

**GENERATION OF PERSONALIZED READING RECOMMENDATIONS WITH
ARTIFICIAL INTELLIGENCE INTEGRATION: DEVELOPMENT OF THE
BOOKSUGGEST AI APPLICATION**

**GERAÇÃO DE RECOMENDAÇÃO DE LEITURA PERSONALIZADA COM
INTEGRAÇÃO DE INTELIGÊNCIA ARTIFICIAL: DESENVOLVIMENTO DA
APLICAÇÃO BOOKSUGGEST AI**

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CON INTEGRACIÓN DE INTELIGENCIA ARTIFICIAL: DESARROLLO DE LA
APLICACIÓN BOOKSUGGEST AI**

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ABSTRACT

Recommendation systems have become central elements in contemporary digital platforms, thereby assisting users in making decisions related to content consumption. However, reading-based recommendations still have strong characteristics such as dependence on collective evaluations, popularity algorithms, or superficial metadata. This article presents a new possibility: BookSuggest AI, a recommendation system that integrates personal reading history, recorded by the user in Google Sheets spreadsheets, with Generative Artificial Intelligence models. Based on classic authors of recommendation systems, such as Adomavicius and Tuzhilin (2005), Goldberg et al. (1992), and Resnick and Varian (1997), the

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work explores how personal data can be transformed into relevant recommendations using modern AI techniques. The study details the technological architecture, the authentication process via Google OAuth, the data extraction and processing pipeline, as well as the use of generative models to build recommendations. The results demonstrate that BookSuggest AI is capable of generating personalized suggestions that are justified and consistent with user preferences. In addition, a critical analysis of the system and a discussion of its potential, limitations, and contributions are included. The article complies with ABNT standards and the editorial standards of Revista Aracê.

Keywords: Recommendation Systems. Artificial Intelligence. Reading. Personalization. Generative AI.

RESUMO

Sistemas de recomendação tornaram-se elementos centrais em plataformas digitais contemporâneas, e auxiliam, com isso, usuários na tomada de decisões relacionadas ao consumo de conteúdo. No entanto, recomendações baseadas em leitura ainda apresentam fortes características como a dependência de avaliações coletivas, algoritmos de popularidade ou metadados superficiais. Este artigo apresenta uma nova possibilidade: o BookSuggest AI, um sistema de recomendação que integra o histórico pessoal de leitura, registrado pelo usuário em planilhas do Google Sheets, com modelos de Inteligência Artificial Generativa. Fundamentado em autores clássicos dos sistemas de recomendação, como Adomavicius e Tuzhilin (2005), Goldberg et al. (1992) e Resnick e Varian (1997), o trabalho explora como dados pessoais podem ser transformados em recomendações relevantes por meio de técnicas modernas de IA. O estudo detalha a arquitetura tecnológica, o processo de autenticação via Google OAuth, o pipeline de extração e tratamento de dados, bem como o uso de modelos generativos para construção das recomendações. Os resultados demonstram que o BookSuggest AI é capaz de gerar sugestões personalizadas, justificadas e coerentes com as preferências do usuário. Além disso, inclui-se uma análise crítica do sistema e discussão sobre suas potencialidades, limitações e contribuições. O artigo está alinhado às normas ABNT e ao padrão editorial da Revista Aracê.

Palavras-chave: Sistemas de Recomendação. Inteligência Artificial. Leitura. Personalização. IA Generativa.

RESUMEN

Los sistemas de recomendación se han convertido en elementos centrales de las plataformas digitales contemporáneas y, por lo tanto, ayudan a los usuarios a tomar decisiones relacionadas con el consumo de contenidos. Sin embargo, las recomendaciones basadas en la lectura siguen presentando características importantes, como la dependencia de evaluaciones colectivas, algoritmos de popularidad o metadatos superficiales. Este artículo presenta una nueva posibilidad: BookSuggest AI, un sistema de recomendación que integra el historial de lectura personal, registrado por el usuario en hojas de cálculo de Google Sheets, con modelos de inteligencia artificial generativa. Basado en autores clásicos de los sistemas de recomendación, como Adomavicius y Tuzhilin (2005), Goldberg et al. (1992) y Resnick y Varian (1997), el trabajo explora cómo los datos personales pueden transformarse en recomendaciones relevantes mediante técnicas modernas de IA. El estudio detalla la arquitectura tecnológica, el proceso de autenticación a través de Google OAuth, el proceso de extracción y tratamiento de datos, así como el uso de modelos generativos para la construcción de recomendaciones. Los resultados demuestran que BookSuggest AI es



capaz de generar sugerencias personalizadas, justificadas y coherentes con las preferencias del usuario. Además, se incluye un análisis crítico del sistema y una discusión sobre sus potencialidades, limitaciones y contribuciones. El artículo se ajusta a las normas ABNT y al estándar editorial de la Revista Aracê.

