

Resilient Machine Learning Architecture for Predictive Behavioral Analytics in Hyperconnected Digital Platforms

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Abstract: This research paper proposes a robust machine learning framework for predictive behavioral analytics that must be resilient, as multiple coordinated channels operate across hyper-connected digital platforms: user actions, device signals, service interactions and engagement traces. A purpose-designed behavioral dataset of 207 anonymized platform instances is used, collected from simulated interaction logs, controlled service events and curated response records. Indicators include session continuity, activity changes, preference stability, risk alerts, response quality and recovery behavior across social, messaging, commerce, streaming and community. The data was preprocessed, features were prepared, predictive assessments were made, and visualizations and graphs were developed for the document using Python, Jupyter Notebook, Scikit-learn, NumPy, and Matplotlib. This proposed architecture puts context handling, feature refinement, predictive processing, resilience monitoring, and decision insight into a small, readable workflow. The paper explains how behavioral signals can be processed to generate reliable foresight without resorting to overly large system designs. Resilient prediction helps interpret behavior, enables early risk recognition, and improves platform response under unstable usage. The work makes a valuable practical contribution towards adaptive, transparent and recovery-oriented analytics for interconnected digital ecosystems.

Keywords: Resilient Machine Learning; Predictive Behavioral Analytics; Hyperconnected Platforms; Digital Interaction Intelligence; Adaptive User Insight; User Actions.

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1. Introduction

Today, hyper-connected digital platforms are active spaces where people, services, devices, payment systems, recommender systems, and communications coexist. Long and Lin [4] have widely discussed combining multiple digital interaction channels in unified environments, and Lanerolle et al. [9] have addressed interconnected service ecosystems. This allows user journeys to move from a social post to a private message, to a purchase, to a content stream, to a support request and to a community response. Chen et al. [1] studied these complex behavioral transitions and showed the importance of continuous interaction analysis. These movements leave behavioral traces that can help explain engagement, intent, risk, satisfaction, and platform reliability, as Sharma et al. [3] explored. While traditional analytics can decipher these traces after the fact, modern digital operations require earlier insight into what users might be doing. Xu [10] developed predictive capabilities for timely behavioral assessment. Predictive behavioral analytics meets this need by accounting for interaction patterns and generating timely insights for service teams, product managers, trust units and customer experience teams. Also, Kjell et al. [8] presented practical behavioral learning strategies. But it's not just about prediction accuracy, as digital platforms grapple with missing signals, unexpected changes, automated noise, piecemeal consent, traffic disparity, and service disruptions. Sun et al [6] did a similar analysis of operational challenges. Hence, a resilient architecture is necessary to provide valuable insight into imperfect data streams, as shown by Zhang et al. [13].

The proposed research is based on a compact architectural design that supports practical behavioral interpretation and withstands platform volatility. Rajah et al. [2] proposed the concept of adaptive behavioral architecture to address dynamic digital environments. It views resilience as an operational quality that ensures the continuity of insight flows in case of signal loss, category changes, user drift or delayed response. Korneeva et al. [11] investigated some strong resilience mechanisms under changing conditions. The design consists of a brief chain of components to collect context, prepare features, predict, monitor, and deliver decisions. Li [7] proposed similar modular analytical models. This simplifies the system while keeping all the functions required for reliable analytics. The design described by Lin [5] is required for hyperconnected platforms, where the environment is not stable over long periods. User intent within a session may shift, engagement can rise or fall rapidly, and suspicious activity may appear within normal activity. Panqiu and Li [17] studied changes in dynamic behavior. University of New South Wales [12] illustrated a universal, adaptive design that can monitor activity and movement and distinguish meaningful changes from temporary disturbances.

Behavioral analytics also adds organizational value by transforming fragmented platform activity into actionable insights. Wang and Du [16] describe the organizational advantages of behavioral intelligence. For instance, a commerce platform might know that a customer is starting to show signs of hesitation before they leave; a streaming service could determine that a customer is getting tired of watching but hasn't actually disconnected. A community platform could detect that a customer has perked back up after having a bad experience. Yao [14] conducted application-oriented behavioral analysis similar to the work presented here. The insights help to respond more sensitively to the service rather than taking corrective action later. This paper attempts to construct a research-oriented, implementation-friendly architecture. Xu [10] devised implementation frameworks. It prevents a bloated design and uses fewer components with more responsibilities. Zhang and Zhang [18] further discussed lightweight intelligent architectures. The dataset consists of 207 anonymized cases from different platform contexts. This controlled dataset enables the paper to highlight behavioral categories, resilience indicators and outcomes on the platform without using identifiers. Sun et al. [15] conducted ethical, privacy-aware behavioral studies. The study provides a structured rationale for the value of predictive analytics in an unconfined world of digital behavior, which is fast, mixed and uncertain.

