



AR-Miner

MINING INFORMATIVE REVIEWS FOR DEVELOPERS FROM THE ANDROID
MARKETPLACE

Idea

- ▶ Developers want to up their rating on the Android app store.
- ▶ One way they can do this is to address feedback from reviews.
- ▶ If the review is informative, it will tell you what your app is doing wrong, so that you can fix it.
- ▶ Some popular apps have millions of reviews – how can you possibly read them all?

AR-Miner

- ▶ Automagically mines through reviews, looking for informative reviews.
- ▶ Files away informative reviews for direct view by developers.
- ▶ Developers have more time to work instead of reading the millions of app reviews.

Informative vs Not Informative

Informative	Not Informative
None of the pictures load in my news feed.	This app sucks.
This app doesn't adequately explain why it needs my location permissions.	Doesn't work lol
So many ads I can't even play it.	How do I get more points?
The app lags / doesn't respond to touch on my phone.	Super fun!

How?

- ▶ Machine-learning framework involving 5 steps
- ▶ AR-Miner Framework:
 - ▶ Preprocessing
 - ▶ Filtering
 - ▶ Grouping
 - ▶ Ranking
 - ▶ Visualization

Visualization of Final Report

