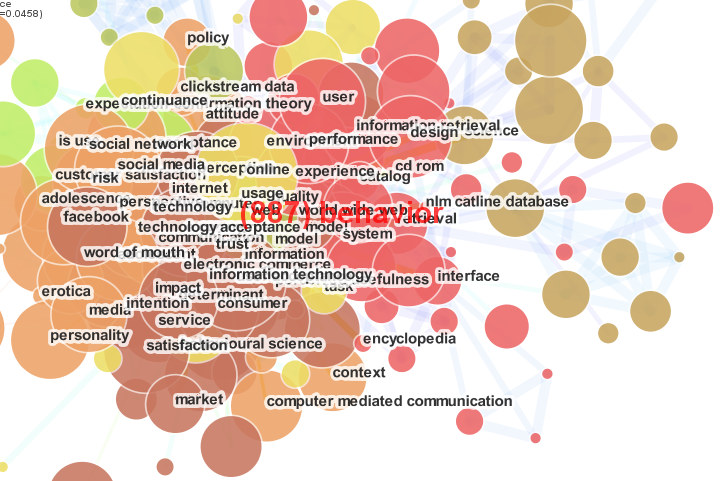
基于计量的网络用户行为研究分析

Wos：检索式：主题=“online user behavior”，结果有4851条

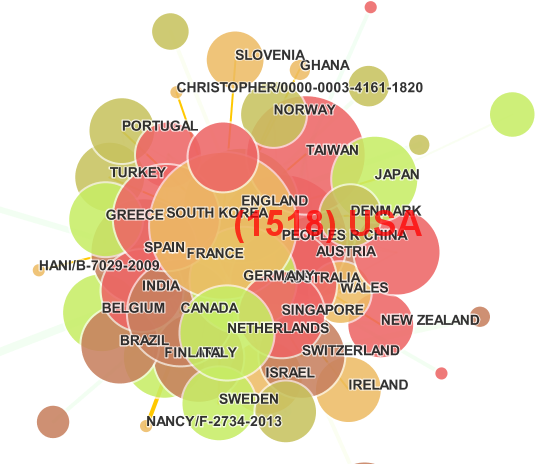
关键词分析

|  |  |  |  |
| --- | --- | --- | --- |
| 排序 | 频次 | 中心度 | 关键字 |
| 1 | 887 | 0.35 | Behavior |
| 2 | 812 | 0.06 | Internet |
| 3 | 480 | 0.08 | Model |
| 4 | 449 | 0.14 | Online |
| 5 | 341 | 0.08 | Information technology |
| 6 | 337 | 0.04 | User acceptance |
| 7 | 327 | 0.03 | Trust |
| 8 | 268 | 0.07 | Information |
| 9 | 237 | 0.01 | System |
| 10 | 231 | 0.04 | Technology acceptance |
| 11 | 225 | 0.11 | Web |
| 12 | 210 | 0.01 | Technology |
| 13 | 205 | 0.04 | Communication |
| 14 | 204 | 0.11 | Ecommerce |



国家分析

|  |  |  |  |
| --- | --- | --- | --- |
| 排序 | 频次 | 中心度 | 国家或地区 |
| 1 | 1518 | 0.51 | 美国 |
| 2 | 619 | 0.09 | 中国 |
| 3 | 337 | 0.05 | 台湾 |
| 4 | 322 | 0.3 | 英国 |
| 5 | 219 | 0.09 | 德国 |
| 6 | 216 | 0.09 | 澳大利亚 |
| 7 | 208 | 0.11 | 西班牙 |

