Hauptseminar, SoSe 2017

“How to present scientific work”

Prof. Dr. Florian Alt

Outline for Today's Lecture

Presenting Scientific Work

- How to write a scientific paper
- How to review a scientific paper
- How to present a paper at a scientific conference

Presentation of Research

Types of Publications

- Bachelor / Master / Diploma / Ph.D. thesis
- Technical Reports (usually on internal web pages)
- Workshops
- Conferences (peer reviewing)
- Journals (often peer reviewing)
- Books

Relevant for scientific career:
Publications in good conferences (CS) and in good journals (in most other disciplines).

Conferences

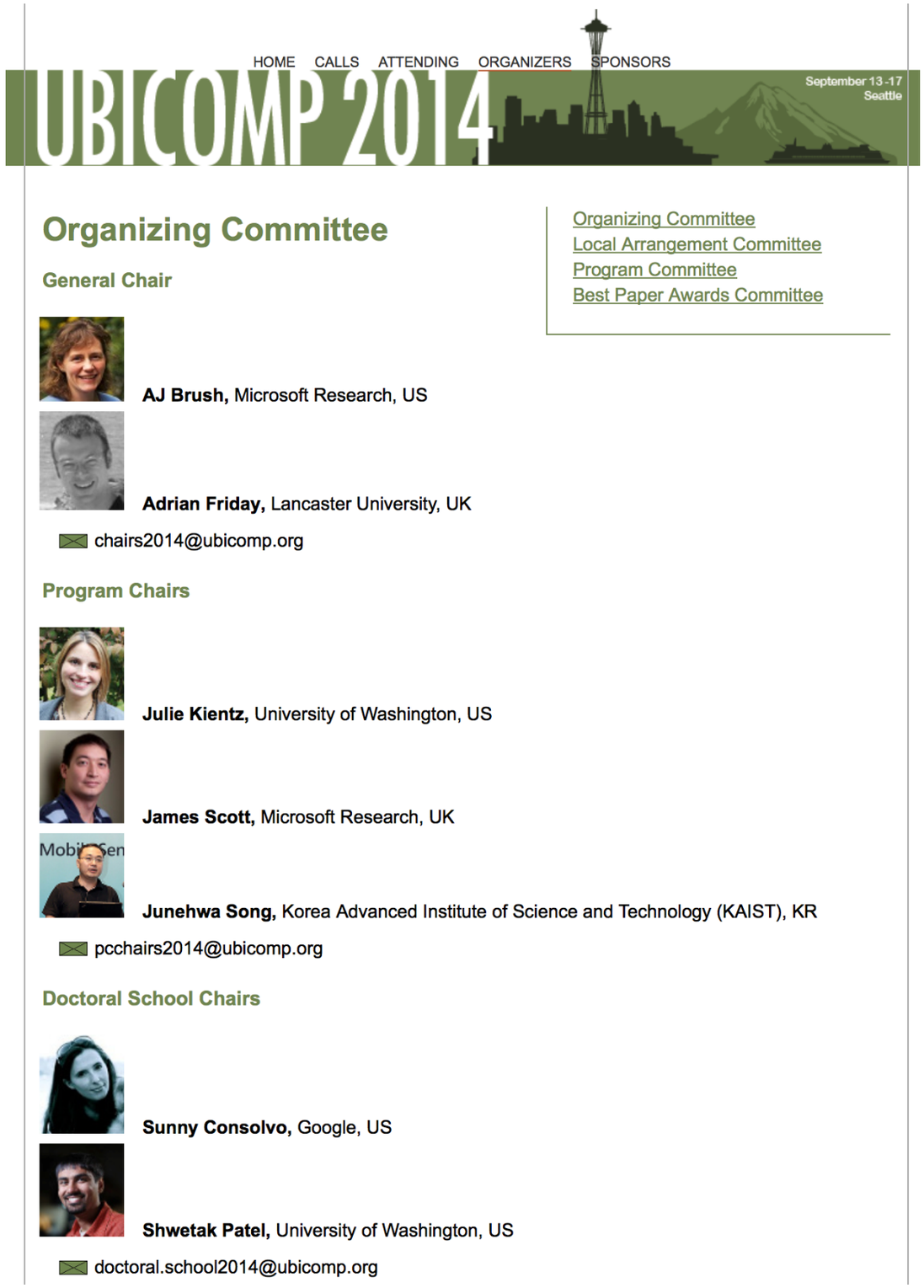
- Before the conference
  - decide on topics and themes
  - invite scientists to submit (Call for Paper)
  - submission of papers
  - reviewing process
  - decision on acceptance / rejection
  - authors receive reviews on their submissions
  - for accepted papers, authors prepare a camera-ready version

Conferences

- During the conference
  - presentation for each paper by one of the authors
  - in addition: keynotes, invited talks, panels
- After the conference
  - papers and presentations are published
  - proceedings (usually online, sometimes printed)

About Conference Organisation

- Organisation Committee (General Chairs, Publicity, Publications, Student Volunteers, Registration)
- Program Committee (program chair, committee members)
- Peer Reviewing:
  - submission reviewed by 2-3 referees; reviews as basis for decision on acceptance or rejection
  - in critical cases, discussion within the program committee (usually online, for large conferences co-located meetings)
  - reviewers usually anonymous
- Sometimes opportunity to write a rebuttal (reply to reviewers)



Submission Formats

- Short papers (usually 4 pages)
- Full papers (usually 8-15 pages)
- Systems papers (2-3 pages)
- Work-in-progress, posters, demos, videos (abstracts)
- Position papers
- Invited talks

Authors

Message from the Technical Program Chairs

The CHI Technical Program consists of a wide variety of forums to which you can contribute. Please feel free to contact the Technical Program chairs if you have any difficulty determining which forum is most appropriate to share your ideas.

Tovi Grossman, *Autodesk Research, Toronto, Canada*
Albrecht Schmidt, *Professor, University of Stuttgart, Germany*

technicalprogram@chi2014.acm.org

Call for participation

The submission process is detailed in the Call for Participation. Templates are available for the different submission formats. All submissions are made through the PCS online system.

The deadlines for submitting to CHI 2014 are as follows:

- **2nd September 2013** - Communities/Spotlights
- **18th September 2013** - Papers & Notes
- **4th October 2013** - Case Studies, Courses, Doctoral Consortium, Interactivity, SIG Meetings, Workshops
- **7th January 2014** - alt.chi, Panels, Student Design Competition, Student Game Competition, Student Research Competition, Video Showcase, Works-in-Progress

