

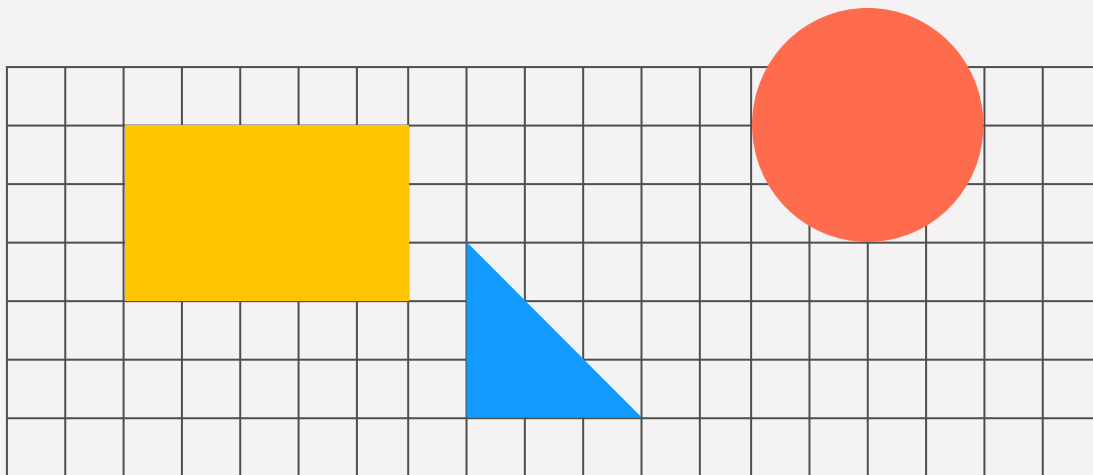
Analysing User Sentiment Shifts

Progress Report

EPPS 6323 Knowledge Mining

March 25th, 2025

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Gathering App Names and their ID's

For this first pass of the project 10 app were collected for

```
# ===== App Store API Request =====
```

```
# Search term (edit this)
search_input <- "note taking"
```

```
# Result limit (edit this)
result_limit <- 50
```

```
# Genre ID (set to NA to ignore category filtering)
genre_id <- NA
#genre_id <- 6007
```

```
# Create a named vector mapping genre IDs to category names
genre_map <- c(
```

"6000" = "Business",	"6001" = "Weather",
"6003" = "Travel",	"6004" = "Sports",
"6006" = "Reference",	"6007" = "Productivity",
"6009" = "News",	"6010" = "Navigation",
"6012" = "Lifestyle",	"6013" = "Health & Fitness",
"6015" = "Finance",	"6016" = "Entertainment",
"6018" = "Books",	"6020" = "Medical",
"6022" = "Catalogs",	"6023" = "Food & Drink",
"6025" = "Stickers",	"6026" = "Developer Tools",

```
# Format search input (remove extra spaces and replace with "+")
search_term <- gsub(" ", "+", trimws(search_input))

# Build base URL
url <- paste0(
  "https://itunes.apple.com/search?term=", search_term,
  "&country=US&media=software&limit=", result_limit
)
# Conditionally add genre filter if it's not NA
if (!is.na(genre_id)) {
  url <- paste0(url, "&genreId=", genre_id)
}

# Get category name from genre_map (if not NA), otherwise label as "All Categories"
category_name <- if (!is.na(genre_id) && as.character(genre_id) %in% names(genre_map)) {
  genre_map[as.character(genre_id)]
} else {
  "All Categories"
}

# Define file path for saving response
output_file <- "itunes_response.txt"

# Download and save the JSON response as text
download.file(url, output_file, mode = "wb")

# Read and parse the JSON from the text file
json_data <- fromJSON(output_file)

"6021" = "Magazines & Newspapers",
"6024" = "Shopping",
"6027" = "Graphics & Design"
```

Gathering App Names and their ID's

For this first pass of the project 10 app were collected for

	trackCensoredName	trackId	userRatingCount	trackViewUrl	genres
1	Notability: Smarter AI Notes	360593530	389941	https://apps.apple.com/us/app/notability-smarter-a...	Productivity, Education
2	Goodnotes 6	1444383602	308094	https://apps.apple.com/us/app/goodnotes-6/id144...	Productivity, Education
3	Nebo: AI Note Taking	1119601770	35780	https://apps.apple.com/us/app/nebo-ai-note-taking...	Productivity, Education
4	Write 2 Lite – Note Taking & Writing	426875254	33	https://apps.apple.com/us/app/write-2-lite-note-ta...	Productivity, Business
5	Flow: Note Taking, Drawing Pad	1271361459	6946	https://apps.apple.com/us/app/flow-note-taking-dr...	Productivity, Graphics & Design
6	AI Transcribe: Voice Recorder	6451444706	5123	https://apps.apple.com/us/app/ai-transcribe-voice-...	Utilities, Music
7	Sticky Notes App & Remind Note	608937293	5603	https://apps.apple.com/us/app/sticky-notes-app-re...	Productivity, Utilities
8	Noteiful: Note-Taking on PDF	1587904334	16194	https://apps.apple.com/us/app/noteiful-note-taking...	Productivity, Business
9	AI Note Taker – TLDL	6590628538	1459	https://apps.apple.com/us/app/ai-note-taker-tldl/i...	Education, Reference
10	Great Notes for iPhone & iPad	1591954297	1336	https://apps.apple.com/us/app/great-notes-for-iph...	Books, Productivity

