CSCI8380 (Fall 2013): Paper Review Form

Reviewer Name: Sanmit Desai

Paper Name: Inferring the Demographics of Search Users

Section I. Overview

A. Reader Interest

1. Which category describes this manuscript?
   ___Practice/Application/Case Study/Experience Report
   ✔️Research/Technology
   ___Survey/Tutorial/How-To

B. Content

1. Please explain how this manuscript advances this field of research and/or contributes something new to the literature.
   It adds to the search capability and result generation making it more relevant and accurate for the user by guessing the user’s demographic.

C. Presentation

1. Does the introduction state the objectives of the manuscript in terms that encourage the reader to read on?
   ✔️Yes
   ___Could be improved
   ___No

2. How would you rate the organization of the manuscript? Is it focused? Is the length appropriate for the topic?
   ✔️Satisfactory
   ___Could be improved
   ___Poor

3. Please rate and comment on the readability of this manuscript.
   ✔️Easy to read
   ___Readable - but requires some effort to understand
   ___Difficult to read and understand
   ___Unreadable

Section II. Evaluation

Please rate the manuscript. Explain your choice.
   ___Award Quality
   ___Excellent
   ✔️Good
Section III. Detailed Comments (provide your thoughts/criticism about the ideas in the paper; not only summarize the paper but have a critical look here)

The paper tries to address the problem of guessing user demographics by going through their search history. The paper is well written and explains most of the facts except the problem of guessing the political views which I felt was a bit ambiguous and could have been explained better. Overall it is an innovative paper and was very informative.

Additional Comments:
1. Provide one aspect that you liked the most in this paper.

Data set using search experience and search query history.

2. Provide one aspect that you disliked the most in this paper.

Heavily uses Bing search engine for case study which is not the most popular of search engines.

Section IV. Discussion Points (provide at least 3 discussion topics/questions related to ideas/techniques described in the paper; these will be used for discussions in the class)
How do they predict the gender?
How do they predict the political view?
Explain the result evaluations.