App Store Mining and Analysis (DeMobile 2015 keynote)

— Harman / UCLappA keynote (Mark Harman et al.)

Summary

Keynote/position piece that frames App Store Mining & Analysis as a research agenda, highlights opportunities (feature-level analysis, genetic improvement, energy/power optimization, product lines), and surveys progress and sampling bias issues.

Key insights & guidance

- App stores give unprecedented socio-technical data (user perceptions, popularity, pricing) that enable novel SE research not possible earlier.

- Feature-level analysis and search-based / genetic improvement techniques are promising directions (e.g., optimize energy or adaptivity).

- Be cautious about sampling bias (e.g., top lists, recent reviews only), and encourage better data sharing and reproducibility.

Practical implications

- Use this talk's agenda as an organizing scaffold for app-store research: focus on features, cross-store comparisons, and integrating technical + non-technical data.