

Critique 2

Group Information:

Sree Rama Raju Pericharla-45

Shanmukha Reddy Aalla-01

What Do Mobile App Users Complain About?

Summary:

Day to day mobile apps continue to grow with a rapid pace. These apps cover the almost every domain like ecommerce, health, government, entertainment. iOS app market is one of the leading app market. This market alone contains 900,000 apps as of June 2013. Reviews on the app decide the success rate of the app. To make the app successful quality of the app is very important.

Maintaining the quality of the app is the important issue. App developers allow the user to post their reviews on the app. Feature enhancements, crash reports and functional errors are most frequent issues. Privacy concerns, hidden app costs are some of the other issues. These issues are figured in the study conducted. The iOS app developers let the user to give the star rating for the downloaded apps. The data collected give the user perception of the users regarding the app. These are the key measures of the app success.

The study was conducted on the low rating reviews associated with the 20 free iOS apps and comes to the below conclusions.

- 12 types of complaints in iOS apps are identified.
- Most frequent complaints are about the feature enhancements, app crashes and functional issues.
- Negatively impact complaints which are related to the privacy hidden costs and the ethical issues.

The study of the reviews contains some stages like selecting the apps, collecting the reviews, selecting the reviews and tagging the reviews. To find the problems selection of apps is most important. For this study 20 apps are selected which contains the high star rating and the low star rating. For collecting the reviews author use the web service called App comments since the iTunes won't provide the public API to collect the reviews. Since there are thousands of the reviews manually examining of each review is difficult. So the author studied the sample reviews which are selected randomly to ensure that the collected information contains $\pm 5\%$ confidence interval.

The results of this study are

- Most frequent complaints types are 4.5% of location issues and 7.3% of authentication problems in the functional errors.
- 6.21% of reviews are requesting for better notification for app while considering the feature request complaints.
- Hidden cost complaints are regarding to the app that are free to download and not free to use. 15 out of 20 selected apps contain the hidden costs.
- 22% of the reviews in the functional error complaints are about the issues after updating the app.
- 18.2% of reviews are regarding to the app crashes.

Critique:

The author explained the complaints based on the reviews that he collected. He considered only iOS apps though the topic is generalized to all mobile apps. Selecting the apps high rated apps and low rated apps and considering the reviews on them and comes to conclusion is not fine. The results are based on the 1-star and 2-star rating apps.

Static reports are given on the complaints regarding to the feature requests, functional errors. No statistical data is provided for the other complaints regarding to privacy, hidden cost, ethical values and the other complaint types listed in the paper. While selecting apps the author considers both the high rated and the low rated. But while selecting the reviews he consider only the 1 star and 2 star rating app reviews only. Out of 250,000 reviews the author manually examines only 6,390 reviews and the results are given based on these reviews.

Questions:

1. The topic is generalized to all the applications (apps) why does the author select only iOS apps?
2. If the author wants to select the reviews of 1 star and 2 star apps, why he selected the high rated apps?

Impact of Ad Libraries on Ratings of Android Mobile Apps

Summary:

We are in the era where the users are switching from web applications to mobile applications for more ease to use. We can even notice a high positive spike in the number of users using mobile applications which resulted in influencing the developers drive towards the development of mobile application over the web applications.

This high growth in downloads of mobile apps developed a huge space for revenue by showing advertisements to the end users through the apps. There are many companies which will provide ads for the mobile apps. This feature of ads in mobile apps are achieved by integrating the ad libraries of ad companies in apps. But for the ad library to use in apps the developer has to request the ad companies and chances of getting it is very low in case of mobile apps, this is because the requests made by developers is very high compared to the available ad libraries.

By this article the authors tried to explained how the number of ad libraries used in an app influence the user rating of that app. The authors had done research on numerous number of android apps to help the developers on how to integrate the ad libraries in mobile app to get maximum revenue without having any affect on user rating on the app. By their research they had found that integrating an extra ad library doesn't affect on user rating but usage of some specific ad libraries may infer in lowering the application rating.

The fill rate of advertisements in mobile apps are very low, so the developers can utilize more than one ad library in an application. They found that most of applications in the market contains only one ad library and they found 28 ad libraries used in an application as the highest number of ad libraries integrated in single app.

The functionality and working of app doesn't depend on ad libraries and those are used only for app monetizing. Thousands of apps in market uses only one ad library and if the developers want to integrate more than one ad library they have to increase their effort just like adding a code for functionality. Adding more ad libraries may result in negative impact on quality of app. Till now the apps rating is highly dependent on number of application downloads and apps are treated as huge success on by seeing their downloads count. But now the rating of apps by the users took place to decide the app success and hence the rater plays a crucial role.

By using multiple ad libraries doesn't mean they will show more ads at a time, it will provide high room for monetizing to get maximum fill rate. To minimize the affect of ad libraries on the user ratings, the developers has to use advertisements in an attractive way and it should grab user attention instead of dissatisfaction. There are few apps with highly annoying ads which results in complains from the users in many occasions. Such cases will ruin the credibility in users on those apps.

Critique:

By this article the authors tried to explain that the high number of ad libraries integration to the apps may have a negative impact on the users rating of the app. This negative impact is not because of number of ad libraries; it is because of how the ad libraries used in the application by the developer. So if the developer concentrates on how good he can show case the ad libraries, which may result in high fill rate to get maximum monetizing with a positive user rating on apps.

In the article authors discussed the impact of number of ad libraries but single ad library may also affect the user rating if it highly intrusive. So usage of user reviews in research for this article may result in an appropriate recommendation to the developers for their apps.

Questions:

1. Article had failed to explain why the single ad library apps failed to get high user rating compared to some multiple ad libraries apps.
2. In the research why the authors didn't used app reviews on the ad libraries which may help developers in user friendly apps with having multiple ad libraries.