**Revolution or Regression?**

- A Comparatively Empirical Study of Two Agile Development Processes

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**Abstract**

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Keywords -

1 Introduction

2 Background and Related Work

2.1 Ad Serving Models

2.2 Related Work

3. What are the expenses related to ad library updates?

A. Software Maintenance Cost:

B ...

4. Identification of Ad Libraries

5. Prevalence of Ad Library Updates among Mobile Apps

6. Discussion

Methodology:

Case study result:

Data collection

From integration effort dimension:

Figure 1 is the beanplot of the distributions of integration effort for the two projects. The grey (left) part is for project A, namely the traditional branch-based integration process while the black (right) part is for project B, namely the feature-toggle-based approach. We use the size of merge commits to show integration effort.

This plot indicates the branch-based approach causes less integration effort. In addition, half of merge commits of the branch-based approach have smaller size than those of toggle-based approach.

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