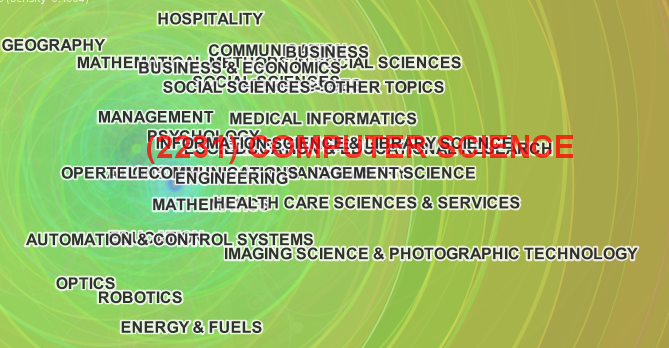


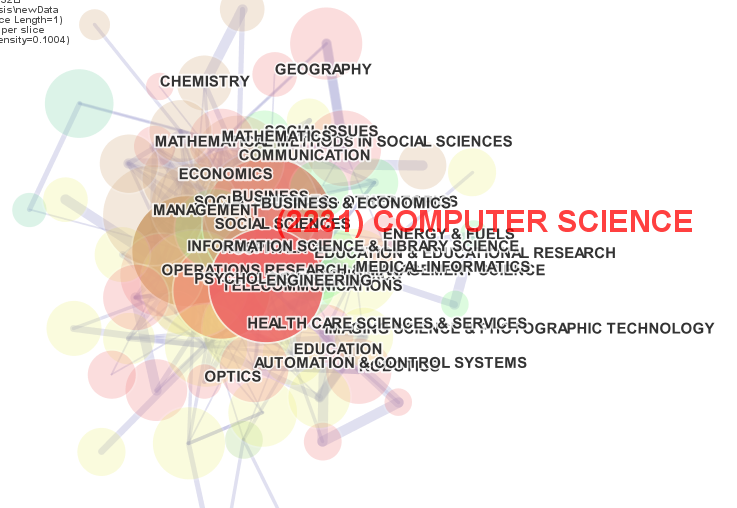
机构分析

|  |  |  |  |
| --- | --- | --- | --- |
| 排序 | 频次 | 机构 | 所属国家 |
| 1 | 47 | Penn State Univ |  |
| 2 | 41 | Nanyang Technol Univ |  |
| 3 | 39 | City Univ HongKong |  |
| 4 | 35 | Tshinghua Univ |  |
| 5 | 33 | Univ Wisconsin |  |
| 6 | 30 | Korea Avi Inst Sci&Technol |  |
| 7 | 30 | UCL |  |

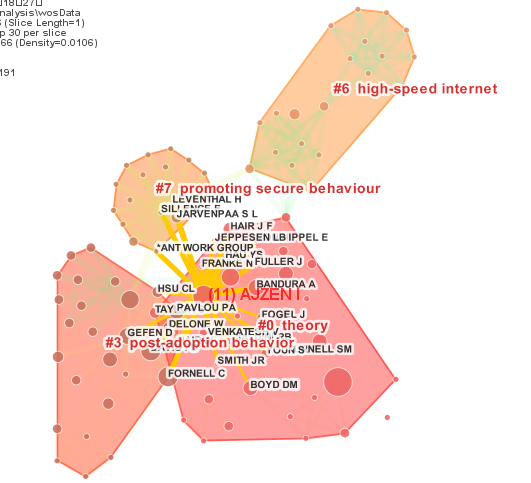
领域分析

|  |  |  |  |
| --- | --- | --- | --- |
| 排序 | 频次 | 中心度 | 来源领域 |
| 1 | 2231 | 0.28 | Computer science |
| 2 | 739 | 0.08 | Business&economics |
| 3 | 724 | 0.33 | Engineering |
| 4 | 512 | 0.08 | Information science&library science |
| 5 | 461 | 0.3 | Psychology |
| 6 | 376 | 0.04 | Business |
| 7 | 302 | 0.04 | Management |





