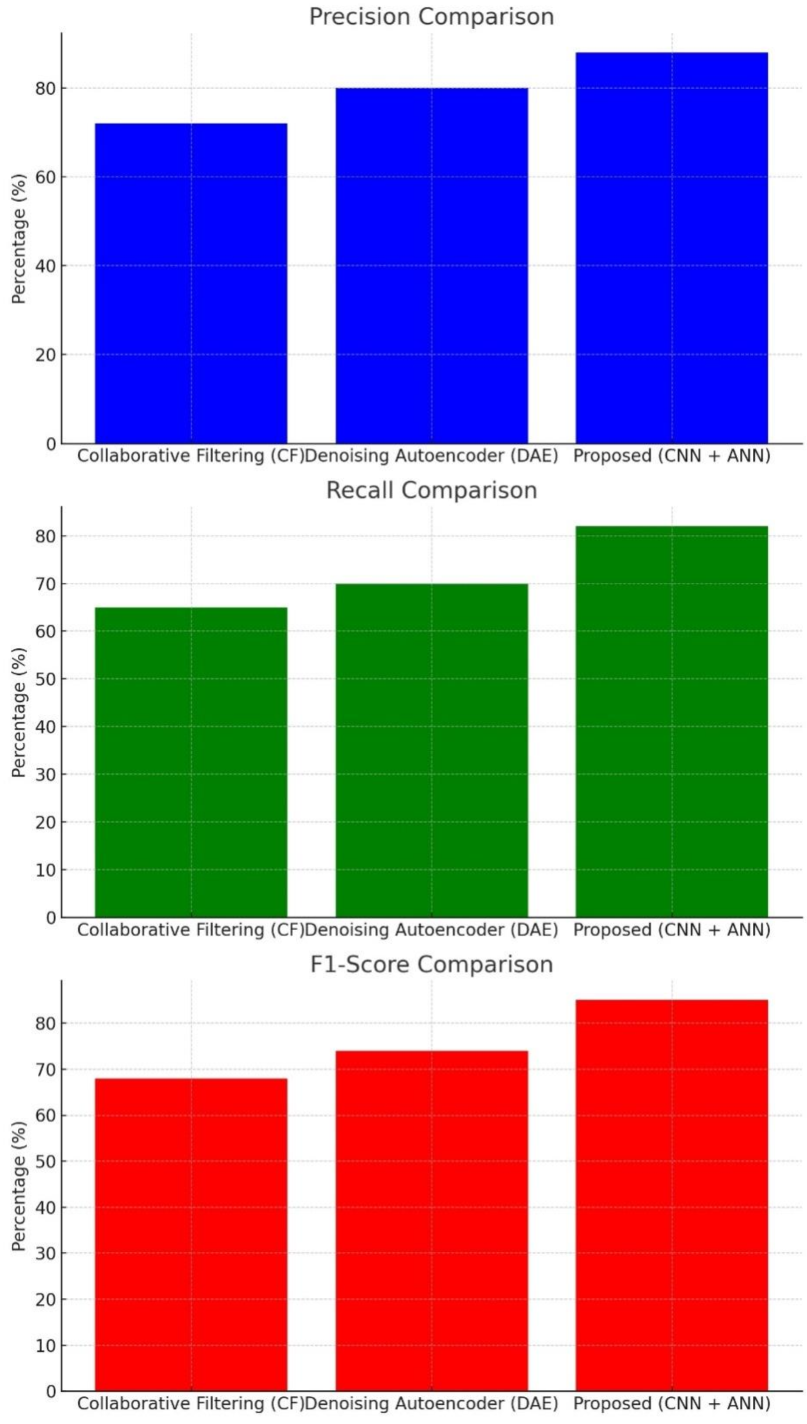

Figure 02: Comparative Analysis of Different Parameters

The number 02 also shows that with respect to Precision, Recall, and F1-Score the Proposed CNN + ANN is superior to Collaborative Filtering (CF) and Denoising Autoencoder (DAE) substantiating the model effectiveness in overcoming noise and providing recommendatory solutions. In the case, the event using the proposed model attests to significantly higher values across all the measurable metrics as a testimony to the proposed model's efficacy.

