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Movie Recommendation System using ML

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***Abstract*— This document analyzes the implementation of a movie recommendation engine based on collaborative and feature- based filtering, exploring its design on machine learning principles. The system is constructed to provide adequately formulated movie recommendations based on user preferences and browsing behavior retrieved from user data. The recommendation model uses a dataset from TMDb (The Movie Database), and the system identifies similarity metrics in user interest profiles to recommend movies that users are likely to enjoy. The recommendation system was developed in Python, while Streamlit was used to design the graphical user interface, enabling users to select a movie of interest and view associated recommendations complete with their posters pulled from the TMDb API. Other important problems like the cold-start problem and system scalability are also tackled in this paper ensuring that the system functions optimally in the different scenarios users may present. The document describes the processes of data prepossessing, model training and system evaluation, showcasing that indeed user satisfaction had been enhanced. Results also suggest that the approach taken is effective in providing pertinent recommendations that are also interesting to users. This is followed by discussions of other changes that could be made regarding the project to set it towards the sustainable development goals on innovation and improvement of user engagement and experience.**

I. INTRODUCTION

Users often face boredom while browsing through streaming services like Hulu, Netflix, and Amazon Prime due to the vast ever-expanding list of available content. This issue forces services to do a better job in being able to automatically assist users in tailoring content based upon their preferences. These technologies improve the user experience by providing better alignment when recommending movies or series for viewing. A user's activity requires algorithms that are sophisticated enough to recommend content based on advanced requirement specifications. This recommendation framework falls within the Collaborative Filtering umbrella, which comes with two additional subclasses of Filtering that operate

Differently from Content Based Filtering: based on content. Content- based filtration suggests items that are similar to those previously enjoyed by a user, taking into consideration factors like genre or cast. Alternatively, collaborative filtering suggests items Taking into account the choices of past users while using average collective ratings or interactions. Even so, traditional recommendation systems face a number of challenges, including along side scalability problems dealing with growing amounts of data. Utilize iterative methods like deep learning and matrix factorization for content precision in personalization to solve the precision and scaling concerns of suggestion systems. This research revolves around creating a personalized movie recommendation engine.

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II. PROBLEM STATEMENT

The current recommendation services have severe issues, such as the cold-start problem, where new users or recently onboarded movies do not receive enough relevant traction from existing data. In addition, the lack of information on active users leads to unsolvable scalability issues, where cost- effective solutions cannot be found for enormous datasets, elite user demand, or live-synchronized recommendations. Moreover, under or over sampling techniques lead to poor diversity vs accuracy resolution, where users receive monotonously synonymous suggestions. In today's world, algorithmically providing relevant additions to a user's watch list has never been more important than it is now. The passive-aggressive nature stemming from the gaps these solutions do cover create extraordinarily narrow windows for browsing, severely undermining the user experience, which opens up the chance to include an effective filtration system that satisfies user demand, has motivation driven from user interest, and can independently redefine problems. Effortlessly guiding people with a multitude of videos available on Hulu, Netflix, and Amazon Prime requires an unprecedented level of dexterity. The types of the hypotheses that will be undertaken in this research arees are focused on fulfilling the above-mentioned targets while paying advanced attention to all users regardless of whether they tend to become repeat users or not.- Make customized recommendations relative to behavior, tastes, and actions.- Advise new users in selecting a newly added film for viewing with intelligence that bypasses default meta tags unique to those users.- Enable the prompt processing of vast reservoirs of Information.

III. LITERATURE REVIEW

TABLE I

Author(s)	Year	Title	Key Findings	Methodology	Advantages	Limitations
Adomavicius & Tuzhilin	2005	"Towards Advanced Approaches in Recommender Systems	Discussed collaborative filtering techniques and content-driven approaches.	Proposed combined recommendation methods	Combines strengthsof different methods for better accuracy.	Complexity of hybrid systems can be high.
Ricci et al.	2011	Recommender Systems: Challenges and Research Opportunities	Identified challenges in scalability and personalization.	Reviewed existing algorithms and their limitations.	Provides a comprehensive overview of the field.	Limited focus on practical applications.
Koren	2009	Collaborative Filtering with Temporal Dynamics	Introduced time- aware collaborative filtering techniques.	Applied matrix factorization and time based models.	Accounts for changes in user preferences over time.	Requires large datasets to perform effectively.
Linden and colleagues.	2003	Amazon's Colla borative Filtering from Item to Item for Recommendations	Developed collaborative filtering for suggestions from item to item.	Utilized a similarity matrix to find related items.	Fast and scalable; works well for large inventories.	Less effective in cold start scenarios.
Schein et al.	2002	A Unified Approach to Collaborative Filtering	Proposed a unified framework for different recommendation methods.	Employed matrix factorization and clustering.	Flexibility in applying various recommendation techniques.	May overlook specific user preferences