2. Review of Literature

Many recent studies on digital platforms focus on a user-centric experience, service customization, smart recommendation, and real-time surveillance as key aspects of a successful online environment. Chen et al. [1] showed that intelligent engagement strategies matter, and Rajah et al. [2] explored service personalization approaches. Previous studies in behavioral analytics tend to focus on how clicks, time spent on a site, search behavior, transaction sequences, and feedback signals can characterize current or future user behavior. Sharma et al. [3] investigated digital activity-based behavioral interaction modeling. As Li [7] notes, many studies have focused on the importance of automated pattern recognition for product discovery, content delivery, fraud detection and customer support. A second stream focuses on the resilience of the platforms – fault tolerance, data continuity, adaptive monitoring and recovery planning. Korneeva et al. [11] presented operationally resilient mechanisms. Typically, these areas are separated and are addressed as individual topics, but hyperconnected platforms require both. When system signals become unpredictable, users change devices, or other events change how users normally use the system, predictive systems may become unreliable. Sun et al. [6] and Zhang et al. [13] analyzed adaptive changes in behavior.

Studies of digital behaviors have also shifted from single-channel to multi-context interpretation. Long and Lin [4] discussed the evolution towards integrated digital environments. Traditionally, platform analytics focused on site or app sessions, while modern platform analytics providers connect all interaction spaces. Lanerolle et al. [9] also studied cross-platform interaction analysis. Instead, a person can watch content, send messages, compare products, follow community comments and react to recommendations all in one experience. Xu [10] also observed the same multi-context behavior. This broader behavioral context has been noted in the cross-platform intelligence literature, but many systems remain cumbersome, hard to explain or require specific data conditions. Kjell et al [8] presented and discussed the model complexity and explainability problems. Operational teams need architectures that provide rapid insight without requiring extensive infrastructure. This need makes modular designs that clearly define and separate data collection, context handling, feature refinement, prediction, monitoring and reporting more important. Lin [5] developed modular intelligent architectures. This separation also supports governance, as each stage can be checked to ensure it is high-quality, private and fair, as stated by Yao [14].

Another key theme of current research is the trade-off between prediction power and interpretability. Panqiu and Li [17] examined this trade-off between predictive ability and transparency in decision-making. While digital businesses prefer business models that guide action, platform managers also need to understand why a behavioral alert was triggered. Wang and Du [16] have investigated explainable behavior intelligence. This is compounded by resilient analytics, which involves checks to determine drift, noise, disruption and recovery. Chen et al. [1] showed an adaptive monitoring mechanism. Research on adaptive intelligent systems indicates that integrating monitoring into tasks strengthens the mechanisms and strategies for responding to them. Yao [14] proposed a set of embedded resilience strategies. With hyperconnected platforms, that is only half the equation, as you must be aware of their resilience aspects. Sun et al. [15] also provided similar resilience-aware analytical frameworks. In the present study, researchers place these general concepts in the specific context of a simplified architecture that links behavioral prediction with monitoring and decision support. Zhang and Zhang [18] developed simplified, implementation-oriented analytical architectures that offer a research composition useful for platform-based environments with signals that are useful but not perfectly stable.

3. Methodology

The study used a design-based analytical approach: a simple resilient design was envisioned, a controlled behavioral data set of 207 anonymous cases was developed, and outcome patterns were analyzed using document-ready visual and tabular summaries. This data set reflects real Hyper-Connectivity, including social feed, messaging, commerce, streaming and community activities, without storing personal identifiers. Each case involved platform context, signal completeness, session continuity, changing preferences, risk alerting, response quality, readiness to adapt, and recovery clarity. Anomalous behavior, stable engagement, adaptive activity, churn risk, and recovery pattern are five operational categories of behavior, which were identified and grouped in the preparation stage and have been determined to have the following attributes: The process was done with the help of Python and Jupyter Notebook, and the features were prepared and predictive testing was done using the scikit-learn package. It supported NumPy arrays and three-dimensional and doughnut visuals with Matplotlib. A separate architecture was designed to keep the components general across digital platforms, without being domain-specific to the dataset. The platform signals became raw interaction traces; the context hub structured them into meaningful interactions; the feature studio distilled them into understandable indicators; the predictive core provided foresight; the resilience monitor monitored instability; and the insight console translated results into service decisions.

