Diverse Usage Patterns from Large-Scale Appstore-Service Profiles

Abstract:
The prevalence of smart mobile devices has promoted the popularity of mobile applications. Supporting mobility has become a promising trend in software engineering research.

Wandoujia is China's Application store like Google play for mobile entertainment, creating innovations with widespread influence over China's mobile internet industry.

With millions of users data provided by this Application store, we demonstrate how this type of data can be useful for general research on the diverse user-behavior patterns of different Android apps. We will be presenting different patterns like popularity patterns, App management Patterns, Network Activity patterns device specific patterns, etc. Our topic focuses on the descriptive analysis of the data. However, we believe that through this topic, we can make the initiative step for the research on data-driven software engineering of mobile apps. Many findings of the analysis lead to potential research questions or opportunities in this area.

Based on the findings as well as derived knowledge, we also suggest some new open opportunities and challenges that can be explored by the research community, including app development, deployment, delivery, revenue, etc.

References:
“Understanding Diverse Usage Patterns from Large-Scale Appstore-Service Profiles” Xuanzhe Liu, Member, IEEE, Huoran Li, Xuan Lu, Tao Xie Senior Member, IEEE, Qiaozhu Mei, Feng Feng, and Hong Mei Fellow, IEEE


Other References:
