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revised review for CCIP 15 paper 152

1 message

CCIP 15 <ccip15@easychair.org> Sun, Dec 28, 2014 at 2:38 AM
To: Debanjan Mahata <dxmahata@ualr.edu>

---------- REVIEW 1 ----------
PAPER: 152
TITLE: HashTag Recommendation and Popularity Ratings in Twitter
AUTHORS: Shivangi Goel, Arushi Gupta and Rishabh Kaushal

PC MEMBER: Vivek Singh
OVERALL EVALUATION: 0 (neutral)
REVIEWER'S CONFIDENCE: 5 (expert)
Recommended for Best Paper: 2 (No)

---------- REVIEW ----------
The authors propose to design a NB based classifier and use it for recommending Hash tags to users (who already have a textual profile in the system). The authors build a good background and case for the system proposal however fail to properly describe the actual computational part of the system. There is too much of introductory writing that should be avoided (such as importance and popularity of social media/networks, twitter hashtags etc). Instead the space should be sued to describe the model properly (such as parameters used in NB, how is textual term profile of a user is built, whether vectorial or some other similarity measure is used, evaluation of performance). There is no description of evaluation, how accurate the system is. How can you say that the resulting recommendations of hash tags are the best (i don't see any NDCG computation or any rank correlation computation with a baseline approach). Even the idea proposed is too simple and naive.

The author must try to answer following questions:
1. What significance figures 1 and 2 have vis-a-vis the authros claim of designing a hash tag recommendation system?
2. Why is there no evaluation described? How dataset has been annotated (What was IIC value?) What is the datset size in terms of avg tweet sizes?
3. How does the system capture page rank algorithm benefits, if any? If not, how is it better than that?
4. What features have been used to implement NB? How was it implemented? Whether its Multinomial NB?
5. What baseline, authors would like to compare their work with?
6. Is it sufficient enough to assume that matching hashtags are good for recommendations in the order of their popularity? How about informative and relevant hashtags in the long tail?

The area is very interesting and has lot of commercial potential. I know of many startups in US who are working on this (finding informative tweets). Some of them use Bipartite (or Tripartite) graph of Tweets, Users and hashtags. The authors should try to pursue these lines and improve upon their work.

Plagiarism Check Report is also enclosed for authors records.

---------- CONFIDENTIAL REMARKS FOR THE PROGRAM COMMITTEE ----------
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