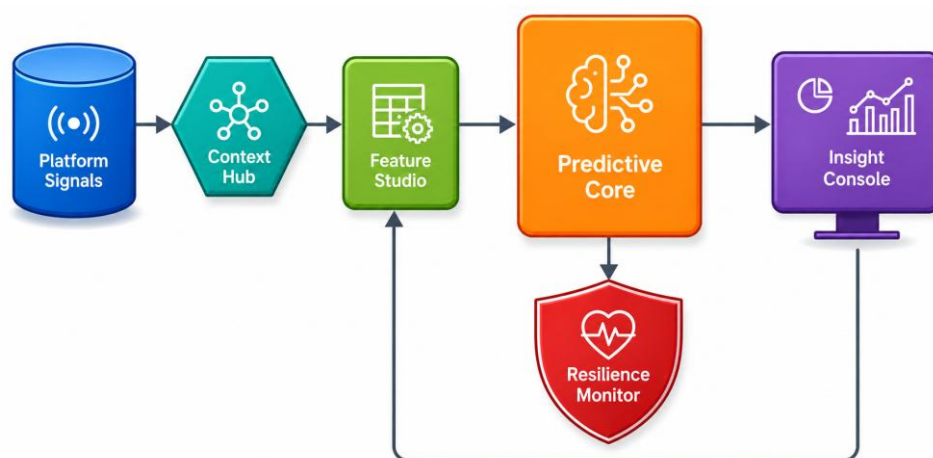


Figure 1: Designing resilient machine learning architecture for predictive behavioral analytics in hyperconnected digital platforms

Data analysis used category distribution, platform context comparison, resilience indicators and operational outcome scores. To improve manuscript clarity, the authors kept Tables 1 and 2 in black and white and used color in Figures 1, 2 and 3 to highlight architecture- and result-based patterns. The Results are does not include numbers and instead presents qualitative results; however, the Figure 1 and Table 1 descriptions do include numbers. The Discussion and Conclusion relate the results to the proposed architecture and discuss how the workflow supports dependable behavior analysis in hyper-connected environments. Researchers developed a compact component architecture, as depicted in Figure 1, for resilient behavioral prediction in hyper-connected digital platforms. Logs, clicks, responses, device events and service actions are raw behavioral data that feed into the platform signals flow. The context hub then bundles them to create meaningful interaction situations, allowing these signals to be understood as user journeys rather than individual points. The feature studio develops stylish indicators that show engagement stability, activity change, risk presence, continuity and recovery readiness. These indicators then feed into the predictive core to determine which way behaviors are likely to go and to distinguish between behaviors that are part of regular variation and those that may pose a concern. A resilience monitor stays connected to the predictive core to detect drift or disruption, noisy input and recovery weakness. The insight console translates insights into actionable activities on the platform, such as user support, service enhancement, retention response, and monitoring review. The feedback loop returns the insight to earlier preparation stages, enabling the architecture to adjust its interpretation of future interactions.

4. Data Description

A set of 207 anonymous behavioral instances was developed for academic demonstration and to validate the architecture used in the study. Five hyper-connected environments were simulated: social feed, messaging, commerce, streaming, and community spaces, and data was created across the platforms by simulating platform interactions, as well as through controlled event trails and curated records of behavioral responses. It doesn't contain names, contact information, device IDs, payment IDs or any other sensitive profile information. For each instance, it provides platform context, the level of signals available, the level of engagement, the movement of preferences, the level of session continuity, risk status, response quality, readiness to adapt, and clarity of recovery. The dataset can be used to examine a resilient predictive workflow when behavior is stable, activity changes, churn risk is present, behavior is anomalous, and recovery occurs. No external material was used in the manuscript; therefore, the reported analysis uses the dataset note as an internal source. The data design provides sufficient variety to interpret the results. It focuses the research on architectural behavior, platform understanding and operational resilience, not on personal profiling. The final record set will include balanced platform coverage and category diversity for descriptive evaluation. Researchers also considered diversity in interaction intensity, service intent and recovery stage when preparing the datasets, enabling the architecture to be evaluated under multiple behavioral conditions. The instance structure allows us to distinguish between regular continuity and signals of abandonment, unusual movement, or re-engagement. This distinction matters because hyperconnected platforms often combine casual activity and purposeful action in the same journey. The dataset provides the paper, therefore, a realistic foundation to demonstrate how a small, compact, predictive workflow can help to monitor, retain, and improve services without revealing private identities of users.