Palabras clave: Sistemas de Recomendación. Inteligencia Artificial. Lectura. Personalización. IA Generativa.



1 INTRODUCTION

A priori, it is valid to bring that digital transformation has significantly expanded the possibilities of customization in computer systems. With the growing availability of personal data and the advancement of Artificial Intelligence techniques, new ways to assist users in decision-making have emerged in the most diverse domains, such as entertainment to education, or from health to cultural consumption (ROBERTSON; VINCENT, 2023).

Among these domains, the context of reading stands out. Platforms such as Goodreads, Skoob, and Bedside have gained popularity by allowing the recording of reading habits, the sharing of opinions, and the building of literary communities. In view of this, as Adomavicius and Tuzhilin (2005) point out, many recommendation systems still operate with traditional techniques, and their collaborative filters, general popularity, or aggregate rankings, represent strategies that can sometimes present gaps in capturing individual nuances of users. It is worth noting that the potential of traditional recommendation systems, by proposing the space of displacement to the reader through the community's field of discovery, is a relevant power. However, here, we will focus on the proposition of adjusting the recommendations to your enjoyment zone.

In parallel, it is also observed that many readers build individualized records in personal spreadsheets, such as Google Sheets. In these documents, users write down titles, authors, reading dates, subjective evaluations, and even their own comments. Despite the richness of this data, data such as these may not be used for analytical purposes to their full potential (BOENTE et al., 2025).

In view of this scenario, the present work proposes BookSuggest AI, a recommendation system that uses personal and real data recorded by the reader. The proposal integrates Google Sheets with generative AI to identify patterns and suggest books that dialogue directly with the reader's profile.

This paper presents: a theoretical review on recommendation systems and generative AI; the methodology for developing the system; results obtained with the operation of the tool; comparative discussion and critical analysis; and conclusions that point to future possibilities.

2 METHODOLOGY

The methodology adopted in the development of BookSuggest AI was structured to ensure technical accuracy, functional coherence, and fidelity to the system's central



objective: to generate personalized literary recommendations from real user data. To this end, the system was designed as a modular web application, organized in layers that communicate in an integrated way. The user interface is the initial point of interaction, which allows authentication, selection of the reading spreadsheet, and visualization of recommendations. The business logic is processed in the backend, implemented in Go, which connects to Google Sheets and generative Artificial Intelligence models. This layer is supported by external services, such as Google OAuth 2.0 for secure authentication, the Google Sheets API for reading the data, and the Gemini or ChatGPT models for analysis and generation of suggestions.

The data collection and processing process begins with user authentication, carried out exclusively in reading mode, as it values privacy and compliance with international digital security standards. After *logging in*, the system requests the selection of the spreadsheet that contains the reading history, and requests minimum columns such as title, author, genre, rating, and date, as well as optional fields such as comments and tags. Once loaded, the data undergoes transformations that normalize categories, convert notes into numerical values, and structure a reading dictionary, an essential step to avoid inconsistencies that could compromise the AI's analysis.

The next phase corresponds to the analysis based on generative Artificial Intelligence, considered the innovative core of the system. The backend organizes a prompt that gathers the complete history of readings, summary statistics, and specific instructions for the model to produce exactly three recommendations, accompanied by detailed justifications structured in JSON format. AI interprets patterns such as author recurrence, gender predominance, variations in ratings, and even preferences for certain literary periods, and balances different reader tendencies when formulating suggestions. The result is returned to the user in visual cards, which contain title, author, justification and degree of relevance.

Finally, the development of BookSuggest AI involved a set of modern technologies that are widely used in web applications. In the backend, in addition to Go, frameworks such as Gin, libraries for OAuth and the official Google API client were used. The frontend was built with HTML5, CSS3 and JavaScript, using Bootstrap for responsiveness and

Additional user experience components. The AI layer directly integrates Gemini and/or ChatGPT APIs, while the infrastructure includes containerization via Docker, in order to ensure scalability and technological independence.



3 THEORETICAL FOUNDATION

The theoretical foundation of this work addresses relevant concepts in understanding the functioning and relevance of BookSuggest AI. The bases of recommendation systems, the role of generative Artificial Intelligence models, as well as studies and platforms related to reading and literary suggestions are discussed.

