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RESEARCH ARTICLE

USER OPINION

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ABSTRACT

This paper describes user’s opinion

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INTRODUCTION

- Attached
- Not interested
- Dependent

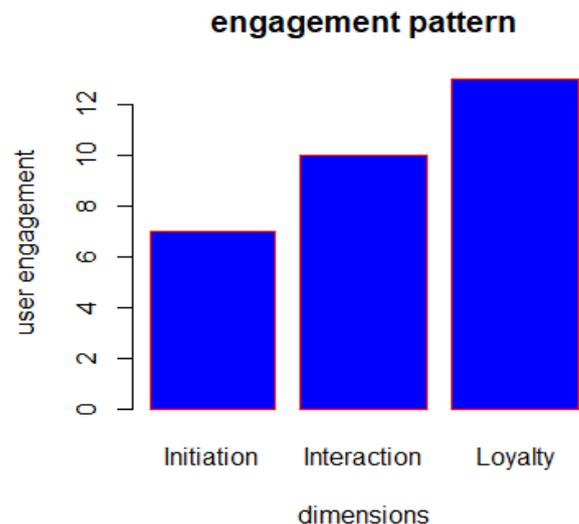
Attached opinion: On viewing the content that is against them, users become attached to it.

Dependent opinion: On viewing the content that is in favour, users become dependent on it.

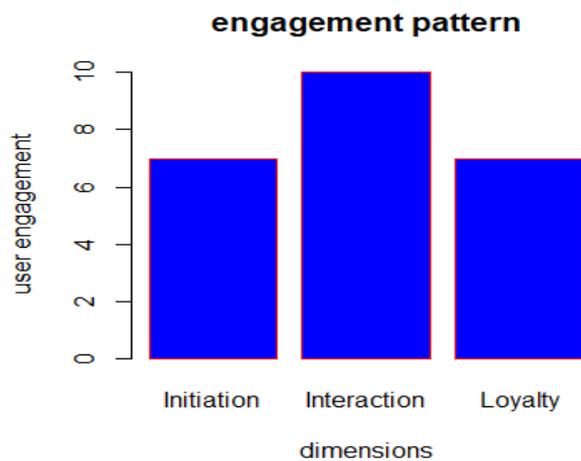
Not interested opinion: On viewing the content that does not concern them, users do not show any interest.

In [1], three dimensions of user engagement are described. On the basis of these three dimensions, three patterns of user engagement for the above three opinions respectively are:

Attached opinion:



Dependent opinion



Further description of three opinions

If the content is for someone, then users are dependent on it. If the content is just informative, then users are attached to it. If the content is for the author himself, then users are not interested.

REFERENCES

[1] Nripesh Trivedi, Daniel Adomako Asamoah, and Derek Doran. Keep the conversations going: engagement-based customer segmentation on online social service platforms. *Information Systems Frontiers*, pages 1–19, 2016

Not interested opinion

