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(57) Abstract :

The presented system offers a system (100) of recommending captivating content within an information stream. It consists of a data storage module (104) for housing user (102), content (106), and interaction data (108), a recommendation engine (110) that analyzes user behavior and content information to craft tailored recommendations based on behavior, preferences, and demographics, and a real-time user interface module (112) for promptly delivering recommendations. The system incorporates collaborative filtering to generate suggestions akin to those favored by similar users and engages a feedback loop (114) to continually update user profiles and generate novel recommendations based on user input. The recommendation engine employs techniques such as natural language processing (NLP) and machine learning to refine recommendations over time and analyzes behavior via deep learning for interest-based suggestions. Additionally, a diversity algorithm is integrated to balance recommendations between widely popular and more specialized content.

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