作者共引



|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ClusterID** | **Size** | **Silhouette** | **Label (TFIDF)** | **Label (LLR)** | **Label (MI)** | **mean(Citee Year)** |
| 0 | 38 | 0.873 | (22.02) theory | planned behavior (39.07, 1.0E-4) | proposal | 2013 |
| 1 | 30 | 0.899 | (18.7) web user | web user (54.78, 1.0E-4) | hotel online booking | 2008 |
| 2 | 28 | 1 | (23.02) practitioner end user | practitioner end user (135.65, 1.0E-4) | information behaviour | 1996 |
| 3 | 27 | 0.93 | (18.2) post-adoption behavior | factor (59.54, 1.0E-4) | hotel online booking | 2009 |
| 4 | 22 | 1 | (22.55) internet-based instrument | internet-based instrument (124.33, 1.0E-4) | ... | 2001 |
| 5 | 22 | 0.954 | (19.65) retrospective review | attribute (70.1, 1.0E-4) | mobile device | 2007 |
| 6 | 20 | 0.969 | (18.73) high-speed internet | high-speed internet (69.23, 1.0E-4) | promoting secure behaviour | 2003 |
| 7 | 17 | 0.986 | (14.78) promoting secure behaviour | promoting secure behaviour (117.77, 1.0E-4) | promoting secure behaviour | 2010 |

|  |  |  |
| --- | --- | --- |
| **citation counts** | **references** | **cluster #** |
| 26 | [Anonymous], 2011, SO, V, P | 0 |
| 11 | Ajzen I, 2010, SO, V, P | 0 |
| 9 | Fornell C, 2011, SO, V, P | 3 |
| 9 | Davis FD, 2011, SO, V, P | 3 |
| 8 | Hoffman DL, 2005, SO, V, P | 0 |
| 8 | Venkatesh V, 2012, SO, V, P | 0 |
| 7 | Bhattacherjee A, 2005, SO, V, P | 3 |
| 7 | Newman MEJ, 2009, SO, V, P | 35 |
| 6 | Gefen D, 2011, SO, V, P | 3 |
| 6 | Barabasi AL, 2008, SO, V, P | 9 |

参考文献共引

**Table 1. Summary of the largest 10 clusters.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ClusterID** | **Size** | **Silhouette** | **Label (TFIDF)** | **Label (LLR)** | **Label (MI)** | **mean(Citee Year)** |
| 0 | 31 | 1 | (23.44) web site | web site (100.7, 1.0E-4) | behavioural pattern | 2007 |
| 1 | 30 | 0.994 | (25.31) online behavior | online behavior (133.34, 1.0E-4) | internet | 2003 |
| 2 | 21 | 1 | (23.44) practitioner end user | practitioner end user (122.9, 1.0E-4) | online | 1991 |
| 3 | 21 | 1 | (23.44) internet-based instrument | internet-based instrument (112.92, 1.0E-4) | risk-taking behavior | 1996 |
| 4 | 19 | 0.963 | (17.07) empirical study | empirical study (34.26, 1.0E-4) | behavioural pattern | 2009 |
| 5 | 14 | 0.989 | (21.09) information behavior | information behavior (85.99, 1.0E-4) | web user | 2004 |
| 6 | 14 | 1 | (21.09) high-speed internet | high-speed internet (92.78, 1.0E-4) | user behavior | 1999 |
| 7 | 13 | 1 | (20.66) self-report | self-report (88.01, 1.0E-4) | internet user | 2001 |
| 8 | 13 | 1 | (20.66) promoting secure behaviour | promoting secure behaviour (109.94, 1.0E-4) | internet user | 2005 |
| 9 | 12 | 1 | (20.2) ergotracer | ergotracer (103.37, 1.0E-4) | ... | 1996 |