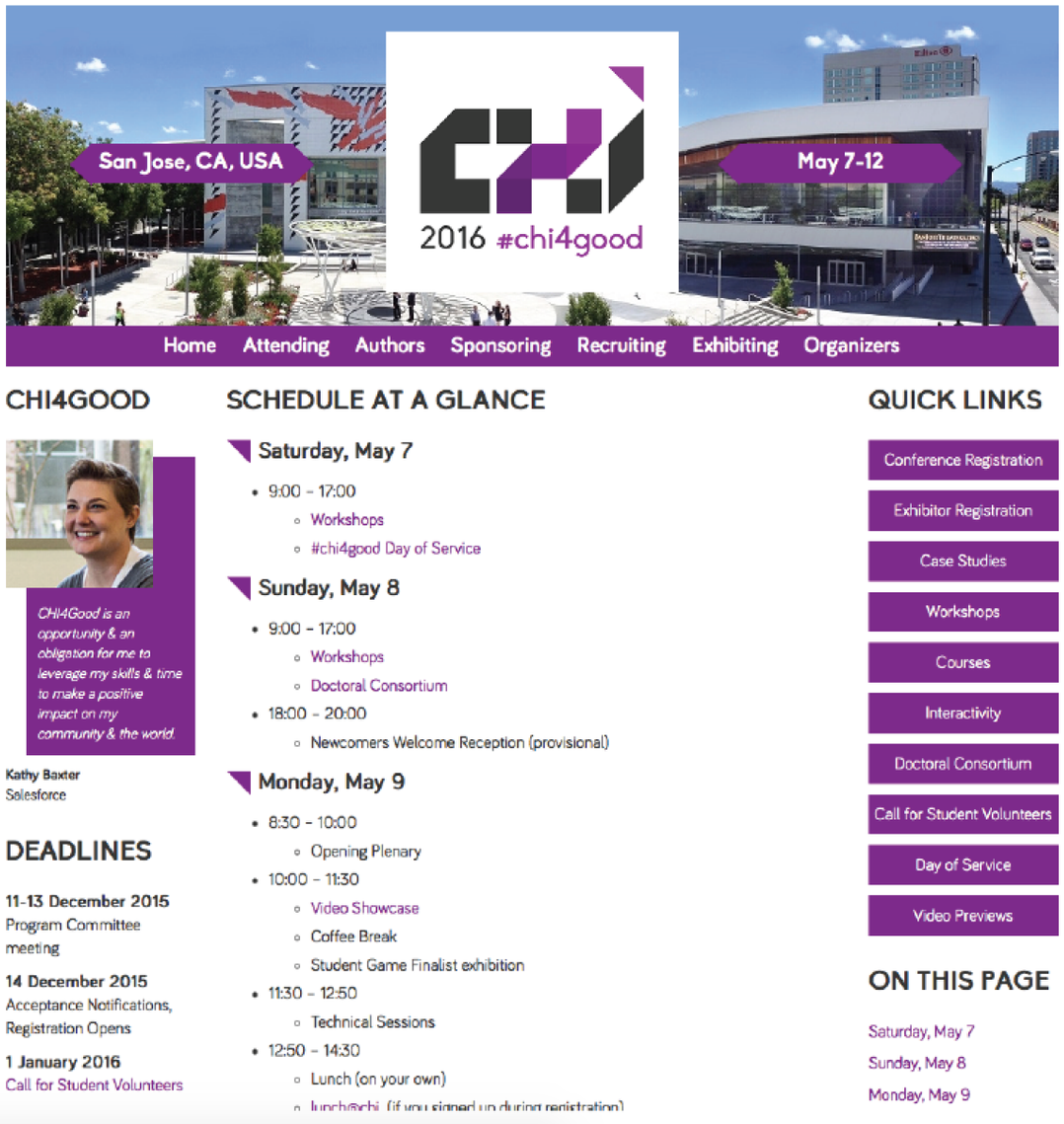
Important HCI Conferences

Top publications - Human Computer Interaction Learn more

	Publication	h5-index	h5-median
1.	Computer Human Interaction (CHI)	83	122
2.	ACM Conference on Computer-Supported Cooperative Work & Social Computing	49	74
3.	ACM Symposium on User Interface Software and Technology	44	66
4.	ACM Conference on Pervasive and Ubiquitous Computing (UbiComp)	41	73
5.	IEEE Transactions on Affective Computing	34	65
6.	ACM/IEEE International Conference on Human Robot Interaction	33	50
7.	International Journal of Human-Computer Studies	32	42
8.	Mobile HCI	30	47
9.	ACM Transactions on Computer-Human Interaction (TOCHI)	30	43
10.	Behaviour & Information Technology	30	42
11.	Interacting with Computers	28	41
12.	International Conference on Affective Computing and Intelligent Interaction and Workshops	27	48
13.	International Conference on Multimodal Interfaces (ICMI)	26	42
14.	IEEE International Symposium on Mixed and Augmented Reality	26	36
15.	International Journal of Human-Computer Interaction	26	34
16.	International Conference on Intelligent User Interfaces (IUI)	26	33
17.	IFIP Conference on Human-Computer Interaction (INTERACT)	25	35
18.	International Conference on Tangible, Embedded and Embodied Interaction	24	39
19.	Conference on Designing interactive systems	24	31
20.	IEEE Transactions on Haptics	23	36

Human Factors in Computing Systems (CHI)

- Leading HCI Conference
  (appr. 3000 participants)
- This year in Denver
- Submission Formats:
  Papers, Notes, Late-Breaking Works
  (formerly called Work-in-Progress),
  Demos (Interactivity), Videos, Courses,
  Special Interest Groups, Workshops
- Conference Website:
  https://chi2017.acm.org
- ACM Digital Library:
  http://dl.acm.org/event.cfm?id=RE151



Joint Conference on Pervasive and Ubiquitous Computing (UbiComp 2016)

- Next conference in Maui
- More technical venue
  Focusing on systems & infrastructures, devices & techniques, applications & experiences, methodologies & tools, theories & models
- Submission Formats:
  Papers, Notes, Poster, Demos, Workshops
- Conference Website:
  http://ubicomp.org
- ACM Digital Library:
  http://dl.acm.org/event.cfm?id=RE336
- Co-located with International Symposium on Wearable Computers (ISWC) - http://iswc.net/

THE 2017 ACM INTERNATIONAL JOINT CONFERENCE ON PERVASIVE AND UBIQUITOUS COMPUTING

Ubicomp 2017 will again be multi-track and we aim to include a broad multidisciplinary program, encompassing any work that one would previously expect to see at either the ubicomp or pervasive conferences. Workshops will be held on **11th and 12th September 2017**. The main conference will be held on **13th-15th September, 2017** and is collocated with the ACM International Symposium on Wearable Computers (ISWC'17).

User Interface Software and Technology Symposium (UIST)

- Next conference in Montreal
- Conference at the intersection of HCI and Computer Graphics
- Very technical (close to engineering)
  Focusing on fabrication, graphical & web user interfaces, tangible & ubiquitous computing, virtual & augmented reality, multimedia, new input & output devices, and CSCW
- Submission Formats:
  Papers, Notes, Poster, Demos,
- Conference Website:
  http://uist.acm.org
- ACM Digital Library:
  dl.acm.org/event.cfm?id=RE172

WELCOME The **ACM Symposium on User Interface Software and Technology (UIST)** is the premier forum for innovations in Human-Computer Interfaces. Sponsored by **ACM Special Interest Groups on Computer-Human Interaction (SIGCHI)** and **Computer Graphics (SIGGRAPH)**, UIST brings together people from diverse areas including graphical & web user interfaces, tangible & ubiquitous computing, virtual & augmented reality, multimedia, new input & output devices, and CSCW. The intimate size and intensive program make UIST an ideal opportunity to exchange research results and ideas. Join us in Quebec City!

PLATINUM SPONSOR

AUTODESK.

Important Dates

For more detailed timelines, check out the **Call for Participation**.

Papers DEADLINE	**April 4th, 2017 22:00 UTC**
Posters, Demos, Doctoral Symposium DEADLINE	**July 12th, 2017 12:00 PDT**

Designing Interactive Systems (DIS)

- At the intersection of HCI and Design
- Focus on Design Methods and Processes, Experience, Application Domains, Technological Innovation
- Submission Formats: Papers, Pictorials (sketches, illustrations, diagrams), workshops, demos
- Conference Website: http://www.dis2017.org

Human-Computer Interaction with Mobile Devices and Services (MobileHCI)

- Next conference in Vienna
- Conference on HCI with Mobile Devices
- Focus on systems & infrastructures, devices & techniques, applications & experiences, methodologies & tools, theories & models
- Submission Formats:
  Papers, Workshops, Posters, Demos
- Conference Website:
  http://mobilehci.acm.org
- ACM Digital Library:
  http://dl.acm.org/event.cfm?id=RE395

About MobileHCI

Welcome to MobileHCI 2017: The Mobile HCI Conference Series has shaped research, development and practice in mobile devices and services for nearly two decades. In 2017, the Conference will forge a set of new agendas for the decades to

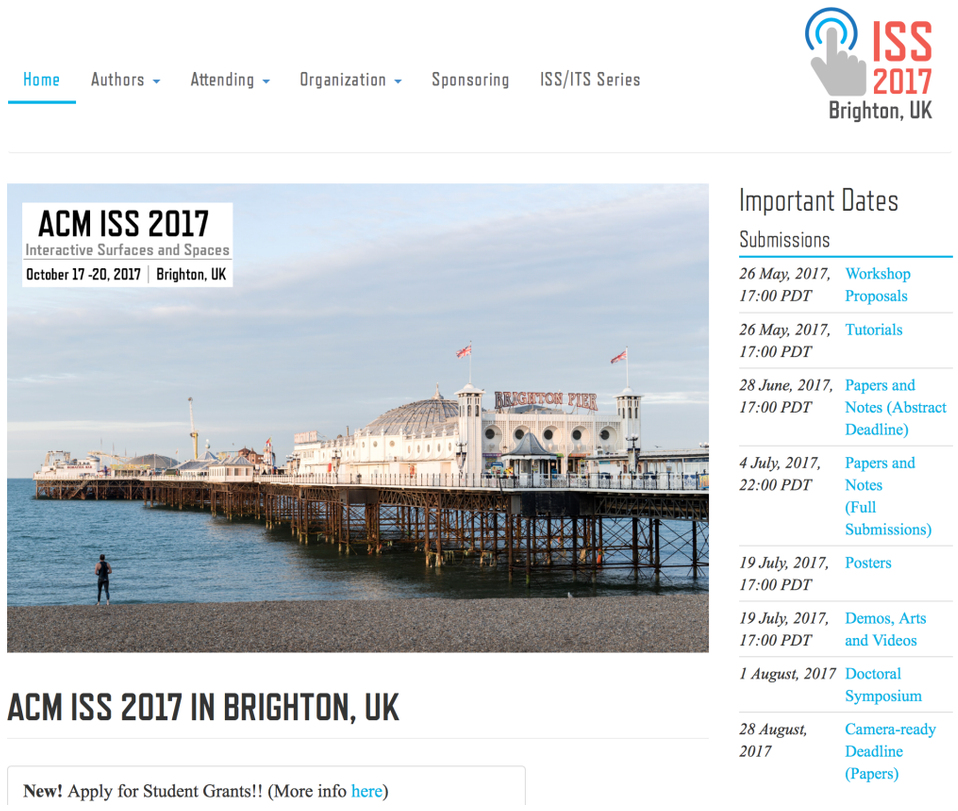
Attendees will hear from world-leading groups; see, touch and feel new mobile user experiences; be inspired by industry and academic thought-leaders; and still have time to network and form future collaborations.

