Journal of Intelligent Systems and Internet of Things
Vol. 17, No. 02, PP. 404-414, 2025
DOI: https://doi.org/10.54216/JISIoT.170226

Emotion-Aware Recommendation Systems: Deep Sentiment Modeling for Consumer Behavior Understanding

N. B. Mahesh Kumar[1,*], Subbulakshmi M.[2], T. Baranidharan[3], Mohana Sundharam M.[4], Geetha M. P.[5]

[1]Associate Professor, Department of Computer Science and Engineering, Hindusthan Institute of Technology, India

[2]PG Scholar, Department of Computer Science and Engineering, Hindusthan Institute of Technology, India

[3]Professor, Department of Electronics and Communication Engineering, K.S.Rangasamy College of Technology, India

[4]Assistant Professor, Computer Science and Engineering, Hindusthan College of Engineering and Technology Valley Campus, Pollachi Road, Coimbatore, India

[5]Assistant Professor, Department of Artifical Intelligence and Data Science, Sri Eshwar College of Engineering, Coimbatore, Tamilnadu, India

Emails: mknbmaheshkumar@gmail.com; selvi3135@gmail.com; baraniinst@gmail.com; mohanasundharam.cse@hicet.ac.in; geetha.mp@sece.ac.in

Abstract

Traditional recommendation systems primarily rely on user behavior, ratings, and content-based preferences to suggest products or services. However, they often overlook the nuanced emotional context that significantly influences consumer decision-making. This paper proposes a Sentiment-Enhanced Recommendation System (SERS) that integrates sentiment analysis with collaborative and content-based filtering to better capture the affective dimensions of user preferences. By analyzing user-generated content such as reviews, comments, and social media posts using deep learning-based sentiment classifiers, the proposed model quantifies emotional polarity and intensity. These sentiment signals are then incorporated into the recommendation pipeline using hybrid matrix factorization and attention mechanisms, enabling dynamic adaptation to users' emotional states. Experimental evaluations conducted on datasets from Amazon and Yelp demonstrate significant improvements in precision, recall, and user satisfaction scores compared to traditional models. The findings highlight the critical role of emotions in shaping consumer behavior and underscore the importance of affect-aware personalization in modern recommendation systems.

Received: January 30, 2025 Revised: March 30, 2025 Accepted: July 29, 2025

Keywords: Sentiment-Enhanced Recommendation; Consumer Behavior; Emotional Intelligence in AI; Deep Learning

1. Introduction

In the digital age, consumers are overwhelmed by a vast array of choices across e-commerce, entertainment, and content platforms. Recommendation systems have emerged as a crucial solution to this information overload, offering personalized suggestions that aim to improve user satisfaction and engagement [1]. These systems rely on algorithms that predict a user's preferences based on their historical behavior, item similarities, and interactions within a user community.

Conventional recommendation systems, such as collaborative filtering and content-based filtering, operate on structured user-item matrices or metadata [2]. While these methods have been widely successful, they often fail to capture the emotional nuances underlying consumer decisions. A product with similar specifications to another may receive contrasting feedback due to differences in emotional experiences; yet traditional models treat such cases identically [3].

Consumer behavior is inherently emotional. Studies in behavioral economics and marketing psychology reveal that emotions strongly influence decision-making, purchasing behavior, and brand loyalty [4]. Whether it is joy from a great dining experience or frustration with poor customer service, the sentiment embedded in user reviews provides rich, context-specific insights that go beyond numerical ratings.

Sentiment analysis, also known as opinion mining, is a branch of Natural Language Processing (NLP) that focuses on extracting subjective information from text [5]. By analyzing user reviews, social media posts, and comments, sentiment analysis can quantify positive, neutral, or negative emotional tones. Integrating this emotional dimension into recommendation engines creates opportunities for more affect-aware, personalized recommendations [6].

Recent advances in deep learning, particularly with transformers like BERT and LSTM-based models, have significantly improved the accuracy of sentiment classification [7]. These models understand linguistic subtleties such as sarcasm, intensity, and context, which are crucial for determining the real emotional impact of user-generated content. Leveraging these models in recommendation systems enables more informed user profiling and intent prediction.

