

SOCIAL MEDIA APPLICATIONS FRAMEWORK: A LEXICAL ANALYSIS OF USERS ONLINE REVIEWS

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Abstract

The objective of this research is to examine the most important issues in user experience about social media applications (SMAs) by using a lexical approach. After reviewing prior studies about user interactions with SMA, a process based on the revised lexical approach (Zhu & Fang, 2014) was adopted to explore patterns among the adjectives in online reviews of SMAs. This process includes five stages: Collecting online reviews, Building a dictionary of SMA descriptive adjectives, Extracting user ratings of adjectives, Factor analyses, and Card Sorting. A framework was proposed to integrate the most important Factors in SMA. The implications of this research were discussed. This study was accepted and presented in Information and Communication Technologies in Organizations and Society (ICTO2017)

Reference:

Zhu, Miaoqi, & Fang, Xiaowen. (2014). *Introducing a revised lexical approach to study user experience in game play by analyzing online reviews*. Paper presented at the Proceedings of the 2014 Conference on Interactive Entertainment.