CS 498: Computational Advertising

Fall 2018

Homework 4

Handed Out: November 7, 2018 Due: December 5, 2018 11:59 pm

1 General Instructions

- This assignment is due at 11:59 PM on the due date. We will be using Compass (http://compass2g.illinois.edu) for collecting the assignment. Contact TAs if you face technical difficulties in submitting the assignment. We shall NOT accept any late submission!
- The homework MUST be submitted in pdf format. Handwritten answers are not acceptable. Name your pdf file as YourNetid-HW4.pdf
- This is a two-part homework. This pdf contains details and instructions about the first part. We will release the second part of the homework within a week.
- It is OK to discuss with your classmates and your TAs regarding the methods, but it is NOT OK to work together or share code. Plagiarism is an academic violation to copy, to include text from other sources, including online sources, without proper citation. To get a better idea of what constitutes plagiarism, consult the CS Honor code (http://cs.illinois.edu/academics/honor-code) on academic integrity violations, including examples, and recommended penalties. There is a zero tolerance policy on academic integrity violations; Any student found to be violating this code will be subject to disciplinary action.
- Please use Piazza if you have questions about the homework. Also feel free to send TAs emails and come to office hours.

2 Part 1 - Reading Assignment

In the first part of the homework, you need to read two survey papers on privacy. The paper pdf's are attached on the wiki. Both papers contain a list of subtopics related to various privacy issues. After reading the survey papers, you need to pick one subtopic based on your interest. You need to find two newspaper articles and one research paper on that subtopic from the reference list provided in the survey papers. Submit a review of these two articles and the research paper. The reviews should be submitted in a pdf format.

While writing the reviews, you need to follow the exact modular structure provided below. Please note your submitted pdf must follow this exact structure to be graded properly.

- Name of subtopic chosen:
 - State in one sentence what is the main idea/issue/problem statement of this topic.
 - State briefly why is the problem hard.

- State briefly why is the problem interesting.
- State in one sentence what interests you specifically about this problem.
- Name of research paper [properly cited]
 - State in one sentence the main idea of this paper.
 - Mention three strengths of this paper.
 - Mention three weakness of this paper.
 - Suggest one improvement over the paper.
- News Article 1 : follow same structure as the research paper.
- News Article 2 : follow same structure as research paper.
- Conclusion: Briefly state the main lesson learned about the topic after reading these three contents.

Please organize your submission in the list structure provided above. Make a separate sub-point for each item in the list and properly highlight each item name in your submission.

3 Part 2

To be released within a week.

In this part, you will need to install a browser plugin in your system. We will provide the plugin next Wednesday, Nov 14. The plugin will analyze the ads shown in your system quantitatively and qualitatively. You will need to run the plugin in your system for two days to collect data and then we will ask you to solve a task based on this data collected in your system by the plugin. The details of the task will be specified next week along with the release of the plugin.