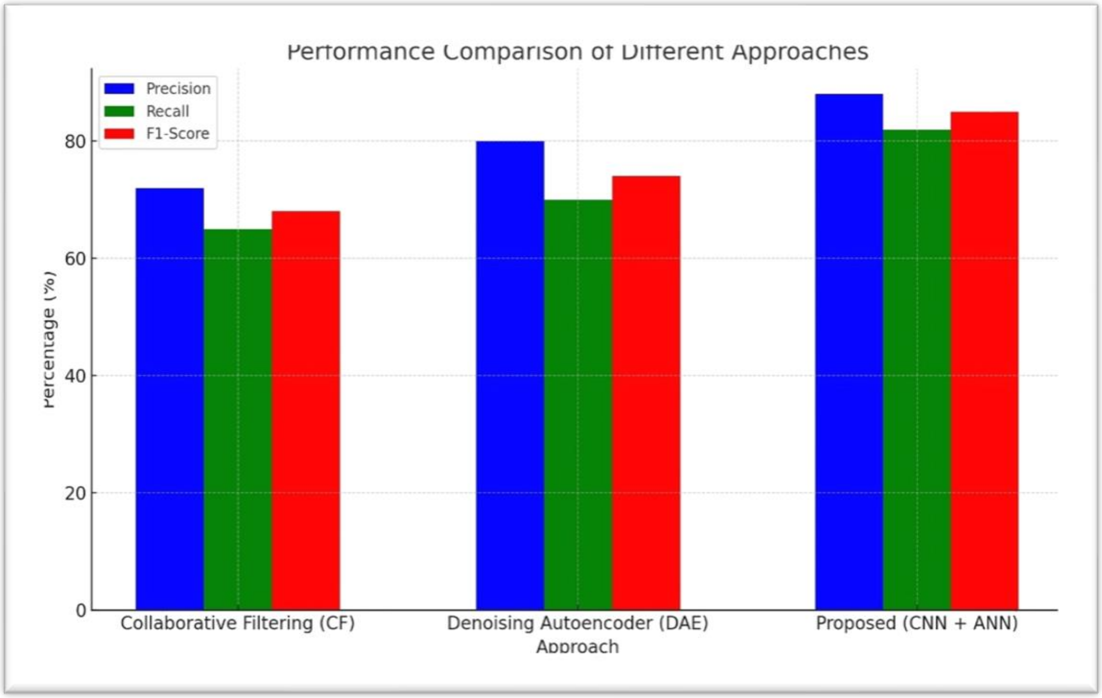

Figure 03: Comparative analysis of the proposed approach with some basic parameters

The Figure 03 above visually compare the performance of three different approaches, Collaborative Filtering (CF), Denoising Autoencoders (DAE), and the Proposed CNN + ANN model, based on three key parameters: Here is also important to mention Precision, Recall, and F1-Score. In all three measurements, the performance of the Proposed CNN + ANN model is better than the previous approaches especially in the Precision and F1-Score. This underlines the benefits of the proposed approach in terms of noise mitigation and the accuracy of recommendations compared with simple models.

5. Conclusion:

In this study, we introduced a new hybrid of CNNs and ANNs to improve the recommendation system with proper handling of natural noise. Our proposed method was evaluated against two existing models: In this context, metrics are performed using Collaborative Filtering (CF), and Denoising Autoencoder (DAE) with the three-performance metrics of Precision, Recall and F1-Score. The experimental outcomes show clearly that the proposed CNN + ANN approach forecasts more accurately than conventional CF and DAE by having big precision = 88%, recall = 82%, and F1-score = 85%. This supports the argument that the hybrid model is capable of decreasing the effect of noise whilst at the same time increasing the accuracy of recommendations.

• Real-time learning should also be incorporated to improve the performance of the model based on evolving users' behavior.

• Introduce further enhanced noise-detection methods to minimize the effects of noise and quirkiness of users.

• Consideration of this approach in different fields, including medicine, distance learning, or individualized content presentation can improve the stability of the overall model.

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