

Reference : Parrott, W. Gerrod (ed.) (2000). *_Emotions in Social Psychology: Key Readings_*. Psychology Press.M. Soleymani, A. Aljanaki, and Y.-H. Yang.(*Journal of Theoretical and Applied Information Technology* 15th September 2021. Vol.99. No 17)

Why did we need to use emotion with our recommendation system?

Because emotion plays an important role in selecting the preferred songs to the user also affects user mood, behaviors, and influence interactions. Emotions are a state usually caused by an event of importance to the subject. For example, when users are happy, they need to hear all of the things that have good and uplifting energy to them. Also, it makes them want to smile and dance. When users are in an angry mood, they need to hear loud music to get out of the negative energy from him.

The main goal of our system is to make the users in a pleasant mood every time to help users to reduce their negative energy, the pressure of work and life problems to be in full energy and happy on our system mood. Our system based on this research to make users happy the ones who listened to upbeat and energetic genres were happy after two hours of repeated listening.

The reasoning behind this had to do with the link between brain activity and dopamine being released in the rear striatum, the brain's pleasure center ". Neuroimaging studies [20] have shown that Music has effect on human emotion from sad, nostalgic, and tense to happy, relaxed, calm, and joyous by activating the deep brain area that is part of the limbic system like the amygdala and the hippocampus as well as the pathways that transmit dopamine (for pleasure associated with music-listening).

Our new recommendation system will recommend music based on emotion. We will find the relation between the song's data and genre and emotion. It's observed before by the psychological research. A lot of research needs to find a specific relation between items to hear and emotion. But the best of our knowledge is there are not any psychological rules to match between them. As an example, maybe when users are in a sad emotion, they need to listen to loud music. It depends on the user characteristics, lifestyle, and demographic living area.