Tangible Embedded and Embodied Interaction (TEI)

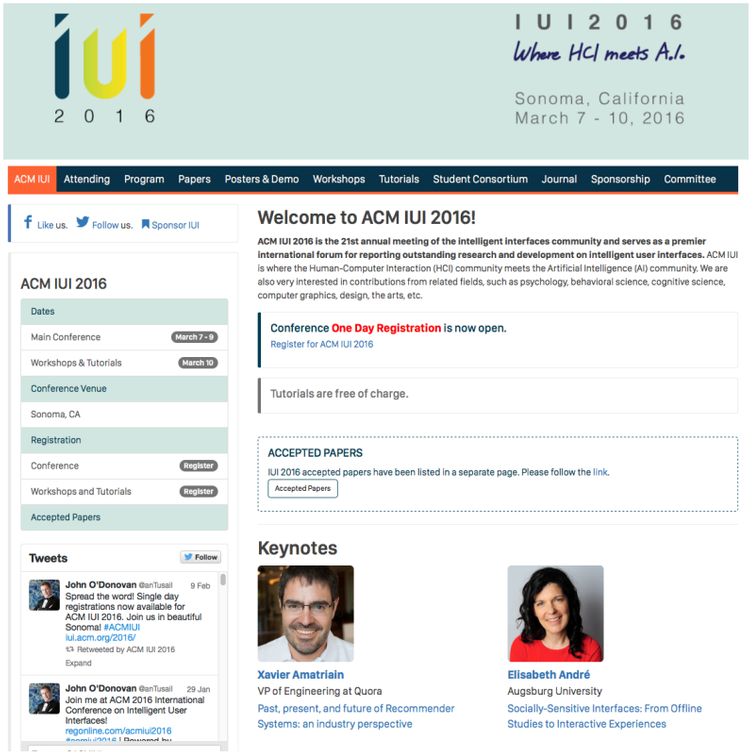
- Conference at the intersection of HCI and Design of Tangibles
- Focus on human-computer interaction, design, interactive art, user experience, tools and technologies
- Submission Formats:
  Papers, Studios, Work-in-Progress, Demos
- Conference Website:
  http://www.tei-conf.org
- ACM Digital Library:
  http://dl.acm.org/event.cfm?id=RE271

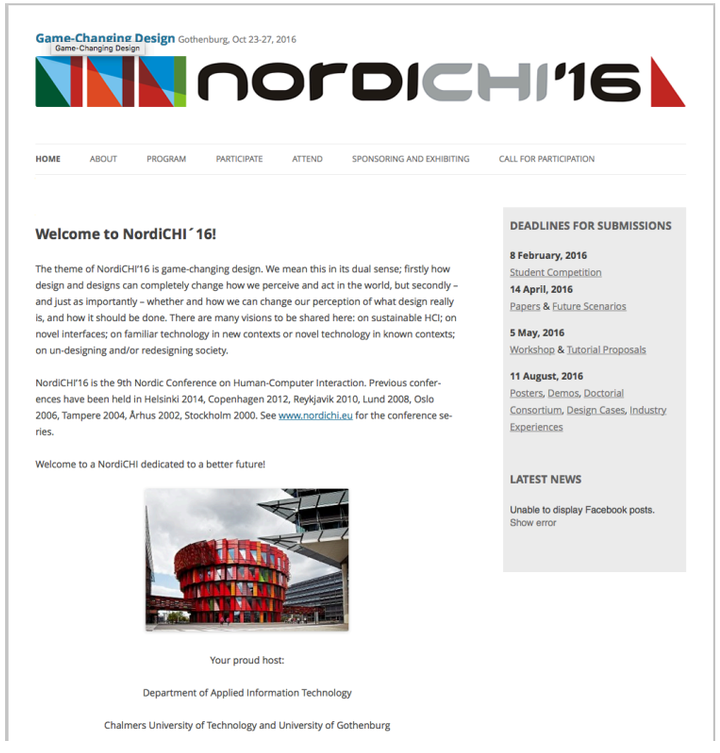
Interactive Surfaces and Spaces (ISS)

- Formerly known as Interactive Tabletops and Surfaces (ITS)
- Focus on tabletop, digital surface, interactive spaces and multi-surface technologies
- Submission Formats:
  Academic papers, application papers, workshops, demos, posters
- Conference Website:
  http://iss2016.acm.org
- ACM Digital Library:
  http://dl.acm.org/event.cfm?id=RE124



Further Conferences (HCI in general)





Intelligent User Interfaces

- At the intersection of HCI and Artificial Intelligence / Machine Learning
- Conference Website: http://iui.acm.org

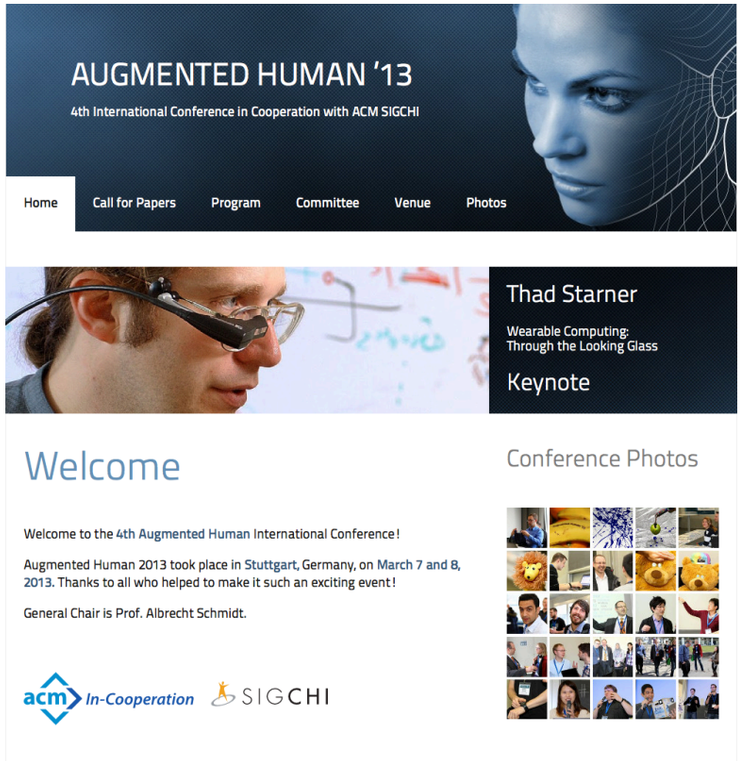
NordiCHI

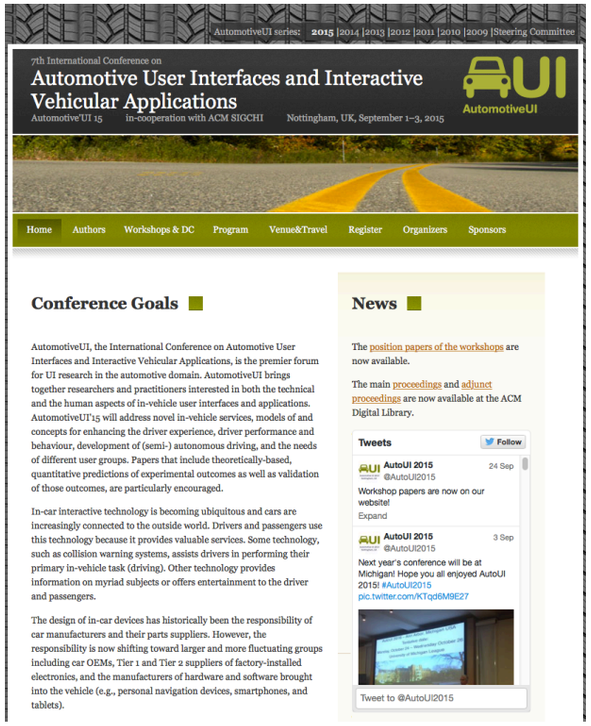
- Focus on user interfaces, design, InfoVis, interaction, usability
- Conference Website: http://www.nordichi2016.org

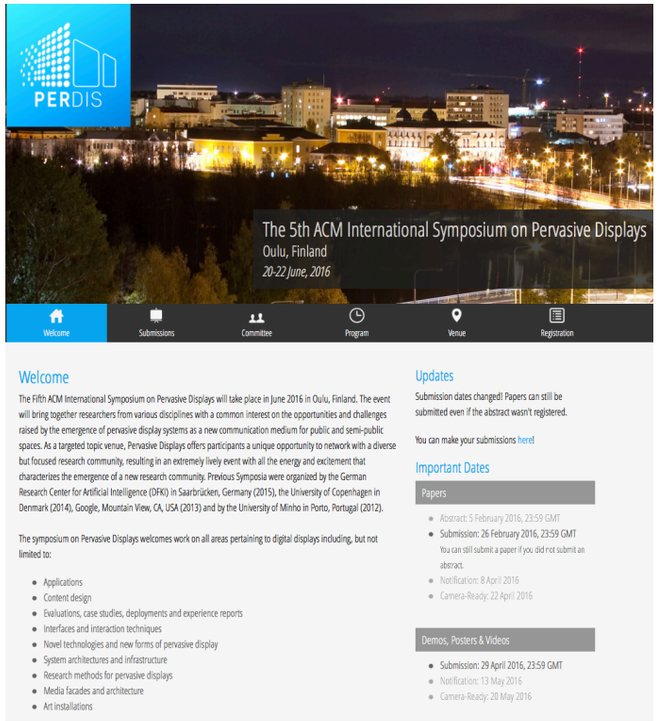
INTERACT

- Focus on methods and tools, specific applications, cross-cultural and social issues
- Conference Website: http://www.interact2017.org

