بسم الله الرحمن الرحیم

Medical Library
&
Information Sciences

Journal Club

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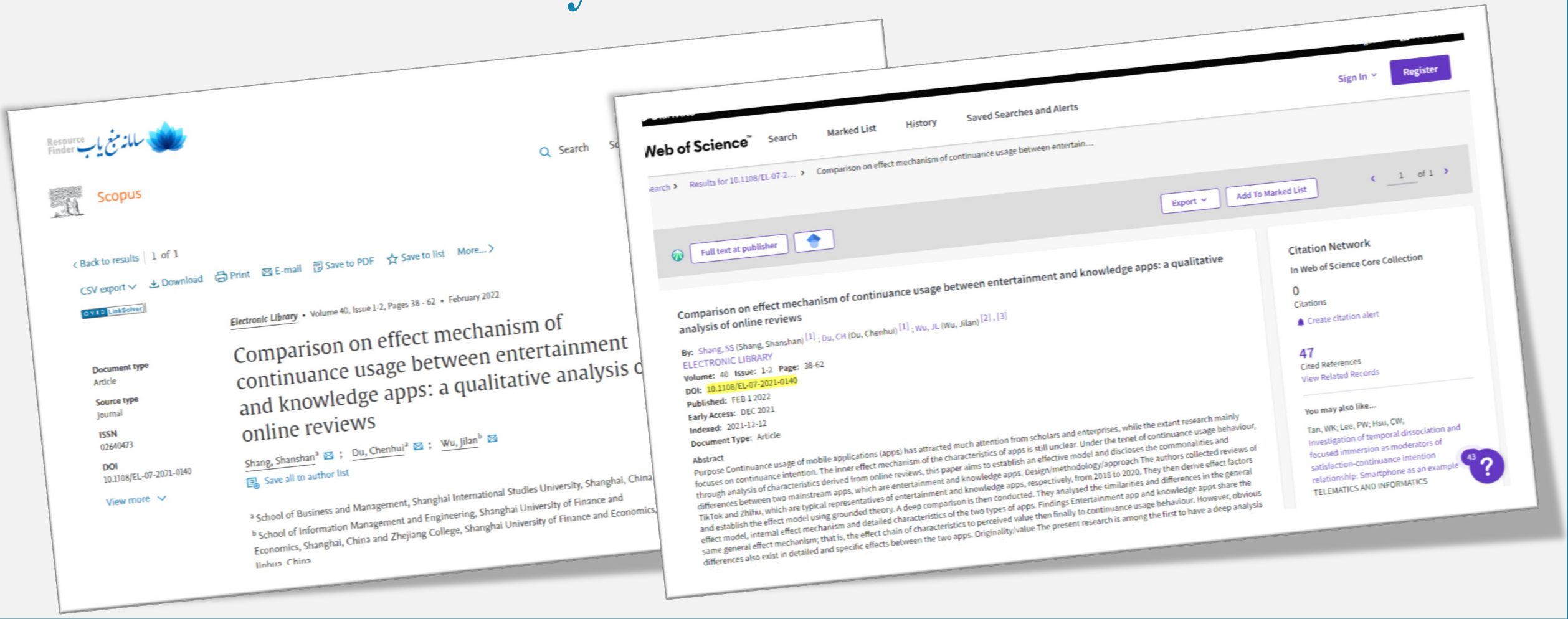
Title:

Comparison on effect mechanism of continuance usage between entertainment and knowledge apps: a qualitative analysis of online reviews

Presenter:

Z. Otroj

Comparison on effect mechanism of continuance usage between entertainment and knowledge apps: a qualitative analysis of online reviews



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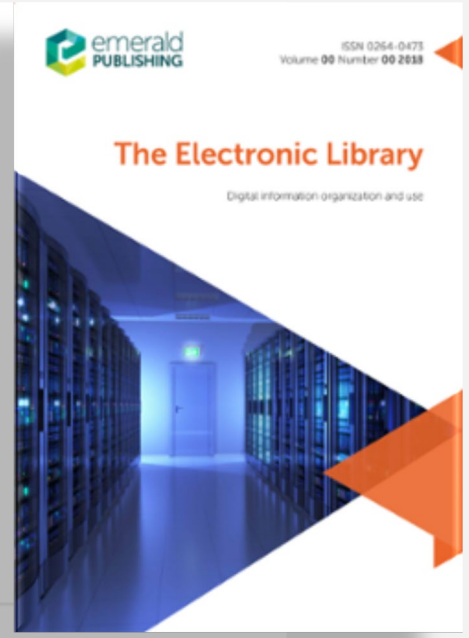

