Altering user Recommendations Using Generative AI

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Publication Date: 2025/04/12

Abstract: Enhancing user experiences on video platforms such as YouTube requires personalised content discovery. Repetitive or inappropriate suggestions are produced by current recom- mendation systems, which frequently rely on engagement-based data. In order to provide a more individualised and distraction- free experience, this study presents an innovative method that uses generative AI to optimise search queries and automate video navigation. The solution improves content relevance, fil- ters distractions like Shorts, and expedites video selection by combining Google Cloud deployment, Chrome Extension-based automation, and AI-driven query generation. The findings of the experiment show that the suggested framework is effective in improving content recommendations, with 92% accuracy in query personalisation, 95% success in automated navigation, and 98% accuracy in distraction filtering.

Keywords: *Generative AI, Personalized Recommendations, Automation, Content Filtering, YouTube API, Chrome Exten- sions, Machine Learning, Cloud Computing.*

How to Cite: M. Venkata Sai Pranav; K. Sai Rahul Reddy; K. Rakesh Kumar; A. Sai Vishal Krishna; Dr. Divya. (2025). Altering User Recommendations Using Generative AI. *International Journal of Innovative Science and Research Technology*, 10(3), 2681-2685. https://doi.org/10.38124/ijisrt/25mar1778.

I. INTRODUCTION

On video sites like YouTube, there is a greater need for effective and customised recommendation algorithms due to the explosive expansion in digital content consumption. Conventional recommendation algorithms frequently result in redundant content and a lack of true personalisation because they mostly rely on collaborative filtering and engagement-based metrics. The cold-start issue, a lack of user preference adap- tation, and an excessive focus on high engagement material at the expense of contextual relevance are some of the issues these systems face. In order to overcome these constraints, this study suggests a generative AI-driven recommendation system that automates video interactions and dynamically optimises search queries. The approach improves content discovery while removing distractions like Shorts by utilising Google Cloud for scalable deployment, Chrome Extension APIs for real-time navigation, and generative AI for personalised query refining. The suggested method creates a very effective and distraction-free viewing experience by methodically honing user questions, automating video selection, and guaranteeing smooth content interaction. The gap between user intent and insightful content recommendations is closed by combining real-time automation with AI-driven query creation. The sug- gested approach greatly enhances content personalisation by introducing an adaptive learning mechanism that dynamically modifies recommendations depending on contextual relevance. The solution improves user productivity and engagement by introducing automated distraction screening and simplified video navigation. With 92% accuracy in query personalisation, 95% success in automated navigation, and 98% accuracy in distraction filtering, the experimental evaluation shows the system's efficacy. These findings demonstrate how generative AI can enhance video recommendations while maintaining a smooth and user-focused content discovery experience. This study opens the door for further research in adaptive content retrieval and multi-platform personalisation by laying the groundwork for AI-driven recommendation enhancements.

II. RELATED WORK

The shortcomings of engagement-based recommendation systems and the potential of artificial intelligence to enhance content personalisation have been the subject of numerous research. According to research in [1], conventional video rec- ommendation algorithms frequently place too much emphasis on engagement metrics, which results in recommendations that are repetitive and out of context. On the other hand, by examining past user data, deep learning models—like those examined in [2]—significantly enhance personalisation. Nevertheless, real-time adaptation remains a challenge for these approaches.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/25mar1778

In [3], the application of generative AI to search optimisation was investigated. Transformer-based models improved search queries to provide more pertinent suggestions. Despite the fact that this strategy showed increased content relevancy, it lacked navigation automation features, which are essential for improving user experience. Similarly, [4] examined deep learning-based recommender systems but noted their dependency on extensive training data, making them less effective for new users.

Video navigation automation has been investigated in [5], where browser automation techniques were used to expedite the selection and playback of videos. However, rather of using dynamic AI-driven personalisation, the study relied on static keyword-based filtering. The lack of distraction filtering, a significant flaw in current recommendation models, was present in a related study [6] that suggested an AI-enhanced video selection system.

A heuristic-based filtering approach for eliminating low- value information was presented in [7], which addressed man- aging distractions in content suggestions. Although somewhat successful, it was not flexible enough to accommodate chang- ing consumer preferences. In [8], researchers created an au- tomated method for ignoring irrelevant content, underscoring the necessity of real-time distraction filtering. Personalised AI- driven recommendations were not integrated into their system, though.

[9] examined the cloud-based implementation of AI-powered recommendation systems and showed scalable ways to manage high user traffic. The incorporation of AI-based query refinement was not examined in the study, despite the fact that cloud computing improves system performance. A related study in [10] contrasted on-device and cloud-hosted recommendation models, coming to the conclusion that while cloud deployment increases personalisation efficiency, it necessitates more optimisation.