3.1 RECOMMENDATION SYSTEMS

Recommendation systems are computational tools created to assist users in making decisions in the face of the large volume of information available digitally. The literature describes these solutions as mechanisms capable of identifying patterns of behavior, inferring preferences, and suggesting items appropriate to individual profiles (ADOMAVICIUS; TUZHILIN, 2005).

Approaches such as that of Goldberg et al. (1992), with the Tapestry system, dealt with the collaborative filtering technique, and thought about the generation of recommendations based on the actions and preferences of other users with similar profiles. Resnick and Varian (1997) point out that this technique has revolutionized access to information, especially in domains such as movies, music, and e-commerce.

Over time, systems have evolved into three main categories:

a) Collaborative Filtering

It is based on collective behavior. Users with similar tastes receive similar recommendations (Goldberg et al., 1992).

Example: "People who read X also liked Y."

b) Content-Based Filtering

It focuses on characteristics of the items: genre, author, keywords, themes, etc.

Example: "You liked science fiction, so we recommend more science fiction books."

c) Hybrid Systems

They combine user data with item characteristics, and seek greater accuracy (ADOMAVICIUS; TUZHILIN, 2005).

Observing these advances, it is possible to reinforce that the power, in the field of suggestions, of collaborative filtering, may also represent a gap in the individualization of the recommendation. The recommendations may be generic, and even have no inference from the taste of a specific reader, but rather from the *ranking* of popular titles, for example.



In this sense, it is relevant to explore alternative ways of recommending, such as those based on **a personal and personalized curation**, made an individual reading worksheet. With this in mind, we think of users who record data such as title, author, reading date, assigned grade, personal comments, genre, duration, goals. In line with the autonomy of the use of the personal spreadsheet, the following theoretical assumption is assumed for the project:

The personal reading history is representative of a reader's preference, and its exploration is fertile.

This principle guides the development of the system presented in this article.

3.2 GENERATIVE ARTIFICIAL INTELLIGENCE

In recent years, Generative Artificial Intelligence models have become widely used. Platforms such as GPT (OpenAI), Gemini (Google) and Claude (Anthropic) have transformed the way texts are produced, analyzed and structured automatically (ROBERTSON; VINCENT, 2023).

These models are capable of interpreting complex instructions; identify patterns in datasets; generate personalized content; analyze implicit preferences and even create explanatory justifications. The use of generative AI in recommendation contexts represents an advance over traditional methods. While classical algorithms require extensive bases for identifying patterns (ADOMAVICIUS; TUZHILIN, 2005), generative models can interpret even small sets of data, such as a personal spreadsheet.

BookSuggest AI relies on these points. Through strategically structured prompts, the generative model is able to analyze evaluations given by the user; infer favorite genres, recognize recurring authors; identify subjective patterns and generate coherent recommendations even with few samples. This process allows you to go beyond the limits of systems based solely on statistical algorithms or collaborative filtering.

3.3 LITERARY RECOMMENDATION PLATFORMS AND APPLICATIONS

The popularization of reading platforms has broadened the discussion about literary recommendations. About Goodreads, thinking about the current year (2025), millions of users use the network to record readings and search for suggestions. In Brazil, Skoob has similar functionality, and enables the organization of shelves, goals and reviews.

Even so, the literature and empirical analysis indicate the majority of popularity-based recommendations; *global ranking* ; and the consequent partial disappearance of the individual history, resulting from the sometimes widespread reliance on collaborative databases and the high influence of trends.

Boente et al. (2025) discuss how customized solutions based on proprietary data have the potential to generate greater relevance and accuracy. Although Boente's study deals with the health domain, his methodological approach oriented to personal data represents a strong inspiration.

In the literary context, there are still few systems that connect intrinsically personal databases to the recommendation process; employ generative AI to interpret them; provide explained suggestions; operate with private data controlled by the user and also avoid dependence on external generic metrics. Thus, BookSuggest AI proposes an innovative path: it builds recommendations that aim to be guided by greater proximity to the reader's profile.