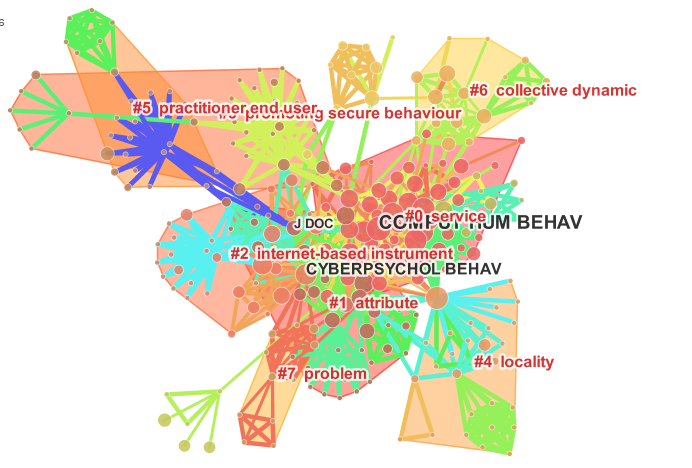
|  |  |  |
| --- | --- | --- |
| **citation counts** | **references** | **cluster #** |
| 5 | Xiang Z, 2010, TOURISM MANAGE, V31, P179 | 4 |
| 4 | Buhalis D, 2008, TOURISM MANAGE, V29, P609 | 0 |
| 4 | Boyd DM, 2007, J COMPUT-MEDIAT COMM, V13, P210 | 4 |
| 3 | Spink A, 2004, WEB SEARCH PUBLIC SE, V, P | 5 |
| 3 | Bhattacherjee A, 2004, MIS QUART, V28, P229 | 12 |
| 2 | Borna C, 2000, TELECOMMUNICATIONS, V34, P83 | 11 |
| 2 | Albert R, 2002, REV MOD PHYS, V74, P47 | 15 |
| 2 | Ahn YY, 2007, P 16 INT C WORLD WID, V,, P | 46 |
| 2 | Giles DE, 2005, EWP0511, V, P | 64 |
| 2 | Newman MEJ, 2003, SIAM REV, V45, P167 | 65 |

期刊共引分析

|  |  |  |  |
| --- | --- | --- | --- |
| 排序 | 频次 | 中心度 | 期刊 |
| 1 | 27 | 0.06 | Comput hun behav |
| 2 | 21 | 0.03 | Commun acm |
| 3 | 21 | 0.2 | Inform syst res |
| 4 | 21 | 0.21 | J marketing res |
| 5 | 21 | 0.04 | Mis quart |
| 6 | 18 | 0.01 | Manage sci |
| 7 | 17 | 0.09 | J marketing |

**Table 1. Summary of the largest 4 clusters.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ClusterID** | **Size** | **Silhouette** | **Label (TFIDF)** | **Label (LLR)** | **Label (MI)** | **mean(Citee Year)** |
| 0 | 55 | 0.678 | (17.08) service | factor (72.86, 1.0E-4) | france | 2009 |
| 1 | 37 | 0.866 | (17.08) attribute | attribute (46.55, 1.0E-4) | using content | 2004 |
| 2 | 31 | 0.919 | (18.29) internet-based instrument | internet-based instrument (63.38, 1.0E-4) | france | 2005 |
| 3 | 29 | 0.937 | (13.82) promoting secure behaviour | promoting secure behaviour (109.38, 1.0E-4) | promoting secure behaviour | 2008 |



|  |  |  |
| --- | --- | --- |
| **citation counts** | **references** | **cluster #** |
| 27 | Comput HUM BEHAV, 2003, COMPUT HUM BEHAV, V, P | 0 |
| 21 | J MARKETING RES, 2005, J MARKETING RES, V, P | 0 |
| 21 | Commun ACM, 2001, COMMUN ACM, V, P | 4 |
| 21 | Mis QUART, 2005, MIS QUART, V, P | 0 |
| 21 | Inform SYST RES, 2005, INFORM SYST RES, V, P | 0 |
| 18 | Manage SCI, 2007, MANAGE SCI, V, P | 0 |
| 17 | J MARKETING, 2007, J MARKETING, V, P | 0 |
| 16 | Cyberpsychol BEHAV, 2003, CYBERPSYCHOL BEHAV, V, P | 2 |
| 15 | J CONSUM RES, 2007, J CONSUM RES, V, P | 0 |
| 15 | J AM SOC INF SCI TEC, 2004, J AM SOC INF SCI TEC, V, P | 1 |