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ISI Rankings:

Subject	Rank	Quartile	Percentile
Information Science & Library Scienc...	55/86	Q3	N/A

Scopus Rankings:

Subject	Rank	Quartile	Percentile
Library and Information Sciences	50/235	Q1	78%
Computer Science Applications	338/693	Q2	51%

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Mobile Devices, Apps & Continuance Usage

- Widespread usage
- More than merely a communication tool
- Used anytime, anywhere
- Browse information
- Make transactions

Therefore, various mobile applications (apps) have been developed to meet users' diverse requirements, such as apps for travel, health, payments and games.

Apps are playing an increasingly large role in daily life and the flourishing of mobile apps has attracted the attention of scholars and enterprises.

Thus, the topic of continuance usage is in the spotlight.

Enterprises want to keep customers using their apps. Scholars want to unveil the mystery of the reasons behind continuance usage.

Levels of Popularity & Continuance Usage

Why do users feel that an app is useful? What characteristics of an app motivate users to keep using it? There are so many kinds of apps in the market. Some apps are quite popular, some are not. The continuance usage of an app determines its success.

Analysing App Continuance Behavior:

- perceived usefulness
- expectancy
- Used anytime, anywhere
- social factors
- perceived value

App as Information System:

- Technical function characteristics
- Characteristics of the content

Research Questions

Q1. What incentivizes people to use two of daily life's mainstream apps, entertainment apps and knowledge apps?

Q2. What are the detailed characteristics of entertainment and knowledge apps and what factors drive people to continue using them?

Q3. What are the similarities and differences between entertainment apps and knowledge apps within the scope of adoption and continuance usage?

Study Aims

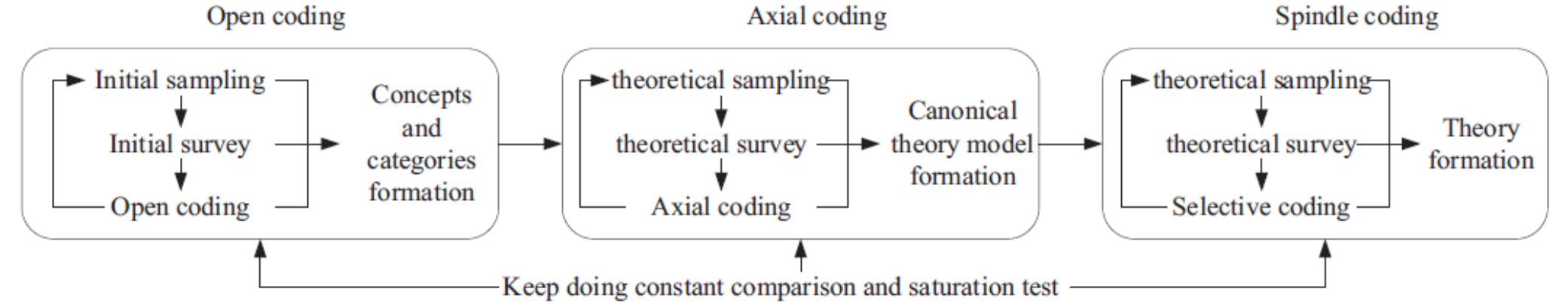
The present study aims to answer these questions through a deep analysis of user online reviews.

Method and Data Collection

Grounded Theory

Grounded theory is a scientific method for mining rooted laws and rules, a qualitative approach to solving micro problems and is widely applied in the research fields of social science.

Key Process of Grounded Theory:



Method and Data Collection

TikTok & Zhihu

Online reviews of TikTok and Zhihu, representatives of entertainment apps and knowledge apps, respectively, with the largest numbers of users in China, were collected from an app store.

Given the large volume and the more objective opinions, nowadays, more and more scholars highlight the importance of **online reviews**.

