```
<!--
  == For your convenience, this form can be processed by EasyChair
  == automatically. You can fill out this form offline and then upload it
  == to EasyChair. Several review forms can be uploaded simultaneously.
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  == When filling out the review form please mind the following rules:
  ==
  == (1) Blocks such as this are comments. EasyChair will ignore them.
  ==     Do not write any text into these blocks as it will be ignored.
  ==     You can add comments to the review form or remove them.
  == (2) Write only into the tags where instructed. Do not modify any
  ==     tags and attributes, or the review will become unusable and will
  ==     be rejected by EasyChair.
  -->
<review id="2671782::1319367"
     submission="51"
     title="Detecting Illicit Drugs Ads in Google+ Using Machine Learning"
     authors="Fengpan Zhao,
          Pavel Skums,
          Alex Zelikovsky,
          David Campo Rendon,
          Eric L. Sevigny,
          Monica Haavisto Swahn,
          Sheryl M Strasser,
          Yubao Wu "
     pc_member="Andrei Paun">
<score id="339852" name="Overall evaluation">
<!--
  == Select your choice from the options below and write its number below,
  == before the </score> tag.
  ==
  == 3 strong accept
  == 2 accept
  == 1 weak accept
  == 0 borderline paper
  == -1 weak reject
  == -2 reject
  == -3 strong reject
  -->
 2
</score>
<score id="339853" name="Reviewer's confidence">
<!--
  == Select your choice from the options below and write its number below,
  == before the </score> tag.
  ==
  == 5 (expert)
  == 4 (high)
  == 3 (medium)
  == 2 (low)
  == 1 (none)
  -->
 2
</score>
<!-- ======== Review ======== -->
<text id="339855" name="Review">
<!--
```

== Please provide a detailed review, including justification for your
== scores. This field is required unless you add an attachment..
-->

This paper depicts one of the most in vogue problems that we are facing right now (mainly in the USA): illicit drug ads on several social media platforms.

Both the chosen topic and its importance in the modern world are clearly stated right from the beginning and can be easily understood. The authors present both contextual information and numerical stats (focusing on the USA) regarding illicit drugs and how their unfortunate effects are starting to spread faster from one year to another due to social media environments. Their research paper is based on Google+ posts which is the fifth biggest social media platform worldwide, therefore its posts are representative of society. Furthermore, over 50% of Google+ users are from the United States, their target country.

Afterward, they present a couple of examples with both text and images which show illicit drug ads that are representative for the discussed topic. Anyway, one of the issues I found about this research paper is that they jump right into stating the two Machine Learning methods that they've used (inspired by many preceding papers), without exploring new alternatives such as DBSCAN or KMeans.

On a different note, they discuss SVM and CNN both based only on posts' descriptions and not on images as well. Since they are trying to solve an industry-related issue, I believe that they should outperform what big companies already did. Online it has already been stated that Facebook has started its AI efforts for eradicating illicit drug ads since 2016 and at the beginning of 2018 it has commenced building visual classifiers as an addition to text classification.

Coming back to SVM and CNN:

* For the first one, they've only stated which parameters they've chosen in the end without motivating their choice and without presenting other alternatives for kernel function, C or gamma constants. The same downside is presented for CNN as well. Furthermore, they could have improved the preprocessing part with steps such as eliminating the punctuation marks or testing out other vectorizing methods such as CountVectorizer.

* For the CNN again they could have presented more experiments with different parameters and number of convolutional layers so that their motivation for choosing this exact configuration would be stronger.

For the evaluation section, they presented a couple of relevant metrics (precision-recall, F-score), but they could have included more analysis such a confusion matrix for example in order to better support their conclusion.

As a final thought, their chosen topic touches a critical problem for modern society, especially in the USA, and their preferred social media platform is relevant for the topic. Furthermore, they've shown how Machine Learning can help to detect illicit drug ads, by proposing a couple of effective algorithms. Anyway, they could have made a more in-depth analysis and display more experiments (in terms of parameters, learning algorithms) as an additional argument for their final methods and parameters decision. In the end, they've proven their point regarding Machine Learning as a useful tool for detecting illicit drug ads on Google+.

</text>
<text id="339856" name="Confidential remarks for the program committee">
<!--

```
  == If you wish to add any remarks intended only for PC members please
  == write them below. These remarks will only be seen by the PC members
  == having access to reviews for this submission. They will not be sent to
  == the authors. This field is optional..
  -->




</text>
<reviewer>
 <!--
   == If the review was written by (or with the help from) a subreviewer
   == different from the PC member in charge, add information about
   == the subreviewer below. Write subreviewer's first name, last name
   == and email between the tags below.
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