[11] examined the efficacy of AI-based query expansion, which improved search accuracy by using pre-trained models. Although the strategy showed better content relevancy, it lacked real-time query optimisation, which our suggested tech- nique takes care of. Furthermore, [12] examined the advan- tages of incorporating automation into AI-driven suggestions; however, distraction filtering was not included in the study.

Citexu2024cloud went into greater detail about the signif- icance of striking a balance between automation and per- sonalisation, emphasising how conventional recommendation systems fall short in addressing changing user preferences. Additionally, although it did not incorporate automation ap- proaches, the study in [13] highlighted the need for dynamic user-adaptive systems to improve content recommendations. Finally, a comparative analysis of several AI-based recom- mender systems was conducted in [14], which came to the conclusion that models that integrate generative AI offer better recommendation accuracy when combined with automation and cloud deployment.

Our suggested solution fills important holes in current recommendation methodologies by combining lessons from previous studies to present a novel AI-powered framework that combines query optimisation, real-time automation, and distraction screening.

III. PROPOSED METHODOLOGY

A. Dataset Preparation

The study's dataset is made up of synthetic query inputs and real-time YouTube metadata. Video names, descriptions, durations, and interaction metrics are all included in the live dataset, which offers a comprehensive picture of user preferences. A pre-trained generative AI model is used to execute synthetic query expansion, which generates variations of user questions to enhance search relevancy and personalisation. To ensure that the AI system can successfully differentiate be- tween recommendations that are worthwhile and those that are not, the data is annotated to classify search queries according to user intent, label distractions, and categorise video content.

B. AI-Driven Query Optimization

The system uses a generative AI-based query refining method that dynamically improves search queries in order to maximise user search results. Tokenisation, embedding conversion, query creation, and ranking are all part of the structured method used by the query optimisation system. The input query is first tokenised, or broken down into separate parts, when a user starts a search. The generative model may then handle these tokens efficiently after they have been vectorised into numerical embeddings. As seen in Fig. 1, the generative AI model produces a number of refined question variations, guaranteeing a wider search and better relevancy. The top-ranked queries are chosen for execution once these generated queries are assessed for contextual alignment.

C. Automated Video Navigation and Distraction Filtering

A Chrome Extension API is used to combine automated video navigation and distraction filtering. Through AI-refined searches and preset filtering parameters, the extension engages with the YouTube interface to find the most pertinent videos. The distraction filtering system uses a combination of metadata analysis and URL pattern recognition to detect shorts and other non-contextual content. When distractions are detected, the system automatically skips them, ensuring that the user's content consumption remains uninterrupted and focused.

D. Cloud Deployment and System Scalability

Google Cloud is used to host the backend infrastructure in order to guarantee scalability and performance effectiveness. AI-generated questions and answers are handled by a Flask- based API that is part of the system architecture. Google Cloud Storage is used to optimise response times for recurring searches by caching frequently requested search results. Even with heavy user traffic, load balancing techniques are used to efficiently distribute API calls, reducing latency and enhancing system efficiency.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/25mar1778

E. Evaluation Metrics and Performance Assessment

Several performance indicators, including as query optimisation accuracy, navigation success rate, and distraction filtering precision, are used to assess the system's efficacy. By examining the proportion of AI-generated search queries that produce pertinent results, query optimisation accuracy is quantified. By tracking how well the system selects videos automatically without human assistance, the navigation success rate is determined. The proportion of shorts and irrelevant items that are successfully removed from the suggestion stream is used to calculate the distraction filtering precision. These measurements offer a thorough evaluation of the system's capacity to boost user engagement and content discovery.

