Week 3: Empirical Study of Modern Mobile

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March 14, 2021

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# Empirical Study of Google Playstore

Few inventions are more personal than the mobile phone. Some studies estimate that the average consumer touches their phone over 2600 times per day across 73.8 hours per month (Reizer, 2019; Winnick & Zolna, 2016). Those users interact with dozens of specialized apps that broker their lives with unfettered access to their privacy. The entry barrier to publish these

Google Playstore offers a low entry barrier for both developers and consumers, fueling its growth to 86.2% of the market (MobileApps, 2021). The only requirement for content publishers to interact with this market is a twenty-five-dollar registration fee. This ease of use

This scenario raises questions regarding the safety and quality of mobile apps.