

Pattern of User Behaviour

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Abstract

In [1], I wrote about dimensions of measurement of user engagement. This was in the context of measurement of user engagement on a social networking website. In this, I am introducing a pattern of user behaviour by using the same dimensions but looking at them from the view of user's behaviour. In [2], I detailed user behaviour by using the dimensions- initiation, interaction, loyalty. In this, I show simple patterns of user behaviour.

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In [1], I define three dimensions, they are –

Initiation:

This is defined as how many times user chooses to enter the social networking service [1].

Interaction:

This is defined as how much the user uses the social elements on the social networking service [1].

Loyalty:

This is defined as how many times user re-enters the service and finds the service useful.[1]

Looking at these dimensions from the perspective of user behaviour, they could be identified as **choices** and then could be used to identify patterns in the behaviour of people by using these three dimensions.

In [2], I demonstrate user behaviour by using an engagement analysis and show patterns of user behaviour. One pattern of user behaviour is shown below.

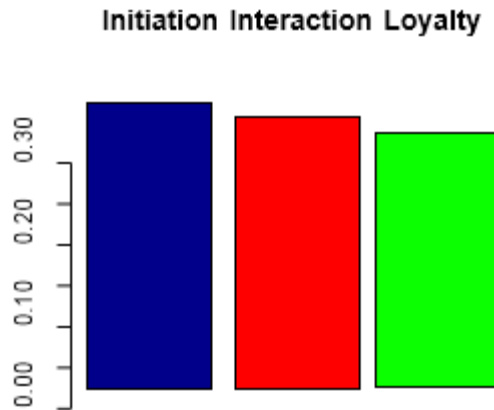


Figure 1: From [2], a graph showing user behaviour

In [2], I give specific patterns of user behaviour that are limited to the social networking service. In this paper, I look at these dimensions as **choices** made by the user rather than using them in social networking context.

Thus, these dimensions could be used to show general behaviour of user irrespective of the website or place. Since these dimensions are **choices** made by the user, thus they could be used to show patterns of user behaviour that are specific to the user and also general to the user.

Conclusion

This paper will lead to research in the area of user behaviour and also to the understanding of user nature from the view point of users rather than from the view point of online service. It will lead to identification of generic patterns occurring in everyday life of users and also help in drawing relationships among user behaviour and man-made things.

References

- [1] Trivedi, N., Asamoah, D. A., & Doran, D. (2018). Keep the conversations going: engagement-based customer segmentation on online social service platforms. *Information Systems Frontiers*, 20, 239-257.
- [2] Trivedi, N. (2017). Topic-Based Engagement Analysis: A Case Study.