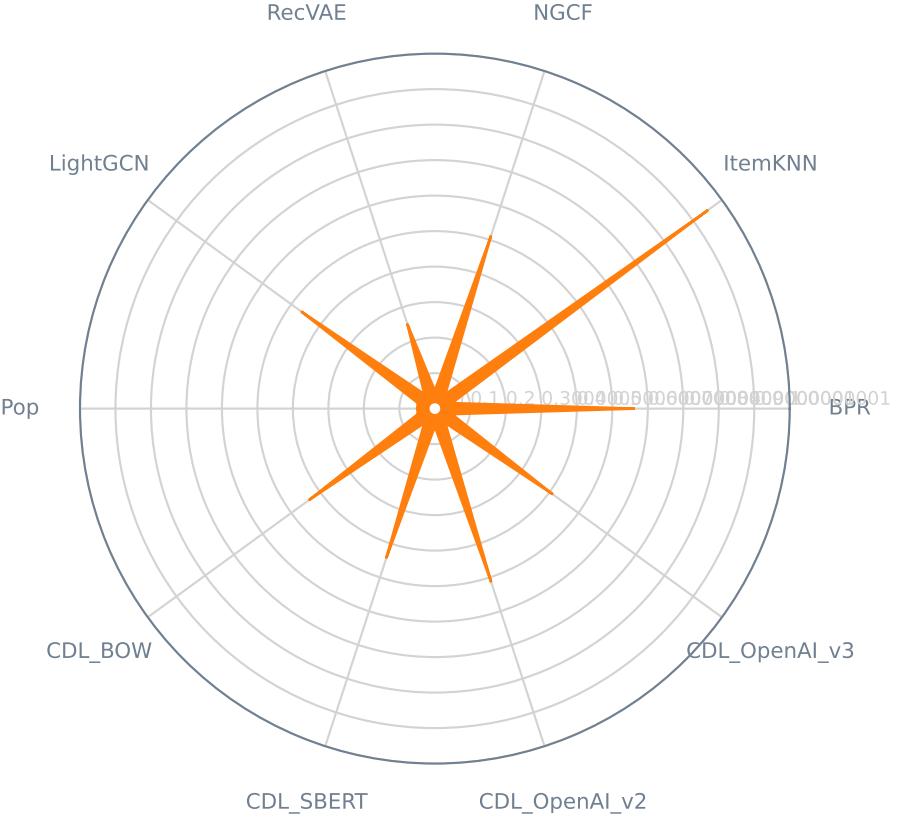Disparity in NDCG@10 for user mainstreaminess