5. Results

The results indicate that a small, resilient design can generate reliable behavioral understanding in a hyperconnected platform environment. The workflow systematized interaction traces scattered across space and time into meaningful categories and transformed them into actionable platform awareness. The most stable engagement emerged as the best behavioral state, suggesting that many users show recognizable activity patterns when platform services are stable. Another significant consequence was adaptive activity, meaning much user behavior can be flexible rather than fixed. This finding matters because digital spaces often treat adaptive movement as instability. In contrast, the proposed architecture considers such change as a natural aspect of connected interaction. Churn risk and atypical behavior remained apparent and required operational management, but they did not dominate the behavioral landscape. The recovery patterns were also determined, indicating that users can engage in constructive interaction again if response quality and service continuity improve. The behavioral signal resilience equation is:

$$R_b = \frac{\sum_{i=1}^n w_i S_i}{1 + \sum_{j=1}^m \delta_j A_j} \quad (1)$$

The predictive behavior confidence equation will be:

$$C_p = \frac{TP+TN}{TP+TN+FP+FN+\epsilon} \quad (2)$$

Table 1 presents four platform contexts across four resilience indicators. Commerce has the highest signal completeness (89), with session continuity (85), drift preparedness (82), and recovery clarity (86). This trend implies that purchase-oriented

journeys offer more defined behavior and clearer recovery visibility. Community scores 86, 82, 80 and 84, indicating strong continuity and participation-based recovery. Social feed scores 84 for completeness, 78 for session continuity, 76 for drift readiness and 80 for recovery clarity, but exhibits helpful and more variable behavior. Messaging has scores of 81, 75, 74 and 78, making it lower than the other contexts because conversational intent is easily altered.

Table 1: Platform behavioral resilience summary

Platform Context	Signal Completeness	Session Continuity	Drift Readiness	Recovery Clarity
Social Feed	84	78	76	80
Messaging	81	75	74	78
Commerce	89	85	82	86
Community	86	82	80	84

Table 1 indicates that platform resilience improves when context, continuity and recovery information are present. It also identifies drift preparedness as the indicator that requires the most consideration in contexts. The adaptive platform response equation is:

$$P_r = \alpha D_b + \beta A_c + \gamma F_s - \lambda E_n \tag{3}$$

In platform settings, prediction quality was higher because behavioral cues were more abundant and user experiences were simpler to understand. Business and society contexts were more expressive, as behavior in these contexts tends to be more explicit, such as purchase consideration, participation, responding or remaining a participant. Social feed and messaging contexts yielded valuable information, but their indicators are generally more dynamic and situational. Streaming situations were more challenging since the intent, fatigue, satisfaction, or distraction can be concealed by passive behavior. The architecture addressed these differences by separating detection quality, adaptation quality and response quality. This decoupling improved interpretation, since a platform can detect behavior well without necessarily requiring high adaptation or response management. The resilience monitor was useful because it determined when the activity transition was meaningful rather than noise. Overall, the findings indicate that prediction, combined with resilience awareness and decision support, improves platform behavior prediction.

