

User Activity

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User activities drive businesses. But, so far there is no parameter to identify user activity. This may be the first paper to identify user activity based upon their characteristics. User behaviour could be identified as shown in [1]. Patterns of user behaviour could be identified as shown in [2]. User Behaviour and pattern of user behaviour are user activity.

User engagement is identified in [3]. User engagement is also user activity. Initiation [3] is the activity where users decide to begin using social services. Interaction [3] is the activity where users choose to engage with other users and services of the platform. Loyalty [3] is the activity where users find the services of the platform effective and the likelihood to return to the platform.

Therefore, Initiation, Interaction and Loyalty are dimensions of the user activity from [1][2][3]. This is also explained in above two paragraphs. Therefore, to characterize user activity, the dimension, initiation, interaction and loyalty should be used as shown above and in [1][2][3].

References

1. Trivedi, N. Dimensions of user behaviour.
2. Trivedi, N. Pattern of user behaviour.
3. Trivedi, N., Asamoah, D. A., & Doran, D. (2018). Keep the conversations going: engagement-based customer segmentation on online social service platforms. *Information Systems Frontiers*, 20, 239-257.