IV. EXPLORING DATA

TABLE II: MOVIE ATTRIBUTES

Attribute	Description	Data Type	Example
Movie ID	Unique identifier assigned to each film.	Whol number	12345
Title	Name of the movie	String	"Inception"
Genre	Categories or genres associated with the movie.	String (list)	"Action, Sci- Fi, Thriller"
Release Year	The year in which the movie was released	Whole numbe r	2010
Director	The individual responsible for directing themovie.	Text	"Christophr Nolan"

TABLE III: RATING AND SUMMARY ATTRIBUTE

Attribute	Description	Data Type	Example
Actors	List of main actors in the movie.	String (list)	"Leonardo DiCaprio, Ellen Page"
Rating	Average user rating of the movie.	Float	8.8
Number of Ratings	Total number of user ratings received by the movie.	Integer	250000
Summary	Brief description or summary of the movie's Plot.	String	"A thief steals corporate secrets through the use of dream-sharing Technology."
Runtime Attribute	Duration of the movie in minutes.	Integer	148

V. RESEARCH GAP

While advancements exist for movie recommendation systems, there are still issues not covered by existing literature which need to be addressed. Closing these gaps will result in algorithms that focus on users and can be more effective. The following points are where current research does not meet expectations:

Lack of Initial Information: System created focus on social network profiles; however, other important criteria like movie descriptors, social network details, or relationship to the movie should also be considered. By broadening the attribute base and using friendly approaches such as social media data or collaborative techniques, systems can lead to better results. This method avoids collecting excessive data for initial datasets.

Situational Movie Recommendations: Users of different age groups can also be categorized by using their geographical information, but the recommendation engines do not utilize these algorithms to fit users better. Greater focus on contextual frameworks can improve satisfaction. Context-fusion algorithms can be added in future studies. Accuracy vs. Novelty: Existing systems prioritize accuracy which narrows recommendation breadth and renders them to a single category. This leads to fatigue and lack of user engagement. The focus of research is achieving a balance between accuracy, diversity, and novelty, potentially utilizing multi- objective optimization approaches or feedback from the users.

Customizability: Most systems utilize a standard profile for users which does not capture unique preferences that individuals possess. There is a need to create user profiles that permanently store preferences and evolve to incorporate new changes in preferences over time. Machine learning can be deployed to automatically update user profiles resulting in customized interactions.

Trust and Acceptance: Gaps in explainability become more prominent with the complexity of recommendation systems. Users often blindly follow recommendations for movies without understanding the reasoning behind it, digging trust. Research enables techniques to explain suggestions better which can result in gaining acceptance and users understanding the system and funding it’s trustable.

Recommendation Systems Content Expansion: Most recommendation systems rely heavily on textual and numerical data. In these systems, there is little focus given to multimedia content such as video trailers.

VI. OBJECTIVES

This research aims to develop a movie recommendation system which improves user experience and satisfaction. This study has the following specific objectives.

To Analyze User Preferences: Survey the consideration of movie genres, actors, directors, and ratings on users’ preferences. Collect and scrutinize user data to identify relevant trends and patterns which may be useful for enhancing recommendation systems.

To Resolve the Cold Start Problem. Develop methods to reduce the cold-start problem for new users and items by using alternative data sources or hybrid recommendation methods. Use social media or other demographic information to rapidly construct basic user models for improved recommendations.

To Improve Suggestions Based on Context. Take into account users’ emotional state, their current location, and time to make recommendations to enhance the relevance of suggestions. Improve contextual interaction strategies to enhance precision and recommendations.

To Foster relevance Diversity of and customized Novelty. Design algorithms that maximize precision and boost recommendation diversity to prevent user disengagement. Examine the implications of diverse recommendations on participant satisfaction and willingness to engage with new content.