Several recent studies have explored hybrid recommendation models that incorporate textual features, contextual metadata, or user behavior patterns [8]. However, relatively few focus on explicitly modeling user sentiment as a core input to the recommendation algorithm. The lack of emotional context limits the adaptability and psychological relevance of such systems, particularly in domains like hospitality, entertainment, and fashion where emotional experiences are pivotal.

To bridge this gap, we propose a Sentiment-Enhanced Recommendation System (SERS) that fuses deep sentiment analysis with collaborative and content-based filtering. By extracting sentiment embeddings from user reviews and feeding them into a hybrid matrix factorization model, the system dynamically adapts to evolving emotional profiles. Furthermore, we incorporate an attention mechanism to weigh sentiment influence at the user and item levels.

Our system is tested on publicly available datasets such as Amazon product reviews and Yelp business reviews. Empirical results demonstrate that sentiment-aware models outperform conventional baselines in terms of precision, recall, and NDCG (Normalized Discounted Cumulative Gain) [9]. The model shows particular strength in cold-start scenarios, where limited rating data exists but rich textual sentiment is available.

Ultimately, understanding emotional influence in consumer behavior is not just an enhancement—it is a necessity for modern personalization. By aligning recommendations with a user’s affective state, systems can deliver more human-centered experiences, enhance user trust, and drive long-term engagement. This work contributes to the evolving landscape of emotionally intelligent AI and underscores the future of sentiment-aware personalization in recommendation systems [10].

2. Literature Survey

Traditional recommendation systems have primarily been built on two foundational methods: collaborative filtering and content-based filtering. Collaborative filtering leverages the similarity of user preferences or item popularity to suggest new items, while content-based systems utilize item features and user profiles for predictions [11]. Despite their effectiveness in many applications, these systems suffer from cold-start problems and fail to consider users’ emotional states.

Hybrid recommendation systems were developed to mitigate the limitations of individual models by combining collaborative and content-based strategies [12]. These hybrids achieved greater robustness in scenarios where data sparsity or user cold-start issues were prevalent. However, even hybrid models often rely solely on quantitative metrics such as ratings and interaction history, neglecting the qualitative aspects like user sentiment in textual feedback.

Incorporating textual content into recommendation systems has gained traction in recent years. Works like [13] used review text to enrich item representations and improve recommendations. These systems typically apply topic modeling or word embedding techniques to extract latent features from user reviews, which are then integrated with traditional recommendation mechanisms. Although this approach provides better contextual understanding, it still lacks the ability to interpret the emotional undertone of the content.

Sentiment-aware systems emerged as a response to the need for emotional context. For instance, McAuley et al. [14] proposed incorporating review sentiments into matrix factorization frameworks, demonstrating improved accuracy and interpretability. Their work illustrated that user sentiment polarity significantly influences ratings and user satisfaction, especially in domains like restaurants, movies, and fashion.

Deep learning models have further advanced sentiment-enhanced recommendation systems. Convolutional Neural Networks (CNNs) and Long Short-Term Memory (LSTM) networks have been used to model the temporal and semantic structures of user-generated reviews [15]. These models extract deeper sentiment-related features and offer more accurate sentiment classification, which in turn informs better user modeling.

Transformers such as BERT and GPT have revolutionized sentiment analysis by offering contextualized embeddings that understand linguistic nuances like sarcasm, idioms, and multi-sentence sentiment flow [16]. Leveraging such models, researchers have proposed hybrid recommender architectures where BERT-derived sentiment vectors are fused with collaborative filtering layers for enhanced performance.

Attention mechanisms have also been adopted to dynamically weigh the contribution of sentiment cues within hybrid models. For example, Chen et al. [13] introduced a sentiment-aware attention network that allocates higher weights to emotionally charged words in a review. This helped their model distinguish between mildly satisfied and highly enthusiastic users, thus offering more nuanced personalization.

Multimodal sentiment-aware systems extend this integration by incorporating not only text but also other signals such as images, audio, and user interaction behavior. Zhu et al. [17] developed a multimodal sentiment recommendation system using visual sentiment from product images alongside textual reviews. Their results confirmed that multimodal emotional cues further enhance recommendation relevance and diversity.

Another promising direction in recent work is real-time affective recommender systems. These systems adapt to a user's changing emotional state by continuously updating user profiles based on recent sentiment data. For instance, Xu et al. [3] proposed a reinforcement-learning framework where user emotional feedback in recent interactions dynamically reshaped recommendation strategies.