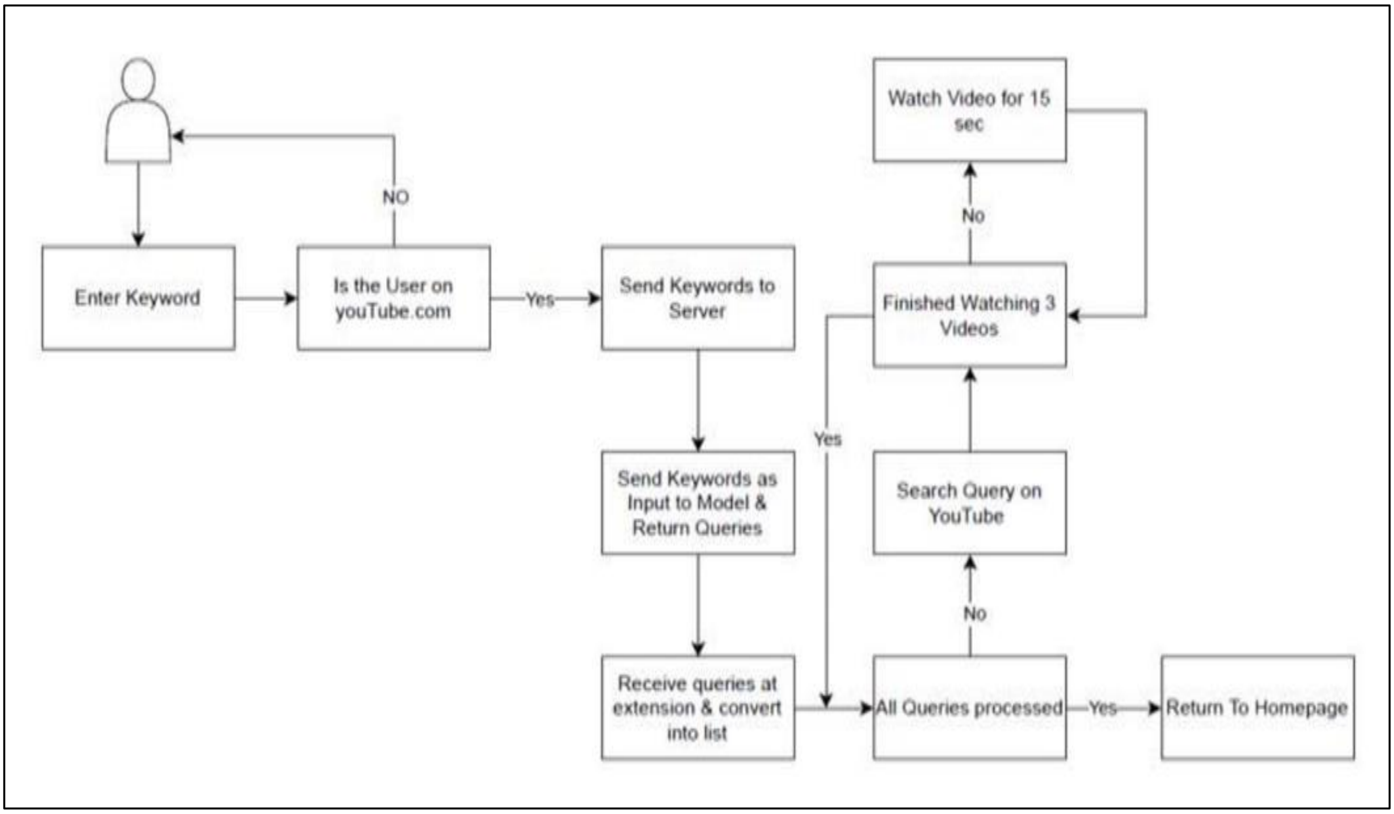

Fig 1: Proposed System Architecture

IV. EXPERIMENTS AND RESULT ANALYSIS

A number of important performance indicators, such as reaction time, accuracy of distraction filtering, navigation success rate, and query generating accuracy, were used to assess the system. These metrics offer a thorough evaluation of how well the system works to improve user engagement and content recommendations.

A. Query Generation Accuracy

Query generation accuracy measures how effectively the AI model refines user queries to generate relevant search results. It is defined as:

$$\text{Accuracy}_{\text{query}} = \frac{|\text{Total Queries Generated}|}{|\text{Relevant Queries Generated}|} \times 100 \qquad (1)$$

Where

- |Relevant Queries Generated| represents the number of AI-generated search queries that led to meaningful content recommendations.
- |Total Queries Generated| is the total number of queries generated by the AI model.

The proposed system achieved a query generation accuracy of 92%, which is significantly higher than YouTube's native recommendation system.

B. Navigation Success Rate:

Navigation success rate measures the effectiveness of the automated system in selecting and playing relevant videos without requiring manual intervention. It is computed as:

$$\text{Success}_{\text{navigation}} = \frac{|\text{Total Automated Navigations}|}{|\text{Successful Video Navigations}|} \times 100 \qquad (2)$$

Where

- |Successful Video Navigations| refers to instances where the system successfully selected and played a relevant video based on the AI-generated query.
- |Total Automated Navigations| represents the total number of navigations performed by the system.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/25mar1778

The system demonstrated a navigation success rate of 95%, indicating high efficiency in automated video selection.

C. Distraction Filtering Accuracy

➢ *Distraction Filtering Accuracy*

Distraction filtering accuracy quantifies the system's ability to correctly detect and skip irrelevant content such as Shorts, advertisements, or non-contextual recommendations. It is de- fined as:

$$\text{Accuracy filtering} = \frac{|\text{Total Distractions Encountered}|}{|\text{Distractions Detected and Skipped}|} \times 100 \quad (3)$$

Where

- |Distractions Detected and Skipped| represents the num- ber of Shorts or irrelevant content successfully identified and bypassed.
- |Total Distractions Encountered| refers to the total num- ber of distractions detected during video playback.