Further Conferences (specific topics)







Augmented Human

- Focus on wearable computing, Brain-Computer Interfaces, Smart Textiles
- Conference Website: http://augmented-human.com

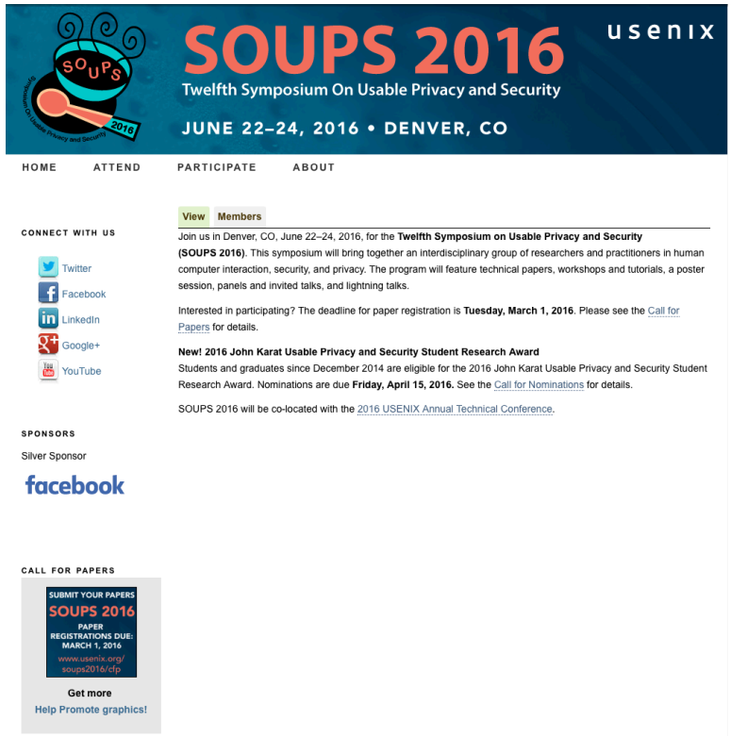
AutomotiveUI

- Focus on automotive user interfaces and interactive vehicular applications
- Conference Website: http://www.auto-ui.org

Pervasive Displays Symposium

- Focus on pervasive displays, designing content, interaction techniques
- Conference Website: http://pervasivedisplays.org

Further Conferences (specific topics)



Eye Tracking Research and Applications (ETRA)

- Focus on eye tracking technology and gaze interaction
- Symposium Website: http://etra.fxpal.com/2016/

Pervasive Eyetracking and Mobile Eye-based Interaction (PETMEI)

- Focus on eye tracking technology and gaze interaction
- Workshop Website: https://www.petmei.org

Symposium on Usable Privacy and Security (SOUPS)

- Focus on security and privacy functionality, security testing, deployments
- SymposiumWebsite: https://www.usenix.org/conference/soups2016

Journal Submissions

- Different publishers (Springer, Elsevier, Oxford University Press, MIT Press, IEEE, …)
- Responsibility:
  - Editor
  - Editorial Board
- Submissions to editor or the editorial board
- Reviews by experts from the field (usually not on the editorial board)
- Papers sometimes anonymised (usually not helpful)
- Oftentimes, revisions are possible

Journal Submissions

- Generally less prestige than the top conferences
- Publication of combined conference papers with additional material is common
- Often special issues or themed issues
  - Calls for papers are indicators for “new topics”
  - Guest editors are generally experts
  - Peer-reviewed content
- Magazines have columns on specific topics (non-reviewed content, quick route to publish)
- Comprehensive List at: http://www.idemployee.id.tue.nl/g.w.m.rauterberg/hci-journals.html

How to Write a Scientific Paper

Motivation

Gerard Piel

"Without publication, science is dead." [Day u. Gastel, 2006]

Simon Peyton Jones

"We write papers mainly to impress others, gain recognition, and get promoted." [Jones, 2004b]

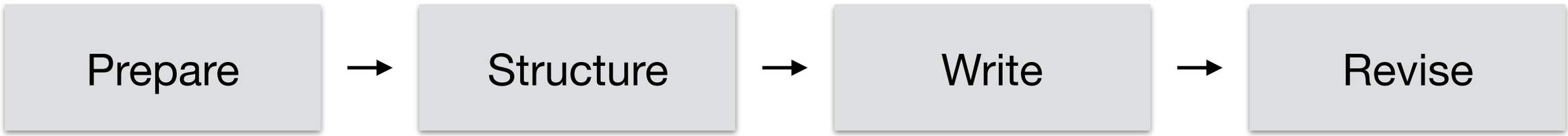
Motivation

- Here is a problem
- It is an interesting problem
- It is an unsolved problem
- Here is my idea
- My idea works (details, data)
- Here is how my idea compares to other people's approaches

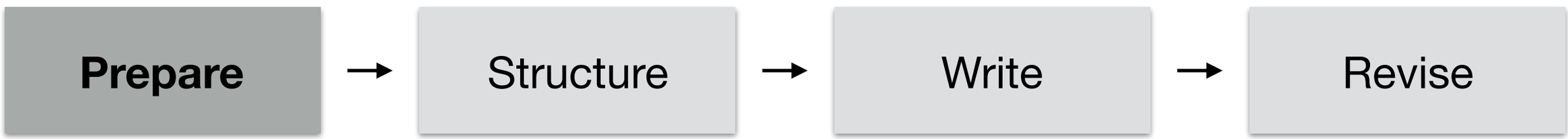
Making an Argument

- When writing up your research, ask yourself the following questions
  - What is my research question?
  - What is my conceptual framework for understanding the question and my answer to it?
  - What is the answer to the question?
  - What is the evidence to justify my answer?
  - So what?
- Avoid spelling and grammar errors; else reader may assume that your work was undertaken in an equally slipshod fashion
- Assertions and conclusions should always be supported by evidence (no over-claiming)
- Evidence can come from what other people have already done (provide appropriate references)

Phases of Writing a Paper



Phases of Writing a Paper



- How long can the paper be?
- How does it need to be formatted (IEEE, ACM, Springer, Elsevier)?
- How are figures, tables, and references presented?
- In which language to write the paper?
- What are appropriate topics?
- When is the deadline for submission (see Call-for-Papers)?

Phases of Writing a Paper

Prepare → **Structure** → Write → Revise

- Come up with a meaningful title
- Decide on the author order
- Abstract (150 words) and keywords
- Introduction
- Related work
- Methodology: the problem, the idea, details
- Results / Discussion / Future work
- Acknowledgements
- References
- (Appendix)

Requirements and Design Space for Interactive Public Displays

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ABSTRACT

Digital immersion is moving into public space. Interactive screens and public displays are deployed in urban environments, malls, and shop windows. Inner city areas, airports, train stations and stadiums are experiencing a transformation from traditional to digital displays enabling new forms of multimedia presentation and new user experiences. Imagine a walkway with digital displays that allows a user to immerse herself in her favorite content while moving through public space. In this paper we discuss the fundamentals for creating exciting public displays and multimedia experiences enabling new forms of engagement with digital content. Interaction in public space and with public displays can be categorized in phases, each having specific requirements. Attracting, engaging and motivating the user are central design issues that are addressed in this paper. We provide a comprehensive analysis of the design space explaining mental models and interaction modalities and we conclude a taxonomy for interactive public display from this analysis. Our analysis and the taxonomy are grounded in a large number of research projects, art installations and experience. With our contribution we aim at providing a comprehensive guide for designers and developers of interactive multimedia on public displays.

Categories and Subject Descriptors

H.5.1 [**Multimedia Information Systems**]: Information Interfaces and Presentation

General Terms

Design, Human Factors.

Keywords

Public Displays, Interaction, Requirements, Design Space.