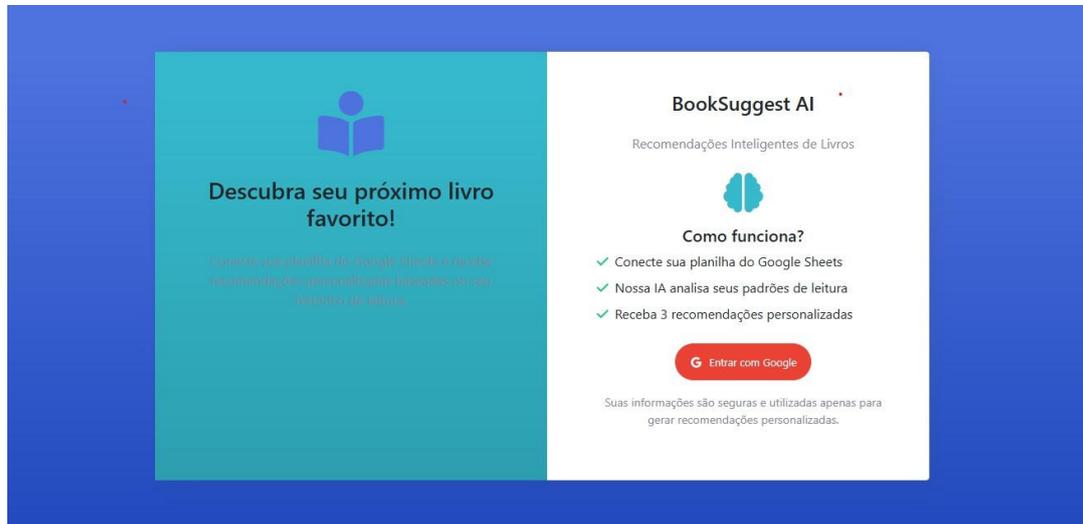
4 RESULTS

This section presents the results obtained from the development of BookSuggest AI, including the functional flow of the system, the analysis of the user experience, the integration with external APIs, and the display of recommendations generated by Artificial Intelligence. All screens captured during the execution of the system were reorganized and described according to the standards for the presentation of figures, in order to ensure contextualization and narrative coherence.

BookSuggest AI achieved its proposed goals: it integrated with Google Sheets, processed real reading data, used AI models to generate personalized recommendations, and presented the results to the user in a clear and visually structured way. The system proved to be functional from login to the final generation of recommendations, including intermediate loading screens and spreadsheet selection.

Figure 1

BookSuggest AI System Home Page

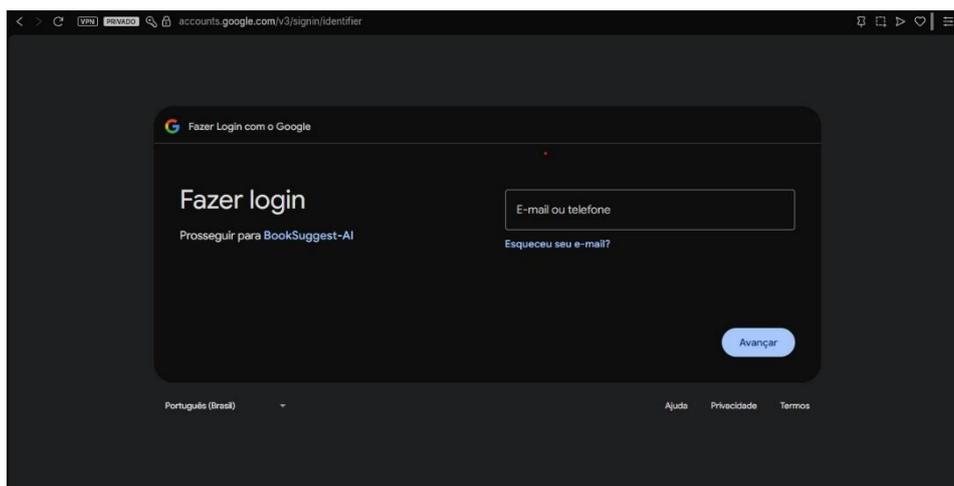


Source: Prepared by the author in 2025.

Figure 1 shows the system's home screen, where the user accesses the main page and starts the authentication flow. The interface prioritizes simplicity, presenting only the login button, an essential item for secure access validation. By clicking "Sign in with Google", the user is redirected to the official OAuth screen, as shown in Figure 2.

