**Critique: 3**

**Short Summary:**

In this paper authors discussed about the process of search, recommendations and advertising for the users based on the browsing data. They discussed in detail about each mechanism and the convergence of the mechanisms for the user that might be useful for him for performing his tasks. These has been the useful mechanism for the past ten years due to high deluge of the data. Authors gave a brief glance on the process of how relevance the data displayed for the user be. They also discussed some of the challenges in using these mechanisms and the constraints of the mechanisms.

**Critical Analysis:**

Authors have clearly discussed about each mechanisms in the paper. Some of the interesting points in the search mechanism are the users can be felicitated by the display of the useful and relevant data through the search based on the queries given by the users. When the users query about the topic through the search engine. Search engines will analyze the query given by the users and displays the useful data for the users. Interesting points in this mechanism is that the sophisticated search engines and the highly efficient algorithms will manipulate and display the relevant data with low latency and high speed. Weakness of this mechanism is that there would be a chance of display of the irrelevant data if the algorithms are insignificant with errors.

Strengths of the recommendations mechanism are they are two main strategies discussed by the authors are the content based filtering and the collaborative filtering. In the content based filtering the users data will be analyzed based on the history of the data browsed by the user and then relations will be drawn through the analysis of the clusters in the detected data. Through the collaborative filtering, the data will be detected and displayed to the users based on the data detected from the group of the users. Weakness of the mechanism is that displaying the recommendations may results to the huge amounts of the display to the users which indeed hesitate the users.

Strengths of the advertising mechanisms are the flexibility of advertising the websites on the web pages to the users based upon the history browsed by the users in the browser. Through this mechanism when the user queries about the data in the browser. The data will be drawn and analyzed through the algorithms and the websites information related to the data will be displayed on the page of the website that the user visits. Advertising classified into the sponsored and unsponsored advertisements and the sponsored advertisements are displayed and charged in several methods by the websites. Weakness of this mechanism is that in the scenario of the equality charging to the websites. How the priority will be classified among the websites.

**Critical Questions:**

* According to the above paper the recommendation mechanisms and advertising mechanisms will display data according to the history and cache of the browsing. If in case two users try to access the browser simultaneously, Can browser display the relevant data for both the users unless the history or cache is cleared?
* How will the display of sponsored advertisements for users will be prioritized when the charges per click is equally charged among the multiple websites?
* In this paper authors have discussed about the mechanisms that would be useful for the users, How about the process that runs backend in dealing with the data and then displaying it?