1. INTRODUCTION

Traditionally, most multimedia applications can be found on personal devices, such as PCs or mobile phones. However, electronic displays are also rapidly permeating public spaces, increasingly augmenting and replacing traditional, static signs. This broadens the domain of multimedia beyond the personal space to also include the public, urban space. Although the vast majority of these displays are still not interactive, there seems to be a clear trend towards networked and interactive displays. While interactive networked displays are promising for deploying multimedia applications and content, many deployments seem to be plagued with much lower usage than expected by their designers [20]. It seems that although designers implement existing knowledge from HCI, like usability and affordances, there are additional issues unique to public displays that hamper their acceptance. The vast majority of interactive public displays proposes a 'poster' mental model to their audience, and allow for interaction via touch and / or keys only. This is despite several other mental models and interaction modalities have been proposed. In addition, many displays seem to fail to attract enough attention of passers-by, simply vanishing in the clutter of things in public space that compete for attention. If they capture attention, many displays seem to fail to motivate passers-by to interact, who have other goals in mind. If, finally, the audience has noticed the display and is motivated to interact, interactive displays seem to fail to deal appropriately with the public nature of interaction, where people may avoid interaction in order to maintain their social role and, e.g., not look silly. These requirements can be addressed by displays utilizing broader metaphors than just that of a poster, for example windows, mirrors, or overlays over the physical world.

MM'10, October 25–29, 2010, Firenze, Italy.

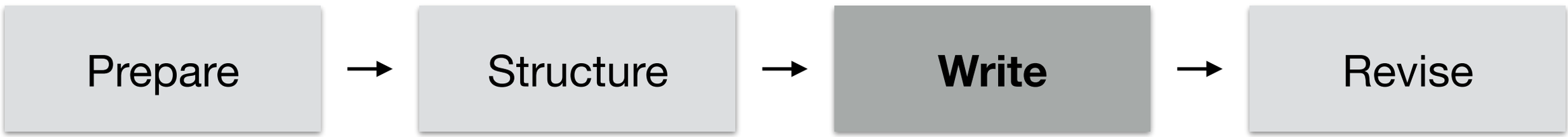
2. REQUIREMENTS ANALYSIS

While many findings from HCI also apply to public displays, simply guaranteeing utility, usability, and likability may not be enough to design public displays. In particular, public displays need to grab the attention of passers-by, motivate passers-by to interact with them, and deal with the issues of interaction in the public. Since most multimedia systems have been designed as personal devices or for use in home environments, these issues have not yet received sufficient attention. For public multimedia systems however, how the audience approaches them is crucial.

2.1 Interaction Phases

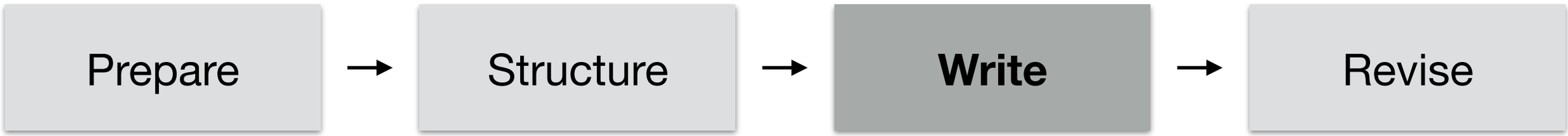
In contrast to many other computing technologies, interaction with public displays does not start with the interaction itself. Instead, the audience is initially simply passing by, without any intention for interaction. A model of the different phases of interaction has been presented in [39] (Figure 1). This model builds on the model presented in [9], but instead focuses on audience behav-

Phases of Writing a Paper



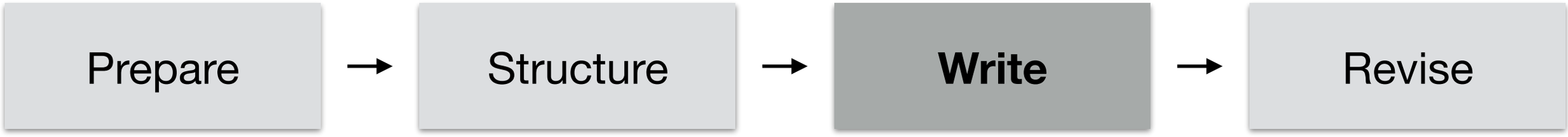
- Writing up helps to clarify ideas
- Start writing during the research project
  - if leaving writing up until the last minute, you may not have enough time to produce a good paper
  - amount of writing, mass of data, and papers to be organised and brought into order is often underestimated
  - writing is based on experience

Phases of Writing a Paper



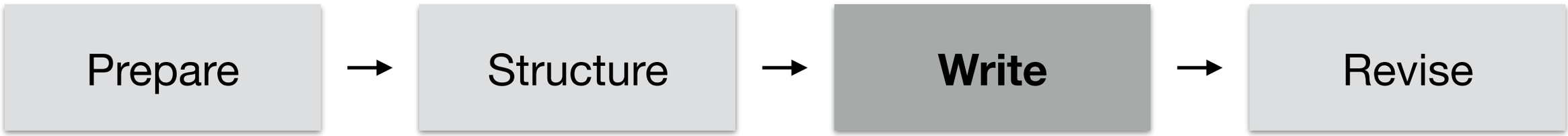
- Make a time plan (deadlines!)
- Read related work, take notes
- Think about definitions
- For each sentence, think about what information you want to convey to the reader or what the effect on the user should be.
- Oftentimes, sentences do not really have a purpose or are not really related to the topic. In these cases, omit the sentence.
- Sentences that are meant to convince the reader of the author's smartness but are hardly related to the topic, should be avoided.
- Avoid jokes.

Phases of Writing a Paper



- Acknowledge those who have assisted in your research (supervisor, colleagues, research participants, spouse, friends, funding body)
- Report quantitative data in a separate section from discussion and interpretation of those results
- Qualitative findings and interpretation of the data often weaved into one section
- Design and creation research often also describes the development
- Following the conventional structure helps readers to easily find their way around
- Provide signposts (“The last chapter explained that… “; “The structure of this paper is as follows…”)
- Use the “editorial we”; e.g., “We designed an experiment …”
  (reports written in the third person passive is considered old-fashioned; e.g., “An experiment was designed to …”)

Phases of Writing a Paper



Develop a Writing Routine

- People have very individual writing routines (e.g., setting yourself a target of 1500 words a day)
- Write in the way that suits you best (e.g., with background music or in total silence)
- Write at the time of day when you are at your best
- Use the time when you function less well to do the more mechanical parts (spelling corrections, checking reference details, creating and fixing figures / tables)
- The first draft does not have to be perfect!
- Go for a walk if you are stuck

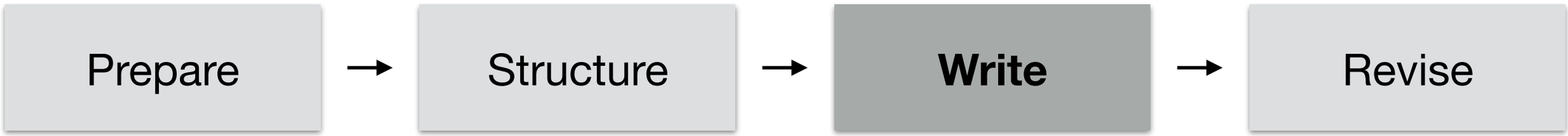
Phases of Writing a Paper

Prepare → Structure → **Write** → Revise

Presentation of Data

- Provide tables and figures of interesting data
- For qualitative data it is usually good to provide quotes from the interviewees
- Clearly label tables and figures (explain to the reader what they show)

Phases of Writing a Paper



Readers

There are very different types of readers. Your text should cater to the needs of all of them!

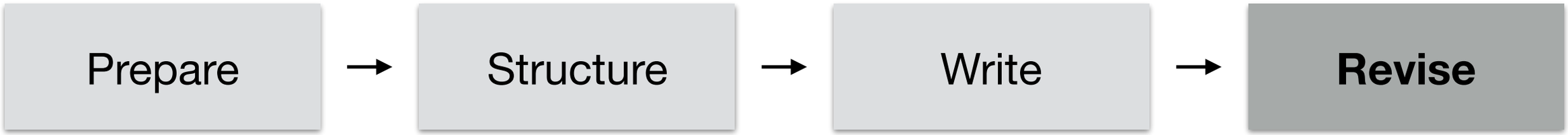
- *Search Engines*: choose title and keywords leading to a high search rank. Use Google Scholar for testing!
- Readers who want to find out whether the article is interesting or *relevant* to them. Usually only read the title and maybe the abstract
- Readers who are *interested in the results* and want to use them themselves. Should already get the most important information on the first pages. If an interesting idea isn't presented but on the last page, it is likely that they miss it.
- Readers who want to *work on the topic*. Probably need all the details.

Phases of Writing a Paper

Prepare → Structure → Write → **Revise**

- Are all necessary information included in the paper?
- Check for consistency?
- Is the text understandable?
- Is the methodology sound?
- Are there typos or grammar errors?
- Are figure and tables easily readable (font size, colors) and referenced in the text?
- Do you provide meaningful captions?
- Does the format meet the specifications of the conference?