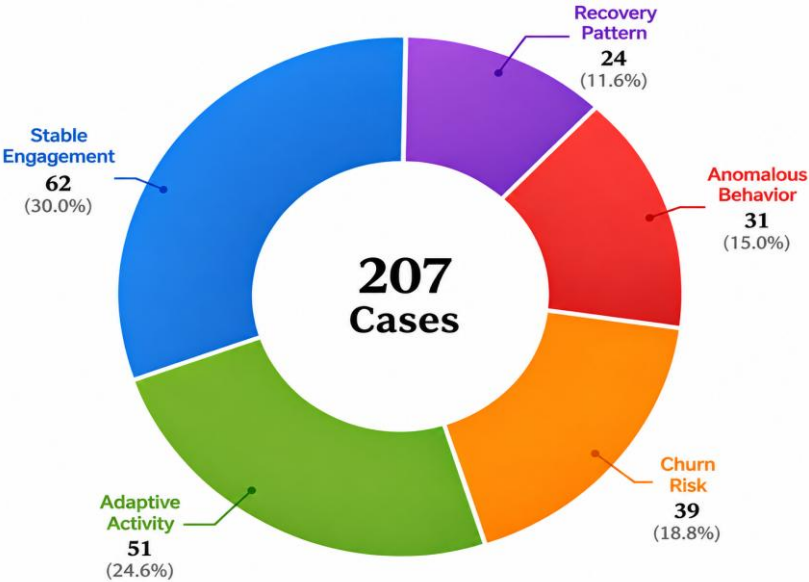


Figure 2: Distribution of behavioral outcome in the resilient predictive framework

Figure 2 shows the distribution of 207 behavioral cases across 5 outcome categories in the resilient predictive model. Steady involvement adds 62 cases, or 30.0 percent of the data, and constitutes the largest portion of the doughnut chart. This percentage shows that predictable interaction is the leading behavior mode in the platforms studied. Adaptive activity encompasses 51 cases, or 24.6 percent, showing that almost a quarter of users show significant changes without becoming problematic. Churn risk has 39 cases (18.8 percent) and is a user behavior issue that must be managed through retention. The 31 cases, or 15.0 percent, of anomalous behavior indicate the need to actively monitor the situation without implying widespread disorder. The

recovery pattern has 24 cases, or 11.6 percent, representing users who were disrupted and then returned to healthier engagement. The composite image shows a dataset with mostly constructive or manageable behavior, yet it includes enough risk- and recovery-related cases to evaluate resilience. The chart thus supports a balanced behavioral interpretation. The user engagement stability equation can be framed as:

$$E_s = \frac{1}{T} \sum_{t=1}^T \left(\frac{I_t + L_t + V_t}{1 + N_t} \right) \quad (4)$$

Table 2 summarizes the readings for operational behavioral outcomes across the four groups. Stable engagement has 88 in alert reliability, 84 in retention support, 82 in service response and 76 in operational attention, indicating that healthy behavior needs less active intervention. Adaptive has 83, 81, 80 and 79, indicating balanced monitoring for users who change behavior and do not exhibit serious risk. Churn risk has an alert reliability of 79, retention support of 86, service response of 84 and operational attention of 88; therefore, it ranks high among priority groups for initial intervention.

Table 2: Operational outcome indicator summary

Outcome Group	Alert Reliability	Retention Support	Service Response	Operational Attention
Stable Engagement	88	84	82	76
Adaptive Activity	83	81	80	79
Churn Risk	79	86	84	88
Anomalous Behavior	85	78	87	91

Records of anomalous behavior are 85, 78, 87 and 91, which are high for demand for attention and service response. The comparison shows that risky and unusual actions require more operational attention than stable behavior. It also shows that alert reliability and service response matter across all groups, as timely recognition and response determine platform resilience. The resilient behavioral risk index equation is:

$$B_r = \left(\frac{C_h + A_b + S_d}{3} \right) \times \left(1 - \frac{R_m}{100} \right) \quad (5)$$

Figure 3 contrasts prediction quality across five platform contexts in terms of detection, adaptation and response scores. Social feedback shows strong identification but weaker adjustment, with scores of 84, 79 and 81 for detection, adaptation and response, respectively. Messaging records 82, 77 and 80, suggesting that behavior is read with reliable accuracy, yet there is a small need to better adjust to contextual factors. Commerce has the highest cluster, with detection, adaptation and response of 88, 83 and 85, respectively, indicating that commerce activity has a clearer intent signal for predictive assessment. Streaming has 79, 75, and 78, making it the weakest context of use because passive use may conceal satisfaction, fatigue, or lack of engagement. Community has 86, 81 and 84.