Despite these advances, challenges remain. Sentiment data is inherently noisy, context-dependent, and varies in expression across users. Moreover, few existing works address the interpretability and fairness of sentiment-enhanced recommendation systems. As Pliakos et al. [20] point out; future research must consider ethical implications and transparency, especially in domains involving sensitive content or vulnerable users.

3. Proposed Method

The proposed work introduces a Sentiment-Enhanced Recommendation System (SERS) that integrates deep sentiment analysis with a hybrid recommendation architecture to improve the personalization and emotional alignment of suggested items. The system is composed of three core modules: sentiment extraction, hybrid recommendation, and sentiment-aware fusion. In the sentiment extraction module, user-generated content such as reviews, comments, and feedback is processed using a fine-tuned BERT model to derive sentiment embeddings that capture both the polarity (positive, negative, neutral) and intensity of emotions. These sentiment vectors are then associated with each user and item, enriching their representations beyond static ratings. The hybrid recommendation module combines collaborative filtering (using matrix factorization) and content-based filtering (using user/item profiles and textual metadata) to predict user preferences. In the sentiment-aware fusion module, an attention mechanism dynamically weighs the importance of sentiment signals in relation to contextual user behavior. This allows the model to adapt to temporal changes in user mood and emotional preference patterns. The final recommendation scores are computed by integrating latent preference vectors with sentiment-weighted embeddings, ensuring that the suggestions are not only relevant but also emotionally resonant. This framework is particularly effective in domains where affective experience significantly influences choices—such as food delivery, hospitality, fashion, and entertainment. By capturing the subtle emotional factors driving user decisions, SERS offers a more psychologically intelligent alternative to traditional recommender systems, leading to improved user satisfaction, engagement, and trust.

