

Opinion Mining in Web Analytics Service Online Reviews

What does it tell us?

Yousra Harb yousra.harb@yu.edu.jo; Yanyan Shang, Lamar Ayasrah lamar.ayasrah@outlook.com

Online reviews have become one of the most important sources to identify the factors which influence the adoption of organizations that have utilized web analytics service (WAS) tools. Accordingly, this research aims to analyze and study the online reviews of WAS using opinion mining approach. Particularly, in this approach, we aim to classify users' opinion based on the reviewer's role (Analyst, digital Marketing, Consultant, CEO, database administrator, etc.). Next, identify the key factors that influence their satisfaction regarding the use of WAS using text mining analysis, particularly topic modeling. Past research on WAS has primarily focused on developing theories for predicting the antecedents of user adoption. Little research, however, has investigated the determinants of WAS usage based on user feedback. Moreover, this is one of the first research that studies the factors that influence user adoption of WAS based on the user role.

The data for this study was collected from the ustradius.com and gartner.com. Web analytics tools that were reviewed by users include: google analytics, WebTrends analytics, IBM data and analytics service, and adobe analytics. The data analysis phase involves discovering hidden factors that influence WAS tools acceptance through the process of automatic coding of the gathered users' reviews.

This study has methodological, theoretical, and practical contributions. Methodologically, instead of manually analyzing and coding users' reviews which is subjective and time-consuming, the study aims to use text mining approach to extract the antecedents of WAS usage from large amounts of text data.

Theoretically, this research aims to discover the determinants of WAS usage according to different users' needs given their role and type of usage of WAS tools. Practically, we believe the findings from this research can help WAS developers develop successful WAS tools that meet different users' needs. Designing effective WAS should be driven by the consideration of what the users need. Such user-centered design approach is a key to create usefulness and usability as it is based on the active involvement of users.

References

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