**Topic: Does social media matter for post typology? Impact of post content on Facebook and Instagram Metrics.**

The whole purpose of this paper is how a post on Instagram and Facebook can connect a business and the people with the use of metrics such as likes and comments. Five different business segments were studied in this paper, and the method used was multiple regression analysis. The main strength of this analysis that unlike previous studies which just concentrated on text analysis the author also carried out multi-media analysis and also included factors like location and time of the advertisement. The author was statistically able to prove which are the best months for user interaction and that any advertisement on weekend was equivalent to the weekdays results. However, the author never considered parameters like number of views, number of shares, events created on Facebook and other factors which contribute to advertisement. Another weak point is there is no way to determine the quality of the post or are the comments discussing how good or bad the product is or might be since the study carried out is basically more likes and comments the successfully Is the advertisement of the product which is not the case sometimes. The main research area in this article lies within the fact that are the sub-comments in each comment included as well?, how irrelevant likes and comments are considered into account like the comments not related to the post, spam comments etc.? and also how each of the 5 segments in the paper are connect to factors such as season of the year?, which location is it being advertised?, how popular the product is in a particular place and its competitions.

**Topic: Blogs, Twitter Feeds, and Reddit Comments: Cross-domain Authorship Attribution.**

The main purpose of this article is to find out the identity of a person using the concept of stylometry in an in-domain and a cross-domain environment. It also discusses how conventional stylometry techniques can be improved since the data is collected from various platforms and the style any person writes are different on each platform and each genre. Another problem here is the number of words used in any document must be large enough and that there should be enough content available before conducting these tests. The main strengths of this article are: the classifier could determine that obfuscation or imitation has taken place, the Doppelganger algorithm which helps to determine if 2 accounts represent the same person or no which is easily done using the threshold and principle component analysis. The authors also handled the scenario where they don’t classify a document in which some of the text comes from the same post using the Writeprints Feature Set. Use of logistic regression on linear classifiers made their work computationally faster without compromising on the results they obtained. The another very strong point was the author used only some top-10 features in some cases, this greatly reduces useless computational costs and was able to get excellent results for both cross-domain and in-domain platforms. The research area in this domain can mainly be focused on how to train the model using significantly less data, as stated in one of the examples one culprit was found guilty of operating a fake account after almost a year because these models did not have enough data to train on initially and also how twitter data which is limited to only 142 characters can be utilized effectively as it’s not possible to have a 500 words or more document or a feed every time.