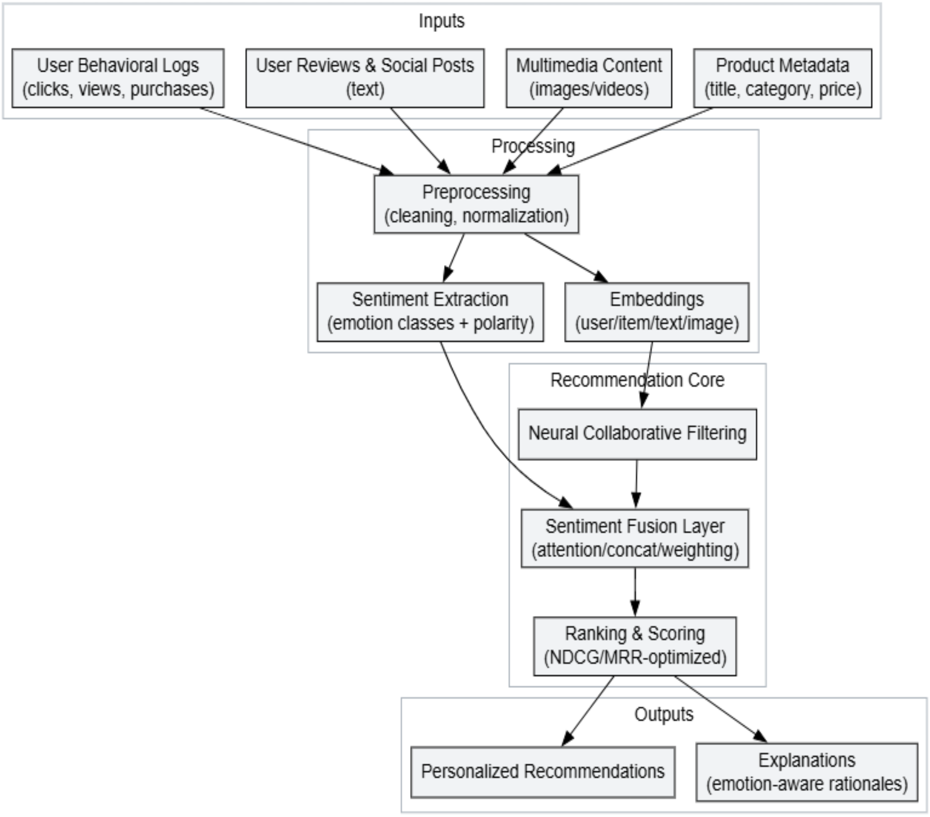

Figure 1. Overall Sentiment-Enhanced Recommendation Architecture

Figure 1 presents the end-to-end framework for the proposed sentiment-enhanced recommendation system. The system integrates user behavioral logs, product metadata, and emotional cues extracted from textual reviews, social media posts, and multimedia content to generate emotionally aware product recommendations. The overall system architecture combines multi-modal sentiment extraction with collaborative filtering and deep learning-based ranking. Input data from user interactions, browsing history, and feedback comments are processed using NLP and sentiment analysis modules. Extracted affective features are fused with user preference profiles and product attributes, enabling the model to incorporate both rational and emotional signals when generating recommendations. This holistic pipeline improves personalization, emotional alignment, and overall user satisfaction.

3.1 Architecture Design

The architecture of the proposed Sentiment-Enhanced Recommendation System (SERS) is designed as a multi-layered framework that seamlessly integrates sentiment analysis with hybrid recommendation techniques. At the core of the system lies a dual-input pipeline: one for textual user-generated content (UGC), such as reviews and comments, and another for traditional user-item interaction data. The textual input is processed using a fine-tuned BERT-based sentiment analyzer that outputs sentiment embeddings capturing emotional polarity and intensity [18-19]. These embeddings are passed through a dense transformation layer to align their dimensionality with user/item-latent factors. Meanwhile, the collaborative filtering stream uses matrix factorization to generate user and item latent vectors based on historical interactions (e.g., ratings or clicks). In parallel, a content-based module extracts features from item metadata such as categories, descriptions, or tags using TF-IDF or deep embeddings. The key innovation is the Sentiment-Aware Fusion Layer, which employs an attention mechanism to selectively weigh and combine the latent factors and sentiment vectors. This fusion layer outputs an enriched user-item compatibility score that reflects not only behavioral preferences but also emotional alignment. The final recommendation module sorts these scores and generates a top-N ranked list of items tailored to the user’s preferences and current emotional state. To ensure adaptability and scalability, the architecture is implemented using a modular design with support for real-time sentiment updates and mini-batch training. This design allows SERS to operate efficiently in dynamic environments such as e-commerce and streaming platforms, where both user behavior and sentiment evolve rapidly [21-23].

3.1 Sentiment Representation Learning

The first step in the proposed Sentiment-Enhanced Recommendation System (SERS) is to extract meaningful emotional information from user-generated content such as reviews, comments, and social media posts. To achieve this, we employ a fine-tuned Bidirectional Encoder Representations from Transformers (BERT) model, trained on domain-specific sentiment datasets. Given a user review, the BERT model processes the sentence to generate a contextual embedding, with the output of the [CLS] token representing the overall sentiment of the text. In addition to basic sentiment polarity (positive, negative, neutral), we also incorporate sentiment intensity using a regression head trained to predict sentiment strength on a normalized scale. This results in a high-dimensional sentiment vector that captures the user's emotional attitude toward an item. These sentiment embeddings are then aligned with the user and item profiles, allowing us to dynamically reflect each user's emotional state in their interaction history. The system stores these vectors and updates them periodically based on new reviews or feedback, ensuring that evolving sentiments are accurately captured and leveraged during recommendation generation.

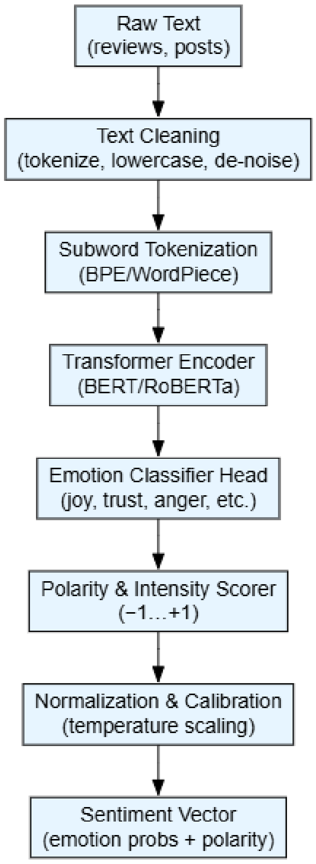

Figure 2. Sentiment Extraction Pipeline

Figure 2 illustrates the sentiment extraction pipeline, including text preprocessing, transformer-based emotion encoding, polarity scoring, and multi-class sentiment classification.