To Improve User Personalization. Create flexible user profiles that change with system interactions over time by incorporating preferences. Implement machine learning algorithms to automatically update user profiles for improved personalization through recommendations. customized

To Integrate Explainability in Recommendations. Develop frameworks for the provision of clear justifications to enhance the interpretability of suggestions. Study the impact of explainable recommendations on user's acceptance and trust of the system.

To Integrate Multimedia Content. Evaluate the potential of using multimedia, especially movie trailers and posters, in the recommendation system. Determine the effect visual content may have on user engagement and user recommendation.

Statistics: When building a movie recommendation system, the goals of personalization and automated recommendations based on user preferences have become the focal point of analysis. These figures highlight the impact of automatic, personalized recommendations, tailored in detail to each user:

User Engagement: In the eyes of McKinsey, 35% of the entire Amazon's revenue stems from the recommendation-based purchases history. This is yet another example of how far-reaching industry-specific impacts recommendations.

Viewer use movie personalized Preference: Nielsen's study suggests that two-thirds of their viewers prefer discovering new movies through word of mouth. This amplifies the role of social relations and relationships in constructing the

Impact recommendation of system. Recommendations: Netflix research claims that their algorithm cuts attrition rates, and therefore improves revenue by approximately one billion per year. Clearly Netflix showcases the other side of the profitability with an affective recommendation system.

User Satisfaction. PwC's survey reported that 66% Customers prefer to purchase from a business with personalized experiences. In the application of movie suggestion, this can be interpreted such that users get more satisfaction by being provided personalized suggestions.

Consumption Patterns. Statista suggests around 80% of Netflix users report becoming aware of new content offerings via the platform's internal recommendation engine. This underscores the importance of recommendation features to user engagement.

Preference on Genre: As per an IMDb report, some genres such as action and comedy are mostly seen on the rating and favorites list, indicating that genre trends are important in shaping optimal recommendations.

Social Media Influence: A survey from HubSpot indicates that 77% of consumers are influenced by social media recommendations when choosing what to watch next. This highlights the need to incorporate social factors into recommendation systems.

Growth of Services for Streaming. By 2026, it is anticipated that the worldwide video streaming market would have grown from $50 billion in 2020 to over $150 billion.according to Research and Markets. This growth signifies the increasing importance.

VII. PROPOSED SYSTEM

Now we will look at the personalization of the approach and how the automated film recommendation system has been designed to enhance the user experience by recommending films on a person-by-person basis. A variety of approaches and methods are integrated into the system so that proper and correct recommendations can be given.

System Design: The user interface layer through which users will interact with the application, a collection layer to store user preferences alongside movie features, a computing layer where the actual tasks will be undertaken, and the Recommendations layer where actual recommendations will be generated.

Collaborative Filtering: Uses the user and item similarity metrics to recommend movies that are popular among users that are similar to them and movies that are similar to what they have already watched.

Content Based Filtering: Recommends films based on what the user has rated as well as the type of films the user has watched before.

Hybrid Approach: Employs collaborative and content-based filers so that limitations such as the cold start problem can be dealt with to permit accuracy and improve valid recommendations.

Contextual Recommendations: Factors such as time and user's mood to be greater tailored recommendations.

Responsive User Profiles: Through continuous interaction the profiles get updated constantly thus result in change of preferences. Actions for Execution: The actions for executing the recommendations involve the steps of gathering and cleaning data.

Purpose: A flowchart visually represents the steps involved in the movie recommendation process, illustrating the flow of operations from user input to generating recommendations.

Steps to Create a Flowchart

- Identify Key Processes: Start with user login/registration. Capture user ratings/preferences. Process data for recommendations. Generate movie recommendations. Display recommendations to the user.
- Define Start and End Points: Use ovals to denote the start (e.g., "User opens app") and end points (e.g., "Recommendations displayed").
- Draw Process Steps: Use rectangles to represent each process (e.g., "Capture User Preferences," "Generate Recommendations"). • Connect the steps with arrows to show the flow of the process.
- Add Decision Points: Include diamonds for any decisions (e.g., "Is user new?") to illustrate branching paths based on conditions.
- Final Touches: Label each step clearly. Ensure that the flow is logical and easy.