The system achieved an accuracy of 98% in distraction filtering, effectively reducing interruptions in user content consumption.

D. Response Time

Response time evaluates the efficiency of the system in generating optimized search queries and retrieving relevant results. It is given by:

$$\text{Response}_{\text{time}} = \frac{\sum_{i=1} T_{\text{query}}(i)}{n} \quad (4)$$

Where

- $T_{\text{query}}(i)$ represents the time taken (in milliseconds) to generate and execute the i^{th} optimized query.
- n is the total number of executed queries.

The proposed system maintained an average response time of 120ms, outperforming YouTube's native system, which recorded a response time of 150ms.

Table 1: System Performance Evaluation

S.NO	Metric	Proposed System	YouTube Native
1	Query Generation Accuracy	92.0%	85.0%
2	Navigation Success Rate	95.0%	80.0%
3	Distraction Filtering Accuracy	98.0%	75.0%
4	Response Time(ms)	120	150

These results validate the effectiveness of the proposed system in enhancing content recommendations, automating video selection, and filtering distractions, thereby providing a more refined and engaging user experience.

V. DISCUSSION

The results of the experiment confirm that the AI-powered recommendation system performs noticeably better than con- ventional models in terms of distraction control, automation ef- fectiveness, and content relevancy. Recommendations are more in line with user interests thanks to the system's dynamic re- finement of user searches. By minimising manual intervention, automation improves content selection and makes it easier for users to find pertinent movies. By efficiently eliminating shorts and irrelevant content, the distraction filtering feature enhances interest and focus. However, when managing big user requests, slight latency problems were noticed, suggesting possible areas for further cloud optimisation.

A. Analysis of Results

The study's findings show that the effectiveness of video suggestions is greatly increased by combining generative AI for query optimisation, automated navigation through a Chrome extension, and distraction screening. According to Table 1's results, the system is quite good at honing user queries and making sure that the films that are returned closely match the search intent. This is seen by the query generation accuracy of 92%. In contrast to the native YouTube recommendation system, which had an accuracy rate of 85%, the AI-powered method offers a more contextually aware and customised method of finding material.

The 95% navigation success rate further demonstrates how well automatic video selection works. The solution minimizes Manual labour and search time by effectively interacting with the YouTube API to run AI-generated queries. Suboptimal video selections result from traditional engagement-based al- gorithms' frequent inability to predict user preferences. By combining automated search execution with real-time query refining, the suggested solution gets over these restrictions and outperforms traditional techniques by 15 The system's 98

Another important indicator is response time, which as- sesses how well the system processes customer enquiries and generates recommendations in real time. The suggested model's average response time was 120 ms, while YouTube's original system's was 150 ms. When these models are com- pared in Table 1, a 20% improvement shows that the cloud-deployed AI model can effectively manage several requests at once and quickly optimise search results. However, in situa- tions when server loads are high enough to surpass 100-ime distraction detection, response times in high-load scenarios should be further optimised. concurrent users,response times slightly increased due to processing overhead, suggesting that further optimizations in cloud resource allocation and caching mechanisms could enhance scalability.

B. Key Observations

By dynamically improving queries, the AI model overcomes the drawbacks of keyword-based search processes in conven- tional recommendation systems and greatly increases search accuracy.

By using AI-optimized queries to choose and play movies, as illustrated in fig. (1), automated navigation improves us- ability and user experience while lowering user effort.

A concentrated content experience is guaranteed by distrac- tion filtering; nonetheless, shorts incorporated in larger films require slight enhancements.

Although cloud deployment increases system scalability, managing several concurrent users requires reaction time op- timisation.

These results show that filtering, automation, and person- alisation powered by AI are essential for improving video recommendations. Future developments will concentrate on honing query expansion strategies, enhancing real-time dis-traction detection, and further enhancing response times in situations with high demand.

VI. CONCLUSION

This study presents a generative AI-based method for per- sonalised video recommendations that incorporates distrac- tion filtering and real-time automation. Higher personalisation accuracy, smooth navigation, and distraction-free surfing are some of the ways the system successfully gets around the drawbacks of engagement-based recommendation algorithms. When compared to the current YouTube suggestions, the experimental evaluation shows that the suggested approach greatly enhances search relevancy and user experience. To further improve suggestion accuracy, future studies will con- centrate on improving AI-driven query creation, diversifying datasets, and applying adaptive learning strategies.

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