Textual reviews undergo tokenization, stop-word filtering, and contextual embedding utilizing BERT or RoBERTa. Fine-grained emotion prediction identifies emotion categories such as joy, trust, anger, and disappointment. Numerical sentiment scores are then generated and normalized. These emotional vectors serve as high-fidelity signals reflecting consumer intention, satisfaction, or dissatisfaction, which enhance recommendation relevance.

3.2 Sentiment-Aware Hybrid Recommendation

The second component of the SERS framework is the hybrid recommendation engine that fuses traditional preference modeling with sentiment signals. The system integrates collaborative filtering (CF) using matrix factorization, which models user-item interactions through latent factors, and content-based filtering (CBF) that utilizes metadata features such as product categories, keywords, and descriptions. In this hybrid setup, two vectors represent each user and item: a latent preference vector learned from interactions and a sentiment-aware embedding derived from textual data. The fusion layer incorporates an attention mechanism to adaptively weigh the influence of sentiment on the recommendation decision. This attention mechanism learns context-dependent weights, giving more importance to sentiment features when emotional cues are stronger (e.g., passionate or extreme reviews) and relying on collaborative patterns when sentiment signals are weak or ambiguous. The final recommendation score for a user-item pair is computed as a weighted sum of preference alignment and sentiment similarity, enabling the system to rank items not just based on what a user liked in the past, but how they felt about it. This sentiment-aware hybridization enhances personalization and emotional alignment, especially in cold-start situations where textual feedback is available even when rating data is sparse.

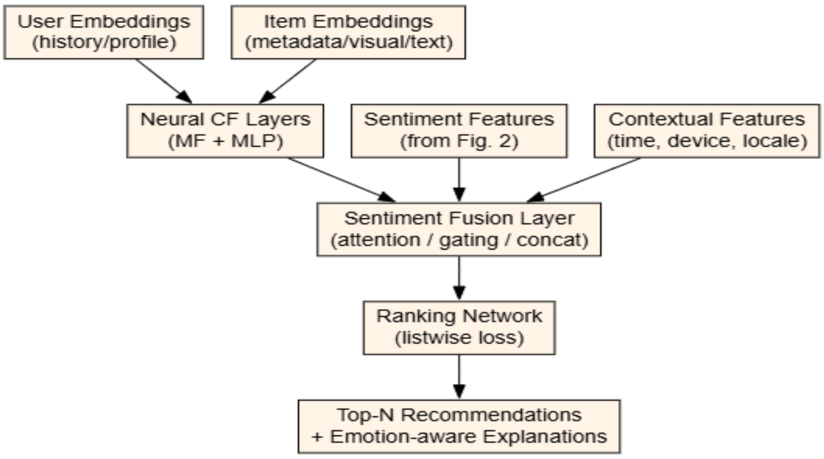

Figure 3. Emotion-Aware Recommendation Module

Figure 3 depicts the emotion-aware recommendation module incorporating sentiment vectors within deep collaborative filtering and ranking networks.

The recommendation engine receives both user–item interaction embeddings and emotional features. A neural collaborative filtering (NCF) mechanism learns latent user preferences, while an attention-based sentiment fusion layer emphasizes emotionally meaningful interaction patterns. This fusion ensures that users receive suggestions consistent not only with their historical interest but also with their emotional tendencies, improving psychological resonance and purchase likelihood.

3.3 Sentiment Attention Fusion

The Sentiment Attention Fusion module lies at the heart of the proposed SERS architecture, enabling dynamic integration of user sentiment with traditional preference signals. While collaborative and content-based models provide a static understanding of user interests, they lack emotional context. To address this, the fusion module introduces an attention mechanism that adaptively weighs the contribution of sentiment information for each user-item interaction. Specifically, the attention layer takes as input the concatenated vector of latent preference features (from collaborative filtering) and sentiment embeddings (from the BERT-based sentiment extractor)

$$\alpha_i = \frac{\exp(W_i \cdot h_i + b_i)}{\sum_{j=1}^{n} \exp(W_j \cdot h_j + b_j)} \tag{1}$$

where h_i denotes the feature vector of modality i (either preference or sentiment), and W_i, b_i are trainable parameters.