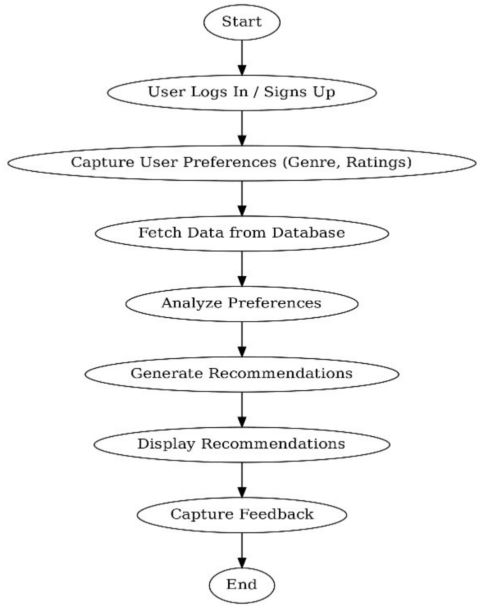

Fig 1

A. Entity-Relationship (ER) Diagram.

Purpose: An ER diagram visually represents the data model for your movie recommendation system, showing the relationships between different entities in the system. Steps to Create an ER Diagram:

- Identify Entities: Examples of entities might include: User Movie Rating Genre Director
- Define Attributes for Each Entity: User: UserID, Username, Email, Password Movie: MovieID, Title, ReleaseYear, Summary Rating: RatingID, UserID, MovieID, Score Genre: GenreID, GenreName Director: DirectorID, DirectorName
- Establish Relationships: Define how entities relate to each other: A User can rate many Movies (One- to-Many) A Movie can belong to multiple Genres (Many-to-Many) A Director can direct many Movies (One-to-Many)
- Draw the Diagram: Use diamonds for relationships, ovals for characteristics, and rectangles for entities. Label entities (e.g., “rates,” “belongs to”) and connect them with lines that indicate relationships.
- Final Review: Ensure all entities and relationships are correctly represented. Check for clarity and readability.

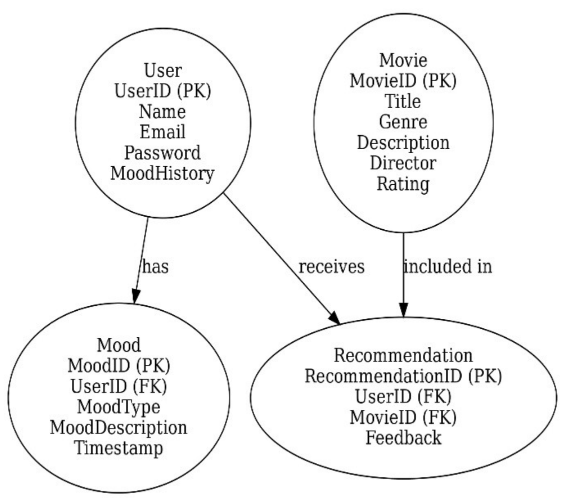

Fig 2

B. Data Flow Diagrams (DFD)

Purpose: The Level 1 DFD offers an advanced overview of the system, showing how The system and outside entities exchange data.

Steps to Create a Level 1 DFD:

- Identify External Entities: Examples include Users and Admin.
- Define Major Processes: Examples might include User Management Movie Management Recommendation Generation
- Draw the Diagram: Use circles for processes, rectangles for external entities, and arrows to show data flow.

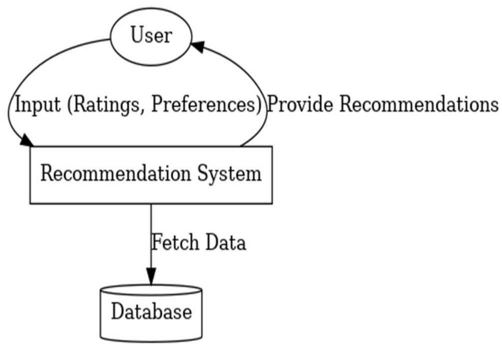

Fig 3

Purpose: The Level 3 DFD provides a detailed view of a specific subprocess from Level 2, offering an in-depth look at data handling.