Figure 2

Google Sign-in Option

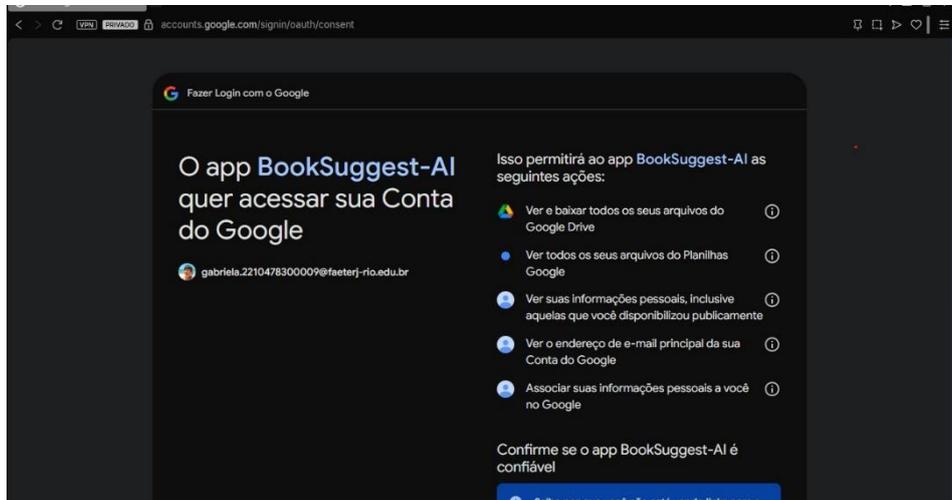


Source: Prepared by the author in 2025.

Authentication is confirmed in sequence with intermediate screens, to be represented by Figures 3 and 4.

Figure 3

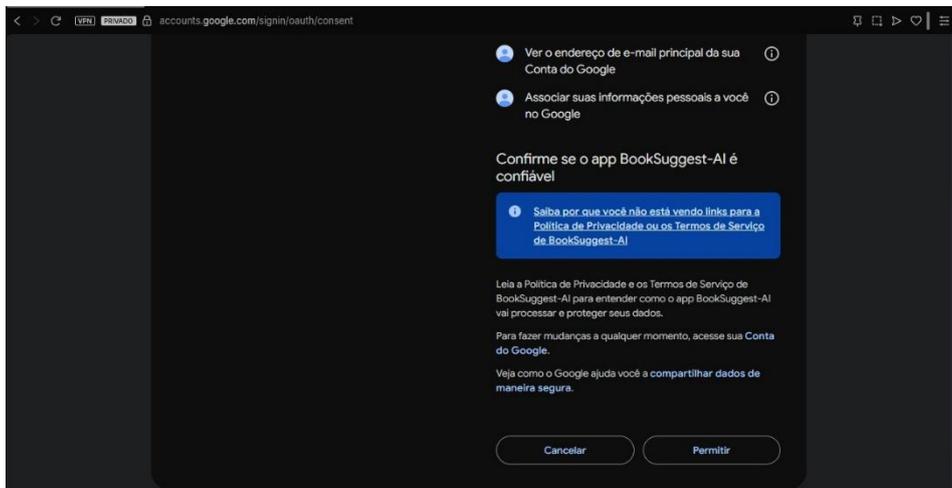
Google Account Verification



Source: Prepared by the author in 2025.

Figure 4

Confirmation of System-Requested Permissions

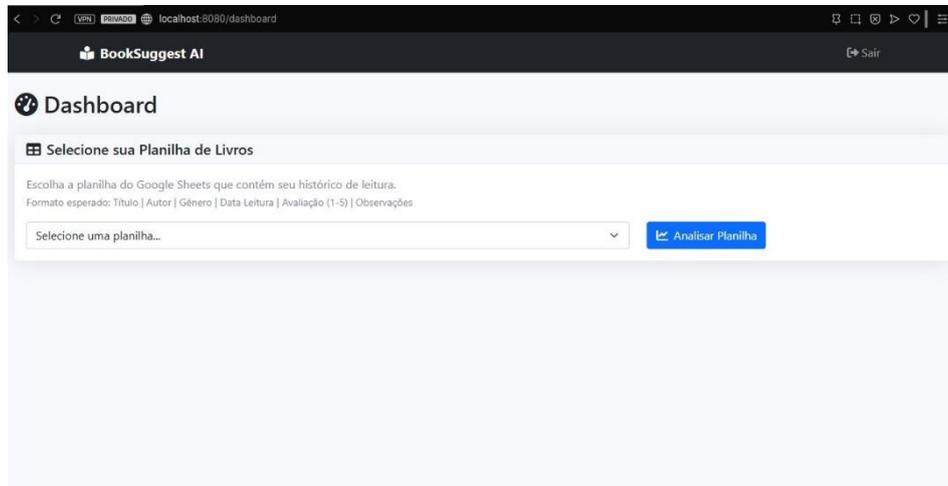


Source: Prepared by the author in 2025.