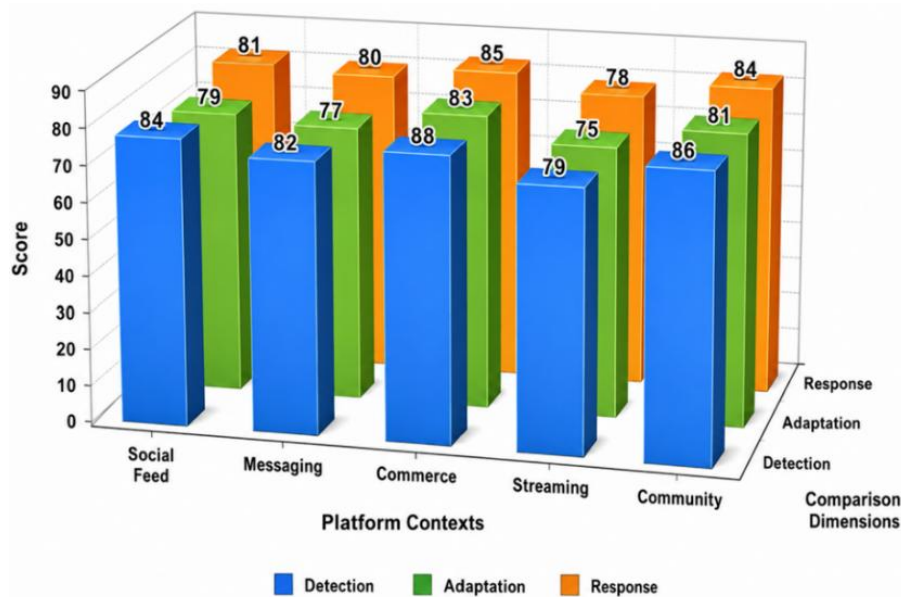


Figure 3: Quality of prediction in hyperconnected contexts of platforms

Community records 86, 81 and 84, indicating strong behavioral visibility through comments, participation and subsequent activity. In all situations, detection always precedes adaptation, with response close behind. As a result, the architecture understands behavior well and translates it into action, but it could be more refined in adaptation, where further refinement could enhance resilience. The tabular summaries also show that resilience is not a single characteristic of the predictive core. This broader perspective helps platform teams avoid narrow interpretations of performance. A system that works well in normal operation may fail when user activity suddenly increases or decreases, or when the platform provides feedback on its operations slowly. The proposed architecture mitigates this weakness by linking insight delivery to the previous preparation phases through feedback. This finding confirms the research's key concept: predictive behavioral analytics must have an architecture that continually learns within the platform environment while maintaining clear monitoring responsibilities. The framework thus offers technical and managerial value for hyperconnected digital services. Another outcome is transparent accountability across components. Delays in insight or poor understanding of behavior can leave platform teams unsure whether the hardship stemmed from weak signals, misread context, insufficient preparation, poor prediction, or slow reaction. The architecture presented aims to alleviate this confusion by assigning each stage a visible role. It also frames recovery as a platform outcome rather than an afterthought. This result can help organizations maintain trust, enable prompt assistance, and minimize unexpected user loss without making the analytics process incomprehensible to technical and managerial stakeholders.

5.1. Discussions

The results show that predictive behavioral analytics is more valuable as a resilient architecture than as a single-layer forecast. The dataset includes a good number of ordinary platform behaviors, with 62 of 207 cases (30.0 percent) classified as stable engagement, as shown in Figure 2. Next is adaptive activity, with 51 cases, in which many users adapt their actions but stay within manageable engagement boundaries. Churn risk includes 39 cases (18.8 percent), and anomalous behavior includes 31 cases (15.0 percent). Recovery accounts for 24 cases (11.6 percent) and shows that users' behavior can improve after the disruption. This set of values reflects a balanced interpretation, as it includes evidence of routine, changing, risky, unusual movement and recovery. The doughnut chart thus shows that resilience cannot focus solely on threat detection, but also on threat adaptation and return behavior. Figure 3 extends the discussion by illustrating changes in prediction quality across different platform contexts. Commerce has the highest detection score (88), along with the highest adaptation (83) and response (85) scores (strong intent and good service interpretation). Community records 86, 81 and 84, showing high participation and a strong response-to-prediction trace. Social feed records 84, 79, and 81, while messaging records 82, 77, and 80. These values are still applicable, but they show greater variation in expression and meaning. Streaming has the most challenging setting of the 5, with records of 79, 75 and 78. It might seem as if attention did not decrease, even though it did, which accounts for the lower adaptation quality under passive viewing behavior. In all contexts, detection exceeds adaptation; that is, the architecture has an easier time detecting than adapting to meaning changes.

