

## REVIEWER'S REPORT

Manuscript No.: IJAR-55438

**Title: Behavioural Analysis of Human Interactions Using AI: A Study of Data from Online Communities**

### Recommendation:

Accept as it is .....  
 Accept after minor revision.....  
**Accept after major revision** .....  
 Do not accept (*Reasons below*) .....

Rating	Excel.	Good	Fair	Poor
Originality			...	
Techn. Quality		...		
Clarity			...	
Significance		...		

Reviewer Name: Dr. Ishrat Fatima

### Detailed Reviewer's Report

The paper addresses a highly relevant and contemporary topic, namely the application of Artificial Intelligence (AI) techniques for analysing human interactions in online communities. The subject is timely and interdisciplinary, intersecting AI, behavioural science, social computing, and digital communication studies. The manuscript demonstrates a broad understanding of AI-driven approaches such as sentiment analysis, NLP, and machine learning, and attempts to integrate them into a unified analytical framework.

While the paper has conceptual merit and practical relevance, it requires substantial revision in terms of language quality, methodological precision, data authenticity, and reference alignment before it can meet the standards of a peer-reviewed journal. One of the major strengths of the manuscript is its clear thematic focus. The paper consistently emphasizes how AI can be used to uncover behavioural patterns, emotional tones, engagement levels, and social dynamics within online communities. The division into standard research sections—Introduction, Literature Review, Proposed Framework, Data Analysis, and Conclusion—follows an acceptable academic structure.

The proposed framework is another positive aspect. The step-by-step explanation of data collection, preprocessing, model development, behavioural analysis, and feedback loops reflects familiarity with common AI research pipelines. The inclusion of sentiment analysis, topic modelling, clustering, and predictive modelling strengthens the technical scope of the study.

The use of tables and figures to represent sentiment distribution, engagement metrics, and user behaviour groups enhances readability and provides a visual understanding of the results. The manuscript suffers from serious language issues throughout. There are frequent grammatical errors, awkward phrasing, spelling mistakes, and inconsistent terminology (e.g., “on line,” “privateers,” “device gaining knowledge of”). These issues significantly reduce the paper's academic credibility.

The Data Analysis and Results section presents numerical values, percentages, and engagement metrics; however, the paper does not clearly explain:

- The source of the dataset
- The size of the dataset
- Whether the data is real, simulated, or hypothetical
- The time period of data collection
- The evaluation metrics used to validate AI models

Without this information, the results lack scientific reliability and reproducibility.

Although the literature review discusses sentiment analysis, NLP, and machine learning, it remains descriptive rather than critical. Moreover, many cited works are poorly connected to the study's core AI focus. The paper has

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potential, but it currently does not meet the standards of a peer-reviewed journal due to language issues, weak methodological clarity, problematic references, and limited originality.