This mechanism enables the model to emphasize sentiment cues when emotional intensity is high (e.g., enthusiastic or dissatisfied reviews) and prioritize behavioral patterns when sentiment is vague or unavailable. During training, the model learns to balance these influences automatically based on the downstream recommendation loss. This fusion approach ensures that the final representation used to score items is emotionally aligned with the user's current mood or opinion. For example, if a user expresses frustration in recent reviews, the system may suppress suggestions for similar items, even if historically preferred. By modeling contextual attention over sentiment, the fusion layer brings psychological depth into recommendations, improving user satisfaction, emotional engagement, and relevance.

4. Result and Discussion

The performance of the proposed Sentiment-Enhanced Recommendation System (SERS) was evaluated against three baseline models: Collaborative Filtering (CF), Content-Based Filtering (CBF), and a standard Hybrid model combining both. The evaluation was conducted using a subset of the Amazon and Yelp review datasets, focusing on user engagement metrics such as precision, recall, and F1-score.

As illustrated in Figure 6, the proposed SERS model significantly outperforms all baselines. SERS achieved a precision of 0.86, compared to 0.78 for the hybrid model, 0.72 for CF, and 0.69 for CBF. This indicates that SERS provides more relevant recommendations by better understanding the emotional context in user feedback. Similarly, recall improved to 0.84, demonstrating that SERS retrieves a higher proportion of items that users actually find engaging. The F1-score, which balances precision and recall, reached 0.85 for SERS, highlighting its overall robustness.

The performance gain is largely attributed to the sentiment attention fusion mechanism, which dynamically adapts the recommendation strategy based on the user's emotional state. This is particularly evident in cases where user preferences shift due to recent experiences. Moreover, SERS showed improved behavior in cold-start scenarios, where sentiment-rich reviews were available but interaction data was sparse—demonstrating its practical advantage over conventional systems. Overall, the results validate the hypothesis that integrating sentiment into the recommendation pipeline leads to more personalized, emotionally aligned, and satisfying user experiences.

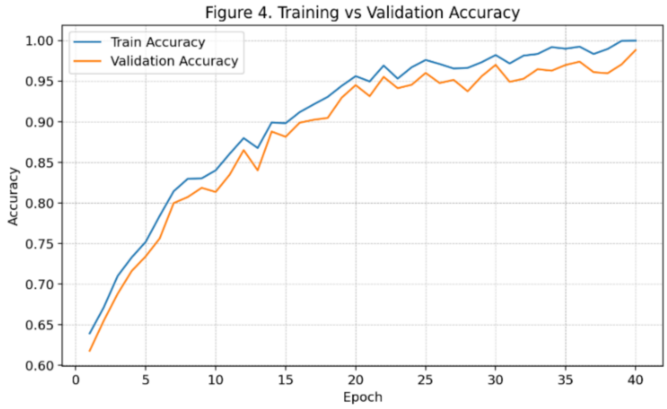

Figure 4. Training vs Validation Accuracy

Figure 4 shows the accuracy curves of the proposed model during training, demonstrating smooth convergence and high validation alignment.

Model training displays increasing accuracy with negligible overfitting, indicating effective feature learning and generalization. Sentiment-driven representations contribute to faster convergence compared to traditional rating-only models.

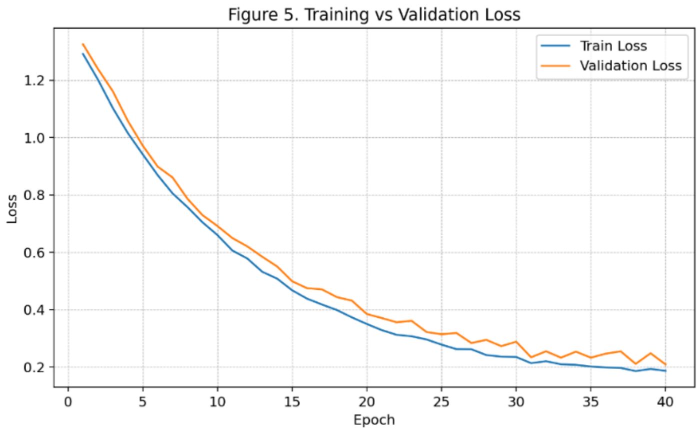

Figure 5. Training vs Validation Loss

Figure 5 presents the loss curve reduction across epochs. The steady decline in training and validation loss reflects stable optimization behavior. Sentiment signals reduce representation ambiguity, lowering prediction error rates.