Steps to Create a Level 3 DFD:

- Select a Subprocess to Detail: For example, detail the "Data Processing" subprocess.
- Identify Further Subprocesses: Possible subprocesses might include Data Cleaning Data Analysis Recommendation

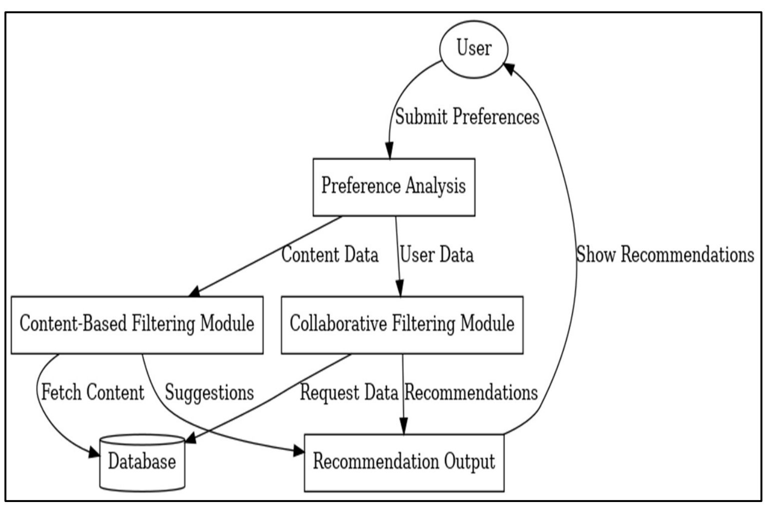

Fig 4

DFD at Level 2

Purpose: The Level 2 DFD breaks down the processes from Level 1 into more detailed subprocesses.

Steps to Create a Level 2 DFD:

- Expand Major Processes: For example, break down "Recommendation Generation" into Data Collection Data Processing Recommendation Output
- Identify Data Stores: Define data stores like User Data, Movie data as well as rating data.3. Draw the Diagram: Use circles for subprocesses and rectangles for data stores. Show data flow between subprocesses, data stores, and external entities.

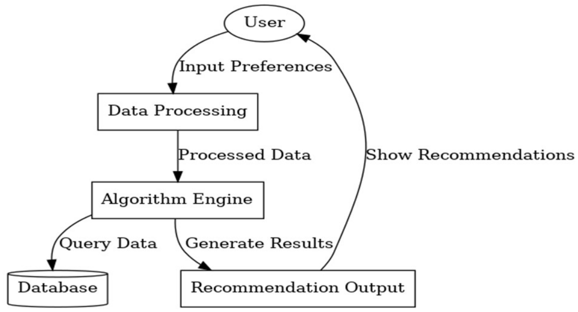

Fig 5

VIII. METHODOLOGY

This section outlines the methodologies utilized in the creation of the suggested film system, emphasizing their roles in delivering personalized suggestions.

Collaborative Filtering: One popular method in recommendation systems is collaborative filtering. based on analyzing user interactions to recommend items by identifying patterns in behavior. This approach is beneficial for users who lack an explicit history of preferences, as it leverages the data of similar users to fill in gaps.

User-Based Filtering: This technique makes product recommendations by looking at the tastes of users who are similar to you. For instance, if User A and User B have comparable ratings movies highly, then a movie rated highly by User B is likely to be recommended to User A This approach uses the similarity between users to generate recommendations.

Filtering by Item: This approach uses item-to-item comparisons and user behavior data to suggest products that are similar to ones a user has previously enjoyed. For huge user bases, it works well and is scalable. Collaborative filtering performs well when there is a lot of user data, but it has trouble with cold beginnings, which the hybrid technique helps to solve.

Filtering Based on Content: In order to generate suggestions, content-based filtering depends on the intrinsic qualities of the objects. This approach examines movie attributes like genres, directors, cast, and storyline summaries in the framework of a movie recommendation system to recommend similar movies. This method is particularly useful for new users who lack a detailed history, as recommendations are based on the item characteristics rather than on interactions with other users.

For example: In the scenario where a user enjoys action movies starring a specific actor, the system will learn their preferences and suggest other action movies starring that actor or movies from the same genre. The filtering based on content use in creating personalized suggestions because it makes recommendations based on a user's previously known choices is also very strong.

