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## View Reviews

### Paper ID

2636

### Paper Title

Wildfire: A Twitter Social Sensing Platform for Layperson

### Track Name

Demo

### Reviewer #3

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### Questions

#### 1. Overall Rating

Weak Reject

#### 2. Relevant to VLDB demo track

Yes

#### 3. Paper Summary. In one solid paragraph, describe what is being proposed and in what context, and briefly justify your overall recommendation for this demo.

Thank you submitting this work to VLDB.

The paper proposes a tool called Widfire to help non-experts to be able to analyze social network data such as Twitter tweets for the purpose of social sensing.

#### 4. Three (or more) strong points about the demo.

S1. The tool's utility is promising.

S2. Some aspects of the tool are configurable by end users.

#### 5. Three (or more) opportunities for improvement for the demo.

O1. The applicability of the tool is limited by the absence of a feature to upload custom models as scores. I would expect that any serious use case of social network data analysis would have to be customized for that particular case beyond what is available with generic models.

O2. The technical novelty of techniques underlying the tool is limited.

#### 6. Novelty. Please give a high novelty rating to papers on new topics, opening new fields, or proposing truly new ideas; give medium ratings to "delta" papers and those on well-known topics but still with some valuable contribution.

Novelty unclear

#### 7. Paper presentation

Reasonable: improvements needed

#### 8. Impact of demo

It will spark interesting conversations at the conference

#### 9. Detailed comments. Share any additional thoughts on the paper. Please provide as constructive feedback as possible.

## Reviewer #4

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### Questions

#### 1. Overall Rating

Weak Reject

#### 2. Relevant to VLDB demo track

Yes

#### 3. Paper Summary. In one solid paragraph, describe what is being proposed and in what context, and briefly justify your overall recommendation for this demo.

This paper presents Wildfire, a social sensing platform designed for laypersons. It allows users without programming and data analytics skills to conduct social sensing tasks using Twitter data. The platform utilizes a heuristic graph exploration algorithm to expand the collected tweet-account graph and retrieve task-relevant tweets and accounts. It also provides analytic tools such as text classification, topic generation, and entity recognition. The platform's main impact is enabling non-technical users to perform complex social sensing tasks that go beyond simple keyword-based searches.

#### 4. Three (or more) strong points about the demo.

- a) Innovative Approach: Wildfire introduces a novel approach to social sensing by incorporating graph exploration techniques and analytic tools into a user-friendly platform.
- b) Usability for Laypersons: The platform is specifically designed for non-technical users, allowing them to perform social sensing tasks on Twitter without the need for programming or data analytics skills.
- c) Expansion Collection and Analytics: Wildfire's expansion collection method and analytic tools provide users with the ability to collect extensive task-relevant data and gain insights from the collected data.

#### 5. Three (or more) opportunities for improvement for the demo.

- a) Lack of Comparison: The paper does not provide a comparison of Wildfire with existing social sensing platforms, making it difficult to assess its advantages and disadvantages compared to other solutions.
- b) Limited Evaluation: The paper lacks a comprehensive evaluation of the platform's performance, scalability, and usability. More empirical results would strengthen the paper's claims.
- c) Insufficient usability: The web design is not user-friendly enough, it is difficult for users to use the platform quickly without instructions to conduct research, I tried several tasks but could not get the results I wanted.

#### 6. Novelty. Please give a high novelty rating to papers on new topics, opening new fields, or proposing truly new ideas; give medium ratings to "delta" papers and those on well-known topics but still with some valuable contribution.

With some new ideas

#### 7. Paper presentation

Reasonable: improvements needed

#### 8. Impact of demo

It will spark interesting conversations at the conference

#### 9. Detailed comments. Share any additional thoughts on the paper. Please provide as constructive feedback as possible.

- a) The use case illustrations given in the article do not match the ones in the website and are difficult for the reader to replicate.
- b) Does the platform only provide content retrieval for the following categories of Twitter users: All politicians, Presidential candidates, House Representatives, Senators, Republicans, Democrats? I feel that these categories are quite limited, making it difficult to carry out most social sensing tasks.

