

# Review of: "Attention Mechanism Model Combined with Adversarial Learning for E-commerce User Behavior Classification and Personality Recommendation"

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Potential competing interests: No potential competing interests to declare.

Article Name: Attention Mechanism Model Combined with Adversarial Learning for Ecommerce User Behavior Classification and Personality Recommendation

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Reviewer findings:

1. Literature survey is good
2. References are okay and latest
3. An experiment is implemented to test the effects of attentional mechanism and adversarial learning on the text retrieval model and visualize the results
4. The text retrieval algorithm based on a stacked cross-attention mechanism and adversarial learning retrieves the Microsoft Common Objects in Context (MS-COCO) and Flickr30K data sets on mainstream transmedia are used.
5. The average accuracy of the proposed algorithm after improvement increases from 81.23% to 83.11% which is quite appreciable
6. The prediction accuracy coverage is above 95%, which can significantly improve the predicted effect of text characteristics and image features, thus enhancing the accuracy of the text retrieval and classification
7. Mixed attention mechanism model based on CNN and LSTM is used
8. Spatio-temporal mixed attention mechanism model based on super -complete ICA algorithm, where generative adversarial network (GAN) was constructed and optimized
9. Comparison of experimental performance of different models under the MS-COCO dataset was shown in the article
10. Comparison of experimental performance of different models under the Flickr30K data set was shown in the article
11. The accuracy, precision, recall, and F1 value of the mixed attention mechanism model based on CNN and LSTM under the MS-COCO dataset , Flickr30K data set are compared with the traditional AlexNet, DenseNet, IGCNet, VGGNet, and ResNet models
12. The traditional models all take a long testing time, whereas in the proposed approach with the increase in the number of iterations, the testing time of the model proposed here is the shortest.
13. Results are good and acceptable

14. The research has certain practical application value for the classification of business users' behavior and the discrimination of true and false comments.
15. Article may be accepted for final consideration.