These screens demonstrate the project's alignment with international security standards, ensuring that no sensitive data is used without consent. After authentication, the user returns to the BookSuggest AI dashboard, which presents the initial interface before loading any spreadsheets. Figure 5 highlights this step.

Figure 5

Dashboard Before Sheet Selection

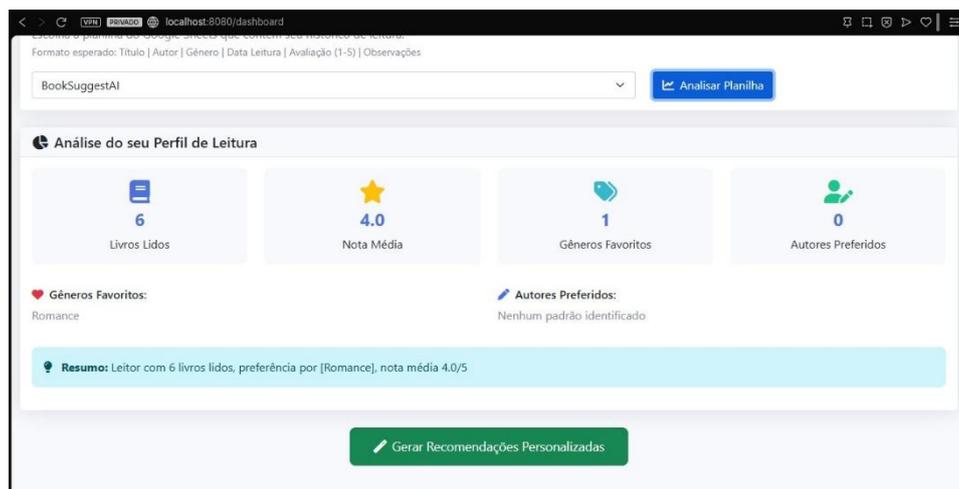


Source: Prepared by the author in 2025.

The screen presents only the basic elements, and waits for the user to act. When you select the desired spreadsheet, the system processes the data and automatically updates the dashboard.

Figure 6

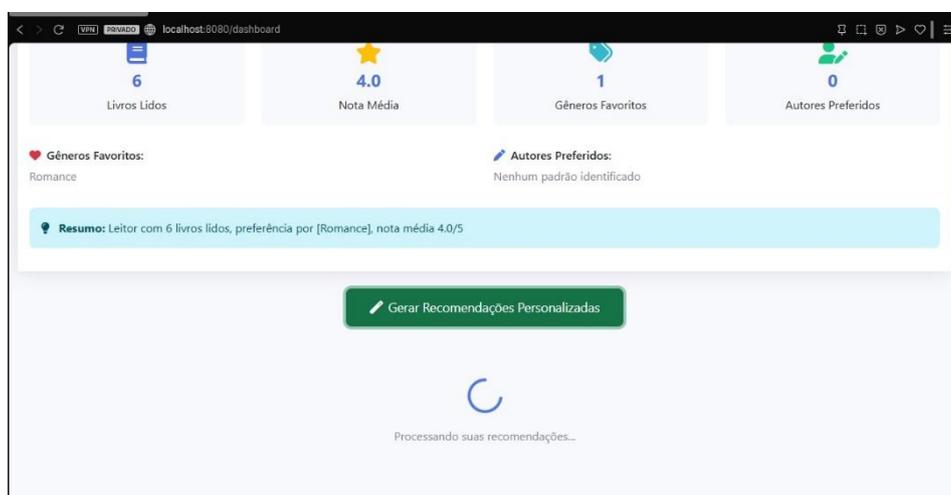
Dashboard, after sheet selection



Source: Prepared by the author in 2025.

When you request literary suggestions, the system displays the screen shown in Figure 7, indicating that processing is in progress.