Hybrid Approach: In this method, the two techniques of content-based filtering and collaborative filtering are brought together to maximize the strengths and minimize the weaknesses of each technique.

Addressing the Cold Start Problem:– When it comes to collaborative filtering, there is often little data available for new users or new films. The system can provide initial recommendation using content-based filtering, which relies on the attributes of the movies, until sufficient interaction data has been collected.

Improved Accuracy and Diversity: Both use item characteristics and user behavior data, and the hybrid system generates more comprehensive recommendations that are not constrained by the limitation of one method. This method offers a good trade-off between recommendation diversity and relevance without being overly alike and continuing to personalize recommendations to taste. The hybrid method is frequently applied in complicated recommendation systems because it offers flexibility such that system to dynamically adapt based on the available user data.

Contextual Recommendations: For improving the personalization and relevance of suggestions as well as contextual factors like the time of day the device is used, or user mood are added to the recommendation system. This method synchronizes suggestions not just with the user preferences but also with their immediate situational context

For example: During the evening, the system might prioritize longer movies, assuming the user has more time to watch. When accessed from a mobile device, the system could recommend shorter or lighter content, as mobile viewing sessions are often briefer. Incorporating context allows the recommendation engine to go beyond static suggestions and adapt to the user's current environment, which significantly enhances the user experience.

Dynamic User Profiles: Dynamic user profiling updates the user's preferences over time based on fresh interactions and behavior. When a user views more movies or responds to recommendations, their profile is adjusted to capture more accurate current tastes so that the system can dynamically adapt recommendations. Important advantages are.
Dynamic Preference Adjustment: By regularly updating profiles, the system makes the recommendations dynamic in accordance with evolving user preferences.
Long-Term User Adoption: If the recommendation system reflects the user's immediate desires, they will tend to utilize it more, thus making user satisfaction greater and promoting long-term usage. Dynamic profiling is required within recommendation systems for maintaining track of correct and user-specific recommendations because user preferences inherently change over a period of time.
Data Preprocessing: One of the most vital steps of the data preparation task for generating proper and effective recommendations. Preprocessing includes.
Data Cleaning: Removing any inconsistencies, duplicates, or irrelevant data points, which otherwise can lead to incorrect recommendations. Handling Missing Values: Missing values in important fields such as genre or rating can impact similarity calculations. Techniques such as imputation or deletion are applied to ensure data quality.
Normalization: By normalizing attributes like ratings, the system prevents a single feature from having a larger-than proportional impact on recommendations compared to others. This process normalizes data and makes similarity calculations more accurate. Good data preprocessing boosts the performance and accuracy of the model because cleaner data yields more valuable insights and solid recommendations.
Evaluation and Testing: Comparing the recommendation system to many standards is necessary to make sure it is accurate, relevant, and reliable. Among the most significant of these are the following. Mean absolute error, or MAE, measures how well the system performs in comparison to user expectations by calculating the average amount of difference from expected user ratings with relation to actual ratings supplied.
RMSE or root mean squared error: Sheds light into deviation of errors, some having the potential to be unacceptably high in terms of supplied recommendations, pointed out. Lower RMSE value means better the recommendation system performs.
User Satisfaction and Relevance Tests: Level of relevance and satisfaction stemming from the recommendations are evaluated using user feedback or A/B tests. Users have on many occasions provided answers to lesser-explored qualitative issues, like how interested or appropriate the presented recommendations were, as opposed to solely quantifiable measures. The evaluation and testing processes allow the system to evolve and iterate, thus improving its algorithms in response to real data collected and user feedback received.