Phases of Writing a Paper



- When you have completed a chapter or paper, leave it for a few days
- Have a friend read your text
- Give a polished draft to your supervisor
- A good peer-review will point out both strengths and weaknesses
- If rejected, good reviews will make suggestions how to improve the paper in a way such that it is publishable in the future

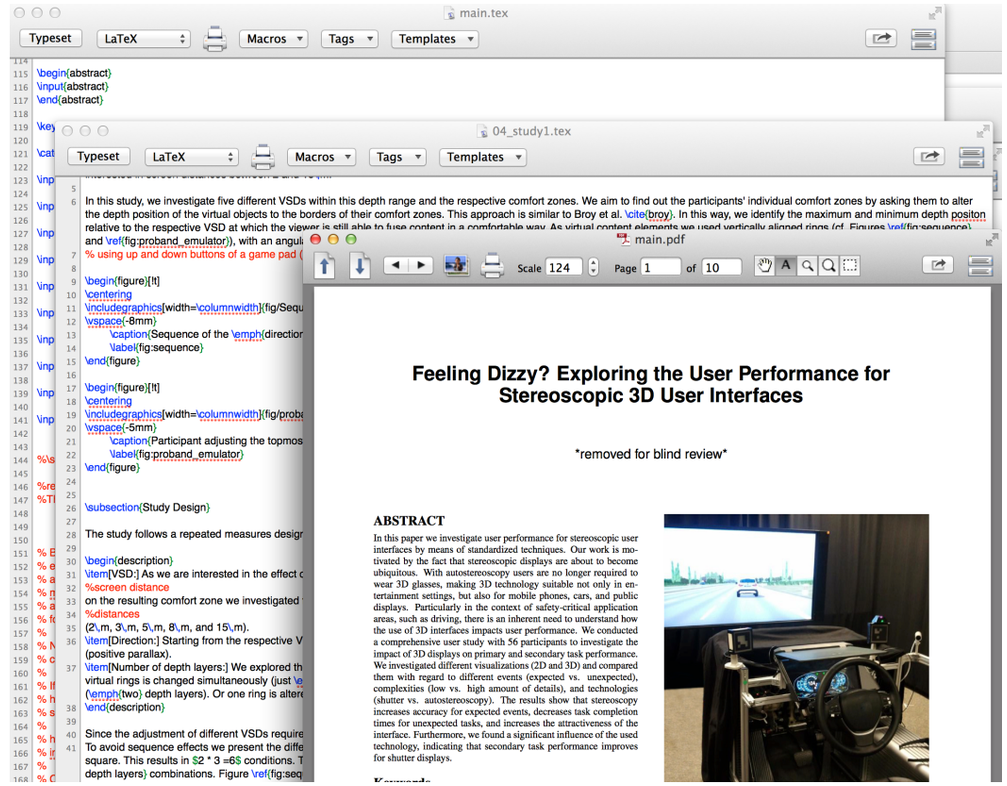
Tools

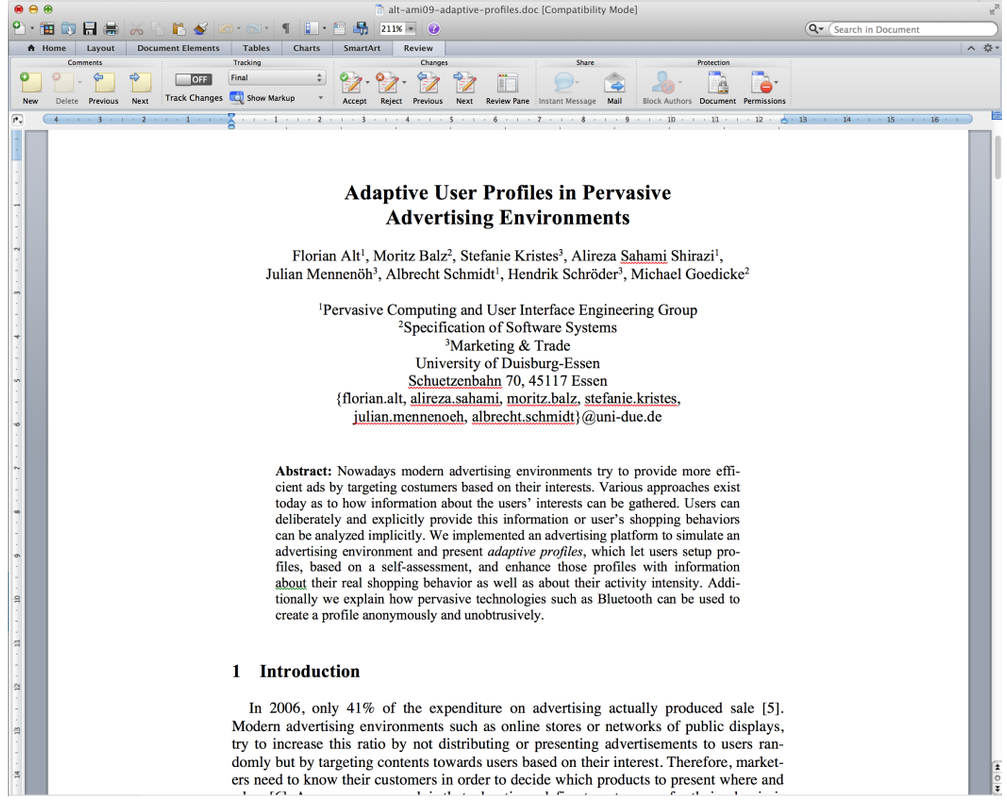
- Tools for text editing
- Tools for literature research
- Tools for creating figures
- Tools for creative work
- Tools to support the process

Text Editing

- Simple text editors
- OpenOffice
- MS-Word
- LaTeX / Lynx
- GoogleDocs
- many more

Most conferences require Latex or Word!





Tools for Literature Research

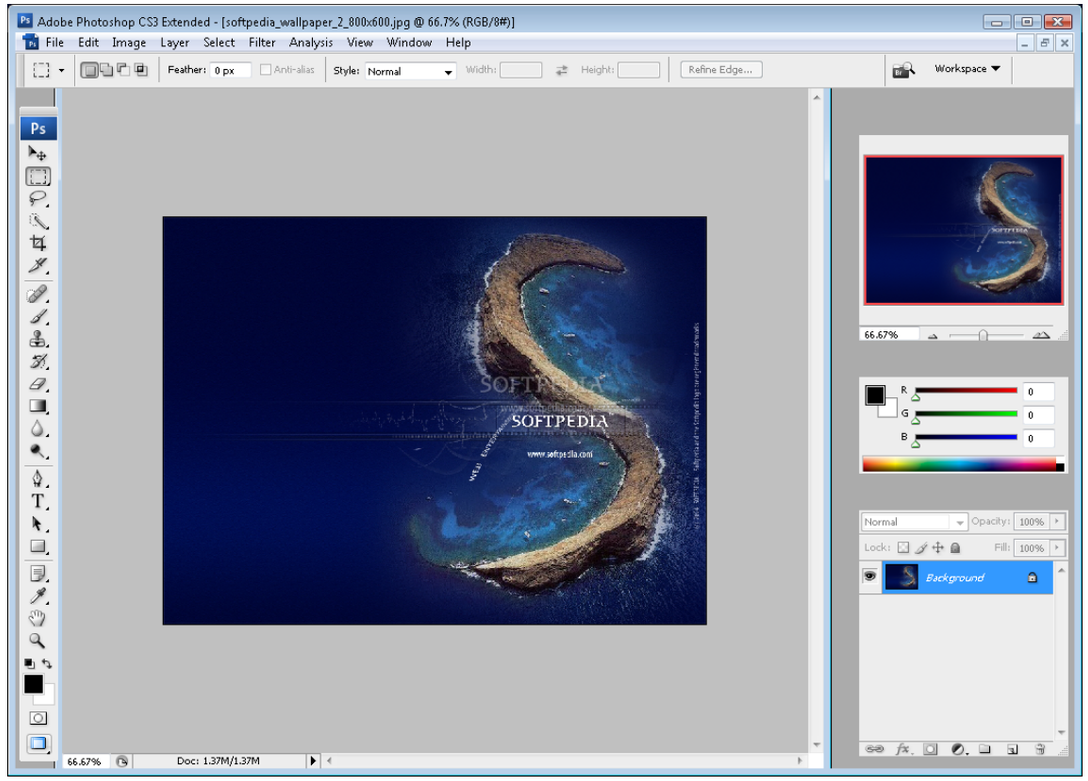
- Google und Google Scholar
- Bing, Yahoo, Baidu, Vandex
- ACM Digital Library (http://www.acm.org/dl)
- CiteSeerX (http://citeseer.ist.psu.edu/index)
- DBLP Computer Science Bibliography (http://www.informatik.uni-trier.de/~ley/db/)
- many more