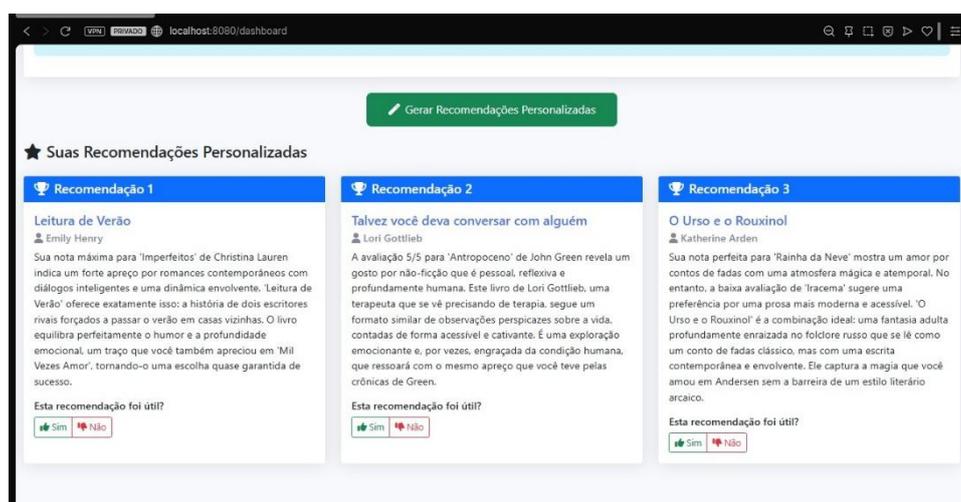
Figure 7
Recommendations Loading Screen



Source: Prepared by the author in 2025.

This stage is critical as it involves calling for generative AI models. At the end of processing, the user receives personalized recommendations, displayed in structured cards, as shown in Figure 8.

Figure 8
AI-Generated Recommendations



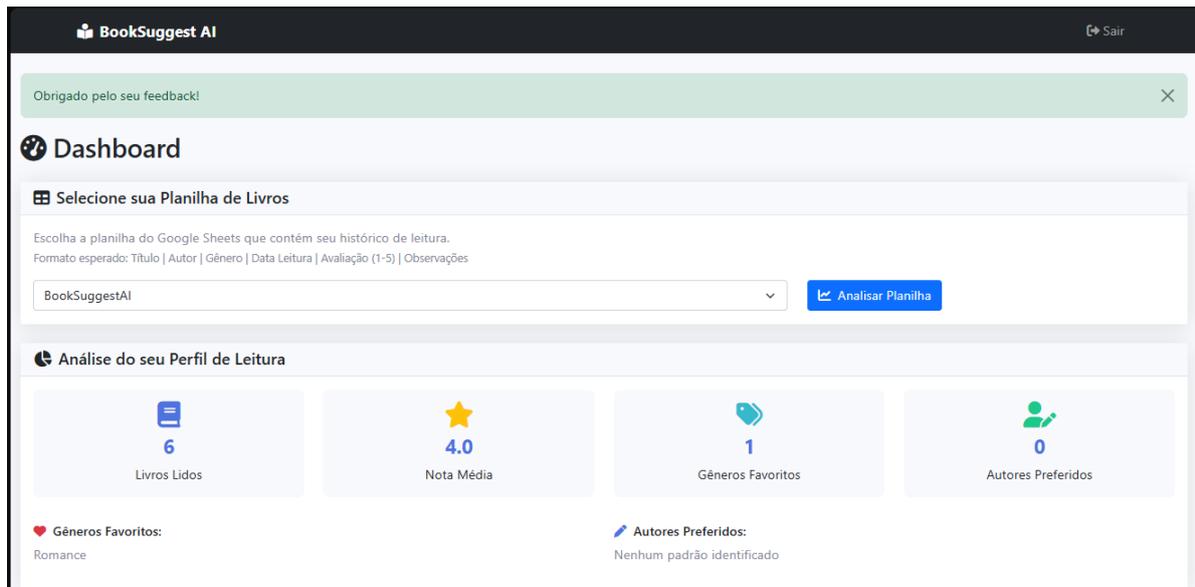
Source: Prepared by the author in 2025.

Each card presents the title of the suggested book; the author; the justification based on the analyzed reading history; and the option to save interest or register feedback. This step highlights the system's ability to transform raw data, read in the spreadsheet, into

actionable insights. Finally, BookSuggest AI also allows the user to let you know if the recommendation was helpful. The next figure illustrates how this feature works.

Figure 10

Response to User Feedback



Source: Prepared by the author in 2025.

4.1 SUMMARY OF RESULTS

The analysis of the screens and features demonstrates that the system successfully authenticated via Google; uploaded real user spreadsheets; handled and normalized data appropriately; used generative AI to recommend books with detailed justifications; It presented intuitive and responsive visualization and allowed feedback, favoring later evolutions. The system has therefore fully achieved its goal of turning personal reading records into intelligent literary recommendations.

It is worth mentioning that this system recognizes the importance of the others mentioned above, such as global ranking and community-based, for example, and that these allow a greater chance of discovering titles that displace the reader. In this sense, this article seeks to propose a new path, without devaluing the others.

