

Relationships among Dimensions of Engagement

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Abstract

In the recent past, there were two papers written by me on how to use the dimensions of engagement to first see the effectiveness of website from the perspective of usage by its user base [1], Secondly, a paper in which dimensions of engagement were used to show the people's behaviour on a website [2]. In this paper, I show simple relationships among the dimensions of engagement that will help in drawing relationships among the user engagement, the social network and the users.

Relationships among dimensions of engagement

In the first paper, I show through the help of kernel *k-means* and dimensions of engagement, how effective the website is [1]. A sample graph of the engagement experienced by the website is given below [1]:

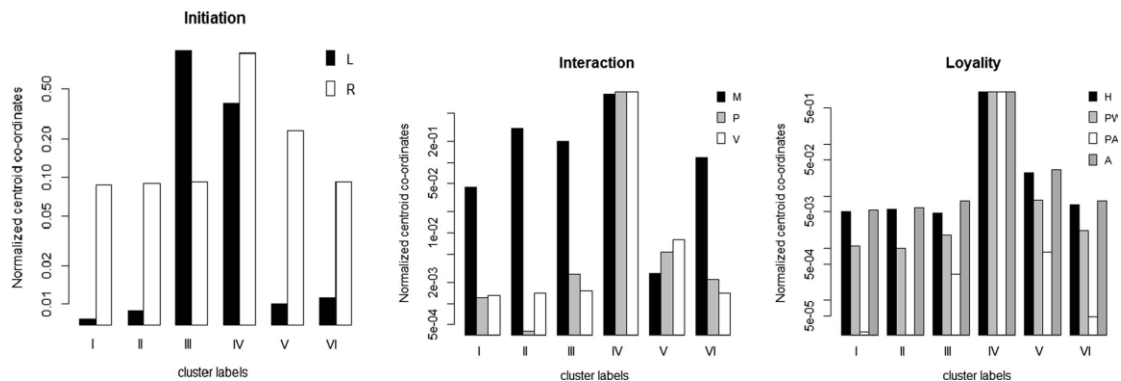


Figure 1: A graph showing how effective the website features are

In the second paper, I show what is the user behaviour on the website with the help of an engagement analysis, a graph showing user behaviour is given below [2].

Initiation Interaction Loyalty

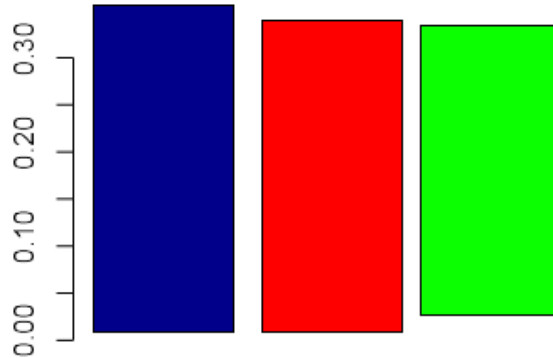


Figure 2: A graph showing user behaviour on the website

In this paper, I give simple relationships among the dimensions of engagement based on the engagement experienced by the users. This will enhance and complete our understanding of the user engagement as illustrated in the previous two papers [1], [2]. Since the initiation dimension comes first, it could be treated as **independent**. After experiencing engagement at initiation level, the user moves to the next level of engagement, that is, interaction. Therefore, interaction level **depends** upon initiation since that engagement leads to interaction level of engagement. After experiencing engagement at the level of interaction, the user moves to the last level of engagement, that is loyalty. Therefore, loyalty level **depends** upon interaction and initiation levels since engagement at these two levels leads to engagement at the level of loyalty This is all according to the definition of initiation, interaction and loyalty as given in [1].

This completes our understanding of user engagement as it explains the relationships among various levels of engagement.

Conclusion

This is the final paper in the series of user engagement papers. It completes our understanding of user engagement as it shows the relationships among the different dimensions of user engagement. This paper also enhances our understanding of user engagement as demonstrated in [1],[2]. This will lead to studies in the area of user engagement as now we are aware of the relationships existing among different levels of user engagement.

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.