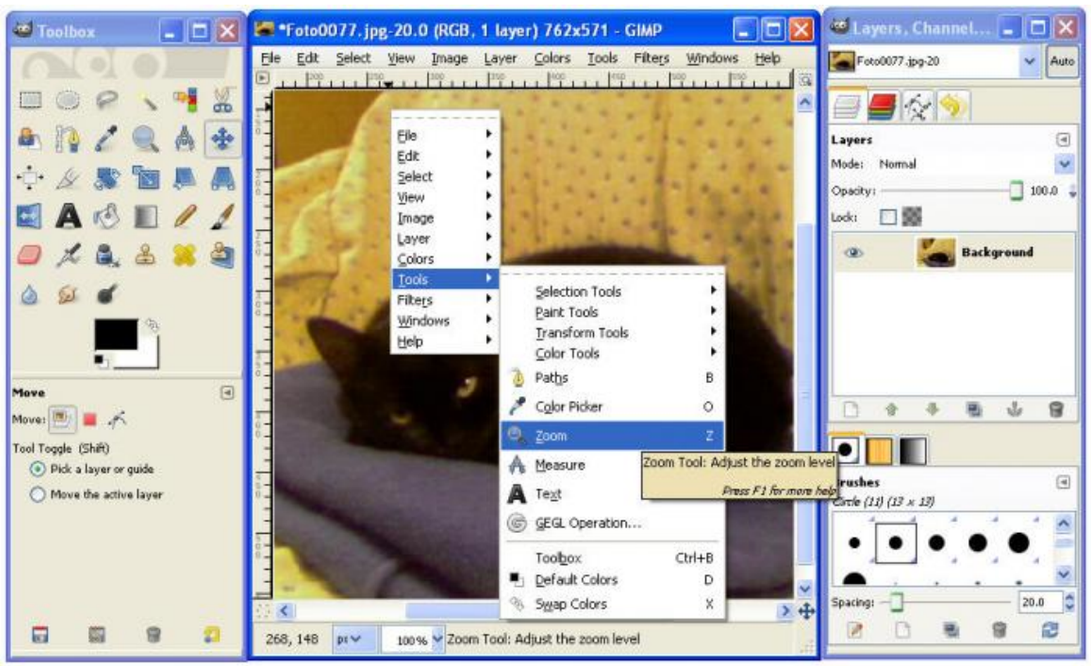
Don't forget libraries

- OPACplus der LMU-UB (https://opacplus.ub.uni-muenchen.de)
- DBIS der LMU-UB (http://rzblx10.uni-regensburg.de/dbinfo/fachliste.php?bib_id=ub_m&lett=l&colors=&ocolors=)

Tools for Graphics

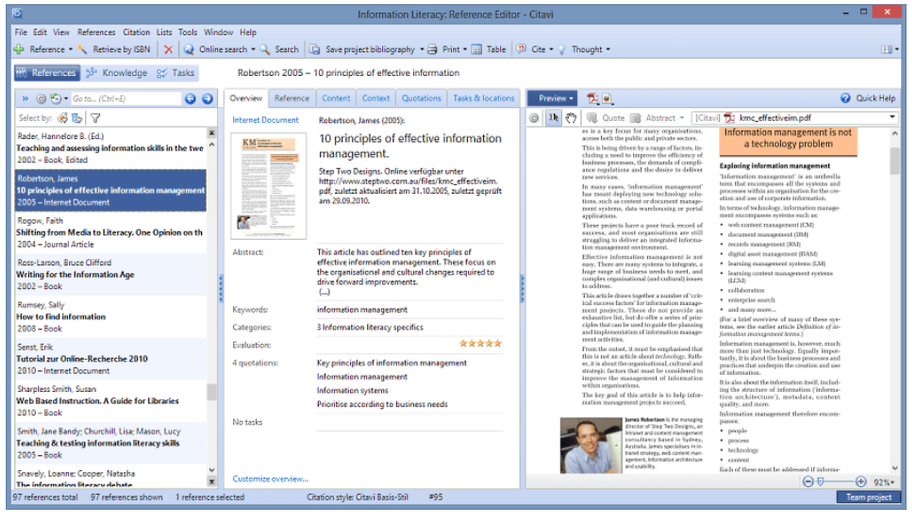
- MS Office / MS Visio
- Xfig (http://www.xfig.org/)
- Adobe Creative Suite
- Gimp
- and many more (ideas?)

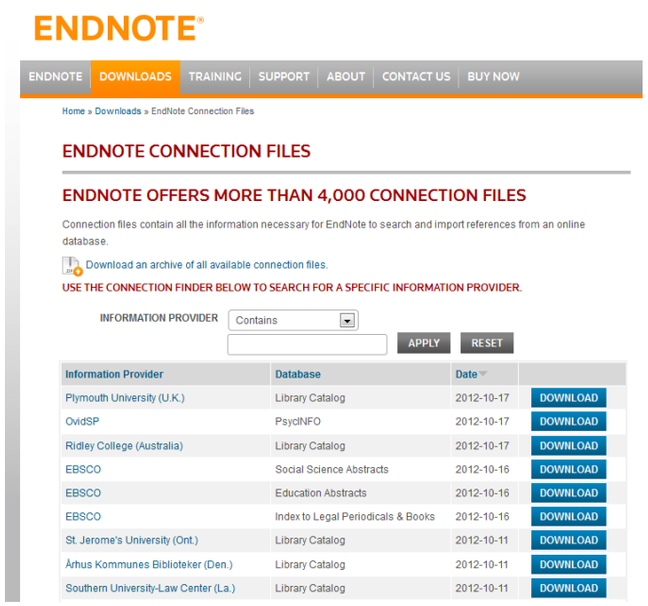


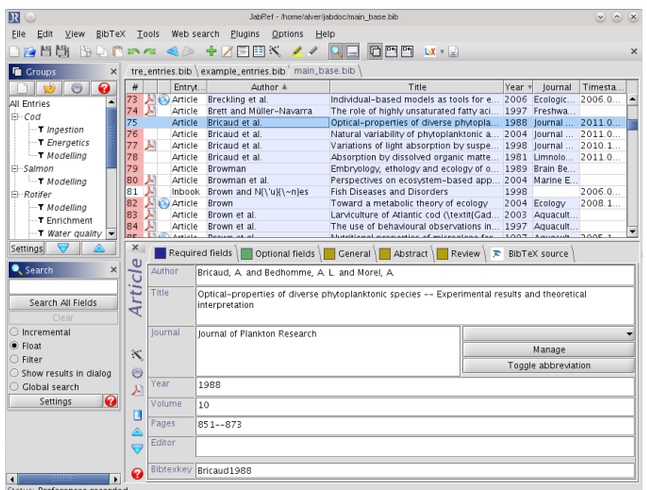


Reference Tools

- Citavi: http://www.citavi.com/
  (LMU Campuslizenz verfügbar)
- EndNote: http://www.endnote.com/
  (LMU Campuslizenz verfügbar - (http://www.ub.uni-muenchen.de/elektronische-medien/literaturverwaltungsprogramme/endnote/)
- Zotero (https://www.zotero.org)
- LATEX und BibTeX (http://www.bibtex.org/), also see http://samy.informatik.hu-berlin.de/~piefel/LaTeX-PS/V04-literatur.pdf
- JabRef als Beispiel eines BibTeX Editors (http://jabref.sourceforge.net/)
- Mendeley

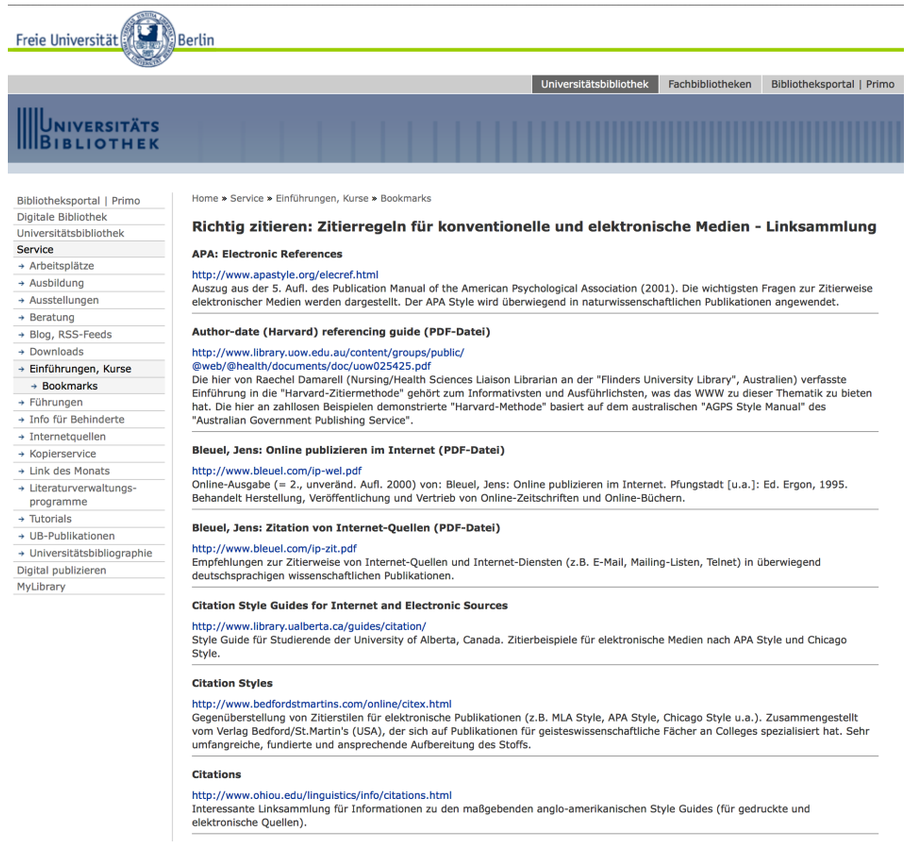






Hints for Citations

- DIN 1505-2 [Lorenzen, 1997]
- Collection of links from the FU Berlin (http://www.ub.fu-berlin.de/service_neu/einfuehrung/bookmarks/zitieren.html)
- Hints from the LMU (http://www.edu.lmu.de/spe/downloads/StuBer_WissenschaftlichesArbeiten.pdf)
- Guidelines from the group for media informatics (http://www.medien.ifi.lmu.de/studierende/abschlussarbeiten/master/richtlinien.xhtml)



How to Review a Paper

Elements of a Review

- Short summary of the text
- Contribution statement
- Classification within the scientific context
- Typical questions to ask
  - what is new about this work
  - which problem is this work trying to solve
  - which other work does it extend
  - what is the argumentation of the authors

Critical Review

- A review is NOT about personal interests or personal criticism of the author
- The review should focus on content and presentation
- Typical questions
  - which questions are not answered?
  - what are the limitations of the work?
  - where are contradictions?
  - is the argumentation sound and easy to follow?
  - does the work really provide a contribution?