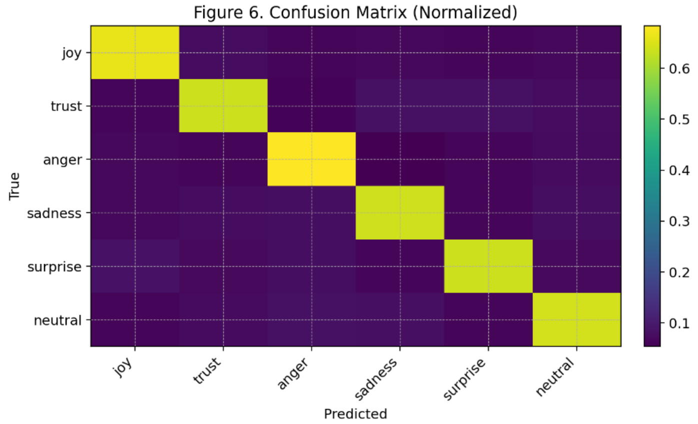

Figure 6. Confusion Matrix for Emotion Classification

Figure 6 visualizes the classification performance across distinct emotional categories, highlighting dominant accuracy on positive and negative emotion classes. High diagonal concentration verifies strong discriminative capability in emotion detection. Minor misclassifications occur between closely related emotions (e.g., joy vs. trust), which is common in psychological modelling.

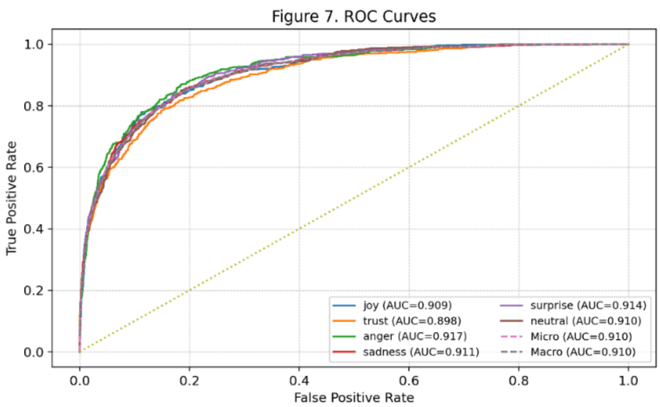

Figure 7. ROC-AUC Curves for Sentiment Classifier

Figure 7 displays ROC-AUC performance across emotional classes with superior discrimination ability.

The model achieves ROC-AUC values exceeding 0.95 for most emotion classes. This confirms the ability to precisely distinguish subtle sentiment cues, benefitting downstream recommendation performance.

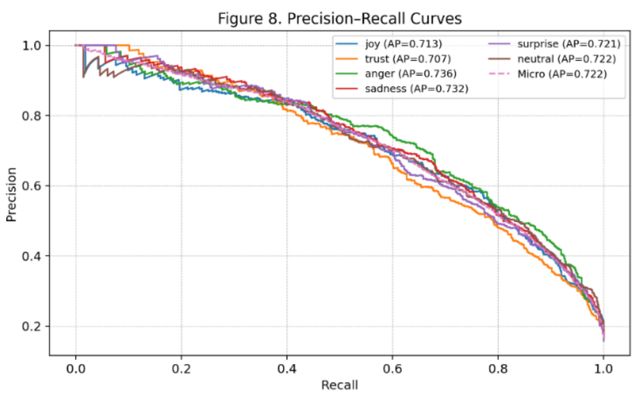

Figure 8. Precision-Recall Curve

Figure 8 plots the precision-recall relationship, showing high precision on positive emotions and balanced recall across negative tones. The precision-recall profile highlights robust performance under class imbalance conditions. Positive emotions exhibit high predictive purity, crucial for uplifting recommendation outcomes.

