**Always challenge your paper by your own**

1. ***Motivation***: Is the **motivation** strong? A strong motivation implies that a) the studied problem is important; b) this paper identifies and justifies serious and intuitive limitations of existing work; c) overcoming these limitations can advance the state-of-the-art for the studied problem.
2. ***Idea***: What is the idea to solve the identified problem? Is the **idea** novel? Novelty means that you bring some new ideas to solve the studied problem by tackling the limitations you raised in the motivation part. Here, new idea means two folds: a) the idea is not used in this problem; b) the technique implementing the idea is not common. Is the **idea** reasonable?
3. ***Technical Details***: Is the proposed method **reasonable** (**sound**) and **natural**? Reasonable means you should give a good justification on the method, including justification on the choice of sub-modules when several alternatives available. Is the proposed (optimization) algorithm **efficient**? High time cost is a serious issue nowadays.
4. ***Related Work:*** Is the **literature** review sufficient? Sufficient literature review must a) mention representative and important works in this filed; b) carefully discuss the relations between your work and closely related ones; c) are recent works included? Is the **connection** with existing works nicely discussed? I mean you need to do detailed analysis on the proposed method and existing methods. Existing method may be a special case of your methods? Your method treat some parts properly and reasonably, while existing methods handle them arbitrarily. These connection analysis helps to emphasize the novelty and effectiveness of the proposed method.
5. ***Contribution:*** Is the **contribution** clearly presented? It is very important to make it clear which part is the contribution. By making this clear, it can help to prevent the reviewers’ misunderstanding on the contributions of this work. Never count on the reviewers to find the contribution of your work. ☺
6. ***Experiments:*** Is the **experiments** enough? Enough means several dimensions, a) clear and reasonable experimental settings; b) number, diversity (synthetic and different types of real-world) and scale of datasets; c) number of properly choosing comparing methods; d) different evaluation tasks and measures; e) other experiments, including efficiency, parameter selection, unbalanced (or other type of) data and convergence.
7. ***Significance:*** Is the work a **significant** contribution to the community? It should a) advance the state-of-the-art; b) bring new insights on existing problem. Is the paper **beneficial** and **inspirable** to others? Could others get insight or learn from your work.

Generally speaking, papers are measured by novelty, technical quality, potential impact, insightfulness, depth, clarity, and reproducibility.

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