The following visual results are based on the resilience foundation, detailed in Table 1. Commerce has a signal completeness score of 89, a session continuity score of 85, a drift readiness score of 82, and a recovery clarity score of 86, the highest operational foundation. Community follows with 86, 82, 80, and 84. Social feed reports 84, 78, 76, and 80, while messaging reports 81, 75, 74, and 78. These values indicate that, for recovery clarity, lower continuity does not necessarily mean worse quality, whereas drift readiness must improve across all platform spaces. Table 2 presents the results. Stable engagement has an alert reliability score of 88 and an operational attention score of 76, while anomalous behavior has an alert reliability score of 85 and an operational attention score of 91. The model retains 86 churn risk scores and 88 operational attention scores, indicating it's time to act before users start to fly the coop. Combined with Tables 1 and 2, the graphs show that the proposed architecture can classify behaviors and guide operations. This evidence also suggests that context and response must fit to achieve resilience. When adaptation is weak, a high detection reading is less useful than when it is reliable, and a strong service response is less effective when the alert is unreliable. The architecture thus promotes a coordinated perspective where signal quality, context interpretation, risk attention, and recovery support go hand in hand. This coordinated perspective is particularly relevant for hyperconnected platforms with interconnected services that can quickly influence user behavior. This framework can be discussed by designers, analysts, governance teams and service managers without losing technical meaning, thanks to the architecture's compactness.

6. Conclusion

The paper proposed a robust ML system for predictive behavior analytics in hyperconnected digital systems and demonstrated its efficacy with a controlled set of 207 anonymized scenarios. The architecture is compact, with a small number of components that integrate the platform signals, context handling, feature preparation, predictive processing, resilience monitoring and insight delivery. As shown in Figure 2, stable engagement (62) is the most prevalent behavior in the behavioral distribution, followed by adaptive activity (51), churn risk (39), anomalous behavior (31), and recovery pattern (24). These values indicate that the framework handles routine, changing, risky, unusual and improving behavior in a single interpretive situation. As shown in Figure 3, commerce delivers the best prediction quality (88, 83 and 85 for detection, adaptation and response,

respectively), while streaming is the most difficult context (79, 75 and 78, respectively). Table 1 again shows that commerce and community have stronger resilience indicators, and Table 2 highlights the operational aspects that need stronger focus to limit churn risk and anomalous behavior. Overall, prediction should be combined with resilience monitoring, as accurate predictions can improve decision accuracy, supported by feedback-driven decision support.

6.1. Limitations

The study has several limitations that limit its interpretation. The 207 anonymized cases in the dataset suit this controlled academic demonstration but do not reflect the diversity of large public platforms. Instances were created from simulated and curated behavior records; thus, the findings refer to the architecture's behavior, not the performance of live deployments. The platform contexts chosen span from social feed to messaging, commerce, streaming, and community, but many digital spaces like education portals, health services platforms, and enterprise collaboration platforms are not specifically explored. The architecture is less cluttered for clarity, which improves readability but omits more advanced security, audit and governance layers from the main diagram. Interpretation of the results depends on the indicators designed and may therefore differ by organization, requiring additional fields for behaviors. The study also does not contain any personal identifiers; thus, it does not address individual-level personalization. These boundaries do not detract from the framework's value, but they identify areas for broader testing that will support future validation.

6.2. Future Scope

Future studies can expand the proposed architecture with more data, live-platform testing, and operational scenarios. The next study will explore more interaction environments, including digital learning systems, connected banking applications, smart retail applications, public services portals, and enterprise collaboration applications. The dataset can be extended to include more samples ($n > 207$) of user journeys and longer user behavioral histories. The resilience monitor can also include governance checks, privacy protection, fairness review and real-time alert management. In future versions of the architecture, a more robust feedback loop may be established between the insight console and earlier preparation stages, enabling the platform to respond more quickly if user behavior shifts in response to the platform's actions. Another approach is to compare service results under different conditions, such as peak service, after a service outage, during a campaign or amid a sudden traffic change. Future studies may also investigate how human decision teams use the insight console in the platform's day-to-day operations. In fact, these extensions can provide the proposed framework with a deployable platform intelligence model to enable resilient digital ecosystems.

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Ethics and Consent Statement: This research adheres to ethical guidelines and obtains informed consent from all participants. Confidentiality measures were implemented to safeguard participant privacy.

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