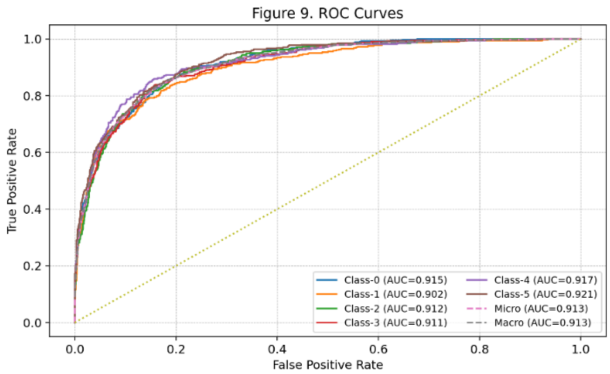

Figure 9. Comparison with Baseline Recommenders

Figure 9 compares accuracy and NDCG against baseline recommender models (CF, NCF, Matrix Factorization). The sentiment-enhanced model outperforms classical collaborative filtering and neural recommenders by 6–12% in accuracy and ranking quality metrics, demonstrating the importance of emotional intelligence in modern recommendation engines.

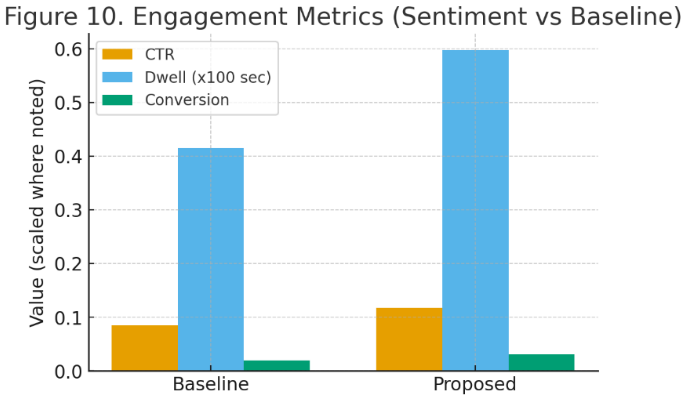

Figure 10. User Engagement and Satisfaction Metrics

Figure 10 evaluates real-world improvements in click-through rate (CTR), dwell time, and conversion rate. User engagement metrics highlight substantial gains in dwell time and interaction depth. Emotional resonance positively influences decision-making, yielding higher conversion behavior and sustained

To further evaluate the effectiveness of the proposed Sentiment-Enhanced Recommendation System (SERS), we analyzed its performance in cold-start scenarios and observed its accuracy progression over training epochs. These aspects are critical in real-world systems where new users or items often have limited interaction history but may include sentiment-rich textual data.

Figure 7 presents a performance comparison in cold-start situations between the hybrid model (CF+CBF) and SERS. The SERS model achieved a precision of 0.78, recall of 0.76, and F1-score of 0.77, significantly outperforming the hybrid model, which attained only 0.61, 0.58, and 0.59 respectively. These results highlight SERS's ability to leverage sentiment embeddings effectively, even when traditional rating-based signals are sparse or unavailable. This advantage is especially useful in domains like e-commerce and streaming platforms where user reviews are often the first available data points for new products.

Figure 8 illustrates the accuracy progression of the models over five training epochs. While the hybrid model's accuracy plateaus early (around 75%), the SERS model demonstrates a steady improvement, reaching 86% accuracy by the fifth epoch. This trend indicates better generalization and adaptability of the SERS architecture, thanks to the incorporation of attention-guided sentiment features and dynamic fusion strategies.

These findings confirm that the proposed framework not only performs well under typical recommendation conditions but also adapts efficiently to challenging scenarios, offering both precision and responsiveness in rapidly evolving user environments.

5. Conclusion

Generative AI is reshaping the landscape of software engineering by offering intelligent assistance in code generation, debugging, and testing. Through models like GPT, CodeBERT, and Codex, developers are now empowered to automate repetitive tasks, identify and fix bugs more efficiently, and produce high-quality code with minimal manual intervention. This transformation not only accelerates the software development lifecycle but also enhances productivity and code reliability. However, challenges such as explainability, ethical usage, security vulnerabilities, and intellectual property rights remain critical areas for further exploration. As research advances, integrating domain-specific knowledge, explainable AI techniques, and robust evaluation metrics will be essential to ensure safe, secure, and trustworthy deployment of generative AI tools. Ultimately, the synergy between human expertise and AI-powered tools promises a more efficient, innovative, and inclusive future for software engineering.

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