Ethics in Scientific Communication

- It is ok to consider a contribution to be superfluous or of no need for the scientific community.
- It is not ok to personally judge or insult the author.

Tasks of a Reviewer

- Analyse for
  - correctness
  - originality
  - significance
  - quality
  - improvements
- How to
  - judge whether something is worth to be published?
  - determine which improvements are required prior to publication?

Important Questions

- What is a paper that “merits publication”?
- What is expected from a reviewer?
- How does a typical report for a review look like?
- What questions should be covered?
- What is the overall verdict?

When does a paper merit publication?

- A paper merits publication if there is a scientific contribution
- Examples:
  - new and significant results
  - new knowledge through synthesis of known results
  - helpful surveys and tutorials
  - combinations of these categories
- worth to publish: small, surprising results that stimulate a new direction for future research
- not worth to publish: repetition of results from other papers
- only worth to publish after improvement: good ideas that are badly presented

Role of the Reviewer

- Subjective opinion whether or not a paper provides a scientific contribution
- Usually more than one reviewer

How to find / chose reviewers?

- paper bidding
- keywords
- experts from the field

Papers assignment table:

Click on the "Paper Title" hyperlink to view the paper (or download it).
Click on the "Bid" link beside each paper to bid for that paper.

ID	Paper Title (Full Paper)	Paper Topics	Current Assignment?	Bid This Paper?
1	A formalism of ontology to support a software maintenance knowledge-based system	Formal Methods; Knowledge-Based and Expert Systems; Software Process Modeling;	1	Bid
2	A Measure and Prediction Strategy for QoS of Distributed Security Policy Server	Artificial Intelligence Approaches to Software Engineering; Software Engineering Decision Support; Software Quality;	0	Bid
3	The Expressive Language ALCNHR+K (D) For Knowledge Reasoning	3.Automated Reasoning;	0	Bid
6	Two-Dimensional Process Model for Aspect-Oriented Software Development	43.Software Process Modeling;	0	Bid

Expectations Towards a Reviewer

- Decision in the form of a recommendation
  - accept
  - (accept with minor revision)
  - (accept with major revision)
  - reject
- Justification for the recommendation
- Ways for improvement (particularly in case of rejection)
- How critical should a reviewer be?

Typical Review Report

- Overall judgement (usually scale from 1-5)
- Summary (1-5 sentences)
- Originality and significance
- Quality (methodology, precision, errors, presentation)
- Justification for the rating
- Optional hints for the editors

- Authors receive “cleaned” version / meta-review
- Deadlines

Examples for Review Forms

Review of Submission 567

reviewingHome myHome logOff

Reviewer **Florian Alt**
Submission **Towards a privacy threat model for interactive public displays**
Review type **External**

Please direct any questions to the submission's primary: bulling@mpi-inf.mpg.de .

Confidence

How confident are you about your assessment of the work?

- 4 - Highly confident - I consider myself an expert in the area
- 3 - Very confident - I am knowledgeable in the area
- 2 - Somewhat confident - I have passing knowledge
- 1 - Not very confident - I have no knowledge in the area

Contribution to UbiComp

Please briefly summarise this submission's contribution to Pervasive and Ubiquitous Computing. Think broadly and positively in terms of the types of contribution a paper can make, referring to the call for papers if necessary.

This submission contributes a privacy threat model for public displays, based on prior research (the STRIDE model). The authors present a study that aims at investigating the applicability of the STRIDE model, particularly focussing on the importance of the different categories of the model. Additionally, the authors suggest several modifications.

Overall Rating

Provide your overall rating of the paper. Your written review should support your overall rating.

- 6 - Definite accept: I would argue strongly for accepting this paper.
- 5 - Probably accept: I would argue for accepting this paper.
- 4 - Maybe accept: I would agree with accepting this paper.
- 3 - Maybe reject: I would agree with rejecting this paper.
- 2 - Probably reject: I would argue for rejecting this paper.
- 1 - Definite reject: I would argue strongly for rejecting this paper.

R&R Suitability (Hidden from authors)

Revise and Resubmit Suitability: In case the submission does not get directly accepted at the PC meeting, please rate its potential to be resubmitted in a second round, after the authors have had 5 weeks to do additional work. This might include additional experiments and/or implementation work (the necessary improvements should be made clear in your review). Note that such a resubmission does not guarantee acceptance in the second round.

- No need to resubmit - only minor revisions needed on the current version
- High potential for significant improvement in 5 weeks
- It would be possible to improve within 5 weeks, but difficult
- Reject without offering revise/resubmit - 5 weeks is too short to improve submission sufficiently

The Review

Please describe both what you like about the submission, and what problems you see with it. If possible, identify opportunities for improvement and provide concrete suggestions - in particular in light of a potential "revise and resubmit" decision, where the authors would have additional 5 weeks of time. As always: please be objective and try to maintain a courteous and friendly tone throughout your review.

There is a lot to like about his submission. First, it presents an approach to tackle a timely problem – with displays becoming ubiquitous there is indeed an increasing need to think about how to ensure the user's privacy. Second, this is one of the few works on public displays in recent years that takes a holistic view rather than tackling a very specific aspect, hence making a significant contribution to the design space of public displays. Third, the submission is well presented. It is well written, easy to understand, and follows a clear argumentation.

At the same time, there are also some critical aspects I would like to raise. Assessing privacy concerns for public displays via an online survey seems somewhat questionable. With high probability, participants have never experienced this kind of threat in the real world, so answers are likely to be very hypothetical. I would also assume, that due to the nature of the topic, people would in general over-state their privacy awareness. However, the authors did a good job by focussing on different, very specific aspects of privacy. Hence, this challenge is overcome to a certain extent. While I believe it is not possible to draw any conclusions about the general view of the users with regard to privacy in front of public displays (which is also not claimed), a comparison can be drawn between the aspects, which is interesting and novel. In addition, the careful assessment of the qualitative feedback of the participants adds to the validity of the data.

A second aspect is that – as also pointed out by the authors – the content presented on the display is likely to have a strong influence on the need for privacy. Unfortunately, this issues is investigated regardless of the different categories of the STRIDE model. As a result, the recommendations presented in Table 5 are valid, but would have been more valuable if presented per content type. Then, an application designer could have easily looked up, which privacy aspects are crucial to tackle, and which are not. This should at least be discussed by the authors. One way in which the quality of the paper could have been improved, was to provide

Confidential Comments (Optional) (Hidden from authors)

Optional comments for the reviewers and program committee that will NOT be sent to the authors:

Review forms you are going to use

Evaluation

Overall evaluation (*). Please provide a detailed review, including a justification for your scores. Both the score and the review text are required.

- 3: strong accept
- 2: accept
- 1: weak accept
- 0: borderline paper
- -1: weak reject
- -2: reject
- -3: strong reject

Reviewer's confidence (*).

- 5: (expert)
- 4: (high)
- 3: (medium)
- 2: (low)
- 1: (none)

Confidential remarks for the program committee. If you wish to add any remarks intended only for PC members please write them below. These remarks will only be seen by the PC members having access to reviews for this submission. They will not be sent to the authors. This field is optional.

Attachment. If your review is in a non-text format, for example, a PDF file, upload it here:

Choose File no file selected

Possible Verdicts (Smith, 1989)

- Major results - very significant
- Good, solid, interesting work; a definite contribution
- Minor, but positive, contribution to knowledge
- Elegant and technically correct but useless
- Neither elegant nor useful, but not actually wrong
- Wrong and misleading
- The paper is so badly written that a technical evaluation is impossible

Some Final Issues

- Multiple submissions
- Plagiarism
- Anonymity
- Acknowledgements
- Reputation of the authors
- Can you use material from a paper under review?
- Conflict of interest