1. **Who might care about this problem and why?**

User modeling helps in building profiles around both content creators and visitors of online platforms. Thus, this problem will be of particular interest to product managers, advertisement publishers, marketing managers, content managers of any websites. Building user profiles helps in optimizing advertisement and content delivery and thereby traffic and revenue improvement. Security and law enforcement agencies can also use user modeling to identify online criminals based on the content created by them.

1. **What made this problem challenging?**
2. Size of the dataset made it computationally heavy to process and time consuming
3. Accurate text style pattern extraction is difficult due to non-uniform data structure in terms of language and content and length
4. **What other problems resemble this problem?**

This is a subset of user modeling based on online behavior class of problems. Similar models can be built based on photos, drawings, twitter and other micro blogging posts and social media transactions. Any behavior that captures specific attribute of user can be used to build a profile of the user. Another class of problems that is similar to this one is gameplay behavior-based user modeling. Based on the content creation in terms of gameplay, users can be profiled, and hence relevant matching or content delivery can be tuned.