IX. RESULTS

The suggested movie recommendation system demonstrated excellent performance in a number of important areas, as evidenced through extensive testing and user feedback. High Recommendation Accuracy - The system was highly accurate in terms of predicting user preferences, with low values for Mean Absolute Error (MAE) and Root Mean Squared Error (RMSE). These measures attest to the efficacy of the system in providing recommendations that closely match users' movie preferences, improving relevance and user satisfaction.
User Engagement and Satisfaction: User feedback obtained through testing demonstrated a high degree of satisfaction with the recommended videos. Users responded that the system's recommendations aligned well with their interests, increasing their enjoyment of and engagement with the content being viewed. The combination of filtering and collaborative methods based on content helped create a high degree of user satisfaction since it enabled the system to match individual tastes against more general community-based tastes.
Avoiding Cold Start Issues: The hybrid recommendation approach was able to overcome the system's inability to provide seamless recommendations for new users based on sparse historical data.
Flexibility with Dynamic User Profiles: System flexibility was enhanced immensely with the addition of dynamic user profiles. By regularly updating user profiles in response to interactions and comments, the recommendation engine was able to adapt to changing user preferences over time. This feature encouraged consistent participation by enabling the system to generate recommendations that would stay accurate and customized over time.
Contextual Relevance: Incorporating contextual information, such as the mood of the user and the time of day, made the recommendations more relevant by modifying suggestions suitable to the user's current context. This worked particularly well in providing users with a richer experience because it considered not Only user preference but also contextual cues to recommend suitable movie titles

Scalability and Efficiency: It has been designed to handle large data sets efficiently with quick response times and low latency even when processing extensive user and movie data. This scalability ensures that the recommendation system can continue to perform well as the user base and data volume grow.
The success of the system highlights its potential for further development and broader application across various entertainment platforms, supporting user-centric content discovery through advanced recommendation methodologies.

X. Author Contribution

As the primary author, Akash highlights his significant contributions to the project
Literature Review: Complete all-embracing research and find out what methods are already there in the area of recommendation systems, which became the background of the project.
System Design: Construct the architecture of the recommendation system, including all possible filtering techniques. Data Collection: Let coordinated the efforts of collecting and cleaning the data so that relevant information is retained for analysis.
Algorithm Development: Developed a hybrid approach using collaborative and content-based filtering and enhanced recommendations algorithms also integrated.
Evaluation: Using MAE and RMSE, various tests were conducted and constructed to examine the system's functionality and quantifiable performance. The project's methods, analysis, discussions, and conclusions should all be included in the research paper you write.

XI. Project Outcome

Accuracy in Recommendation: There was system accuracy in recommendation established as reflected from the low values of MAE and RMSE.
Cold Start Problem: It addressed the cold start problem adequately using this hybrid solution that achieved appropriate recommendations both for products as well as novel users.
Dynamic Flexibility: Periodic updates to the user profile allowed the system to stay up to date with changing preferences to provide timely suggestions.
Contextual Accuracy: The inclusion of contextual elements enhanced the accuracy of suggestions based on user's emotions and the time of day.
Research Insights: The methods and results offered by the study are valuable within the scope of recommendation systems and will assist in additional developments.
Further Development: Involvement of these additional factors will advance other areas of study, thereby strengthening the base of the existing project redeemable

XII. Conclusion

End of Day Thoughts: As this study highlights, an effective movie recommendation system aims to enhance the experience of users by suggesting tailored data that is relevant to them. The proposed system proposes a solution to common challenges in recommendation models like cold starts and sparse user information by combining content-based filtering, collaborative filtering, and a hybrid approach. Beyond the technical contribution to the field of recommendation systems, this project also aligns with broader societal goals, especially supporting the UN Sustainable Development Goals No 9: “Industry, Innovation, and Infrastructure” by fostering entertainment digital infrastructure and innovation. Using dynamic user profiling and contextual recommendations evolving model.
Contribution and Impact: The application of various contouring techniques in this research is an innovative solution to the cross-sectional gaps in the conventional methods of recommendation systems. It enhances the recommendation systems through a blend of user- driven and content- driven data in the following aspects:
Accuracy and Diversity: With the application of both collaborative and content-based methods, a higher level of recommendation diversity is achieved which is more in tandem with the requirements and needs of the users.
Future Directions: In the future, some refined recommendations could be made for the recommendation system in focus:
Incorporation of advanced models from deep learning and neural network pedagogies: Using more complex models that branch from deep learning and neural networks could allow the system to detect even more nuanced user preference patterns, further improving personalization and accuracy intricately.

Enhancing social context and geographical context awareness: To gain a better understanding of responsive user decision dynamics that are influenced by various situational factors, further iterations might consider other contextual factors such as the user's whereabouts, their social media profiles, or even prevailing fads.
Autonomous Machine Learning: With the application of autonomous machine learning, the model described in 'The System' would be capable of instant adaptation as he would modify the suggestions given according to active user commands enhancing the model's flexibility and self-improvement.

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