Getting stats on this list

```
# ===== Running Stats on the search results =====  
  
# Filter apps with ≥ 5,000 reviews  
apps_filtered <- subset(apps_df, userRatingCount >= 5000)  
  
# Separate all genre strings into individual words  
# Split each comma-separated string into a list, then flatten it  
genre_words <- unlist(strsplit(apps_filtered$genres, ",\\s*"))  
  
# Normalize case (e.g., "Productivity" = "productivity")  
genre_words <- tolower(genre_words)  
  
# Count frequency of each individual genre  
genre_freq <- sort(table(genre_words), decreasing = TRUE)  
  
# Show frequency stats  
cat("\n📊 Genre Word Frequency (Filtered Apps ≥ 5,000 reviews):\n\n")  
  
for (i in seq_along(genre_freq)) {  
  genre <- names(genre_freq)[i]  
  count <- genre_freq[i]  
  cat(paste0("📁 ", tools::toTitleCase(genre), " - ", count, " time", ifelse(count > 1, "s", ""), "\n"))  
}
```

```
+   cat(paste0("📁 ", tools::toTitleCase(genre), " - ", count  
+ }  
📁 Productivity - 13 times  
📁 Education - 6 times  
📁 Utilities - 4 times  
📁 Business - 2 times  
📁 Graphics & Design - 1 time  
📁 Music - 1 time
```

I wanted to know **genre frequency** and the **top 5 apps** to be our test set (for the stats I used 50+ apps filtered for those that had at least 5k reviews)

1. Microsoft OneNote



Ratings: 956,397



Genres: Productivity, Education

2. Notes



Ratings: 427,238



Genres: Productivity

3. Notability: Smarter AI Notes



Ratings: 389,941



Genres: Productivity, Education

4. Goodnotes 6



Ratings: 308,094



Genres: Productivity, Education

5. Otter Transcribe Voice Notes



Ratings: 41,854



Genres: Productivity, Business

Shiny App Part 1

First, Put in Search terms and a Genera if desired, then search for apps you want to analyse

Search Term:

Genera:

N/A

Business

Weather

Utilities

Travel

Sports

Social Networking

Reference

~/MyWebsite/App_Sentiment_Project - Shiny

http://127.0.0.1:4750 Open in Browser Publish

Shiny iTunes App & Review Explorer

Search Term:

Genera:

N/A

Business

Weather

Utilities

Travel

Sports











Social Networking

Reference

Search

Show entries

Search:

	App	trackId	userRatingCount
1	 Notes	1110145109	437011
2	 Goodnotes 6: AI Notes & Docs	1444383602	314949
3	 Notability: Smarter AI Notes	360593530	394699
4	 Microsoft OneNote	410395246	961415
5	 Quizlet: Study with Flashcards	546473125	916488
6	 Remind: School Communication	522826277	1646177
7	 Dropbox: File & Photo Storage	327630330	560204
8	 CamScanner - PDF Scanner App	388627783	1565660
9	 Evernote - Notes Organizer	281796108	68646
10	 Adobe Acrobat Reader: Edit PDF	469337564	499461

Showing 1 to 10 of 58 entries Previous 2 3 4 5 6 Next

Shiny App Part 2

Once an App is selected, the review comments and other data is scraped and cleaned.

title	review_comment	username	id	updated	rating	version
great app!	i've been using this app for engineering schoolwork f...	Dchdbgcdbxb	12542260920	2025-04-14 13:15:08	5	14.11.7
great! until it's not	don't get me wrong, this app is certainly useful in ter...	lwill15	12541966719	2025-04-14 11:42:27	2	14.11.7
need to fix troubleshooting	used yall for years but yall really need to fix how yall ...	jaimmmmmmmeeeeeeeeessswss	12541095679	2025-04-14 05:24:20	2	14.11.7
a must need app for college/ school	this app has gotten me through my hardest years of c...	izzy.bellaa	12540760930	2025-04-14 02:47:21	5	14.11.7
amazing app! good price	great app i love it so much so much	rubyrulz101	12540572163	2025-04-14 01:27:27	5	14.11.7
needs a better storage option	this app has been great for writing notes especially as...	Basiwa	12540306170	2025-04-13 23:35:43	3	14.11.7
a total game-changer for capturing and summarizing...	i have been using notability for years and it just gets ...	gareman_94061	12539957142	2025-04-13 21:12:17	5	14.11.7
takes forever to sync even for the notes i didn't open ...	it's so annoying that i need to wait for the syncing pr...	sshsgeshds	12539595920	2025-04-13 19:03:55	1	14.11.7
cross-platform notetaking... but more	i use notability to take notes. i also use it to organize ...	Bre'er Me	12538546349	2025-04-13 13:57:13	4	14.11.7
page insert feature	i appreciate the effort that seems to be put into this a...	ClintEastwood22	12536470015	2025-04-13 01:02:18	3	14.11.7
all notes disappeared	this app used to be amazing but every time it has an ...	mnrbcclsg	12535975371	2025-04-12 21:44:05	2	14.11.7
idk	this with my keyboard and smart pencil has tremendo...	B harv 90	12535924233	2025-04-12 21:24:05	5	14.11.7
good but	i really like this app and the ai questions are good but...	Lolamalona	12535149476	2025-04-12 17:05:29	3	14.11.7
false discriptions	the premium version of this app claims that you get u...	ShlebyjK	12534817067	2025-04-12 15:33:01	1	14.11.7
perfect but where did the goose go 🦢	i love it! but i miss the goose! ❤️	Salsa333	12534013962	2025-04-12 11:55:58	5	14.11.7
horrible for iphone, good for ipad	notability performs exceptionally well on the ipad. it ...	Ishwor093	12533666452	2025-04-12 09:56:59	1	14.11.7

Looking at User Sentiment

- Gather User Sentiment:
 - **Positive / Negative**
 - **Pain Points**
 - **App Use Cases**
 - **Desired Features**
- Break up Sentiment by Release Date
- Look at User Sentiment for one app among other competitors