5 DISCUSSION

The discussion of the results obtained with BookSuggest AI allows us to understand its contributions, limitations, and potential for expansion in the context of recommendation systems. By integrating personal data with generative Artificial Intelligence models, the

system presents innovative features that dialogue directly with the classic literature in the area and with contemporary personalization needs.

Authors such as Adomavicius and Tuzhilin (2005) and Resnick and Varian (1997) highlight that the evolution of recommendation systems makes it possible to better capture the subtle preferences of users. Today, a considerable portion of platforms still rely on aggregated data, traditional collaborative filtering, or criteria such as global popularity. It is reinforced that such characteristics drive the discovery of titles that potentially diversify the reader's repertoire, but that, at this moment, our focus is on **readings independent of trends, centered on the user**.

When comparing these characteristics with platforms such as Goodreads and Skoob, a methodological difference is observed. While these networks rely on collective inputs, BookSuggest AI follows the flow of individual history. In this sense, a remarkable conceptual contribution is achieved: **the system treats the reader as the primary source of data**.

This shift is consistent with the contemporary hyper-personalization trends discussed by Robertson and Vincent (2023).

5.1 LIMITATIONS

Even with the promising results, some limitations were observed during the development and use of the system:

a) Dependency on Sheet Consistency

Generative AI is sensitive to poorly structured data. This means that spreadsheets with missing values, inconsistent genres, or incomplete evaluations can affect the accuracy of suggestions.

b) Probabilistic AI Interpretation

Generative models can erroneously infer preferences; Generate recommendations and/or exaggerate patterns that are not relevant. This stems from the very probabilistic nature of these models and represents a limitation.

c) Lack of Empirical Evaluation with Users

The study did not include statistically significant tests with groups of readers. More robust results would require evaluations with satisfaction metrics, A/B testing, and comparison with human recommendations.

d) Absence of a Continuous Learning System



Although there is a *feedback* button, there is still no pipeline that stores it, trains a classifier to, finally, personalize future recommendations. This is a future implementation. Such points were identified as limiting the automated evolution of the system.

5.2 POSSIBILITIES AND PROSPECTS FOR EXPANSION

When considering the limitations of the system, it is also interesting to think about the potential that highlights opportunities for future expansion:

a) Feedback-Based Learning

By collecting responses from users, it would be possible to implement adaptive filtering, custom models, and adjusting weights for recommendation criteria.

b) Integration with Literary Libraries and APIs

The system could be connected to Open Library or Google Books, for example. This would allow for the display of book covers, access to additional metadata, and the enrichment of justifications.

c) Advanced Export

The user could save recommendation lists; export reports; generate reading summaries.

d) Optional Collaborative Database Support

Without abandoning user-centricity, it would be possible to add suggestions based on clusters of similar readers; profile comparisons and optional collective literary tips.

e) Mobile App

For added adoption and portability, a native app could allow offline spreadsheet reading, automatic synchronization with Google Drive, and quick recommendations in one click.

6 CONCLUSION

The development of BookSuggest AI has demonstrated the feasibility and relevance of a literary recommendation system focused on the user's personal data. Unlike conventional platforms that use collective metrics, popularity, or collaborative filtering, this system prioritizes the personal reading history recorded in individual spreadsheets, providing more accurate and contextualized recommendations to the reader's profile.

The analysis of the results shows that the use of generative Artificial Intelligence models expands the potential for personalization, and enhances the interpretation of nuances of user behavior without the primary need for large external databases. This factor



represents an important contribution to the field of recommendation systems, and is close to what Adomavicius and Tuzhilin (2005) point out as the "next generation" of intelligent mechanisms.

The comparative discussion reinforces that, while platforms such as Goodreads and Skoob offer collaborative resources widely used by the reading community, BookSuggest AI, by integrating personal spreadsheets, reinforces the reader's autonomy and control over their preferences and records. Still, the work also revealed limitations, such as AI's sensitivity to data quality and the absence of a robust continuous learning mechanism, which point to fruitful paths for future improvement. Among the proposals for later versions are: integration with literary catalogs, incorporation of *feedback history*, longitudinal analysis of readings and development of a mobile application.

Thus, BookSuggest AI represents not only a functional application, but also a new methodological and conceptual possibility in the use of generative AI for personalization of reading experiences. It is expected that this work will inspire research and technological solutions that seek to explore new methodologies and, thus, make the scenario even more diverse and contemplated by different biases.

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