By virtue of the large user volume of Apple mobile terminals, reviews in the Apple App store.

Hence, this paper also collected reviews of TikTok and Zhihu, with a time window from 1 January 2018 to 31 October 2020 from the Apple App store, constrained to those reviews including the words representing continuance usage, such as "keep use", "use it every day", "can't do without", "like", "intoxicated" and so forth.

Method and Data Collection

A set of 6,000 reviews each year (i.e. 18,000 in total) for each app were randomly selected.

In total, 3 professors and 17 graduate students majoring in information management, who are familiar with TikTok and Zhihu and have a good command of grounded theory, were invited to do the coding and saturation test. The coding and saturation test took three months.

For the first round, each teacher and student did all the coding and the saturation test by themselves, according to their own understanding.

Then, for the second round, all professors and students worked as a discussion group, discussing the factors and nominations again and again until the discussion group reached an agreement on all the factors, dimensions and relations.

Antecedent Analysis & Model Construction

Final dimensions were determined as:

- Technical characteristics;
- Content characteristics;
- Emotional value;
- Functional value;
- Social value;
- Flow.

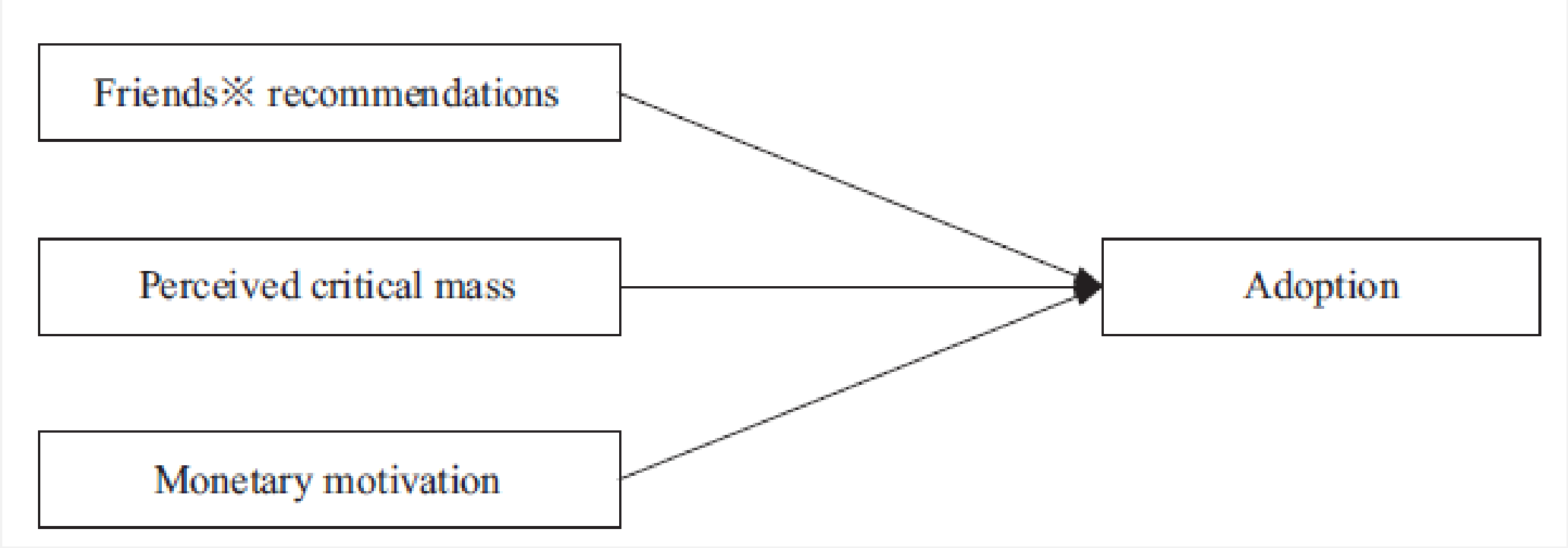
Flow is the extent that users indulge themselves in the app and habit is always taken as a form of flow with a relatively low extent of indulgence. Flow is a common antecedent of continuance usage.

It is found that although the two apps share the same dimensions, their specific factors or antecedents are prominently different.

Antecedent Analysis & Model Construction

Effect model for the entertainment app

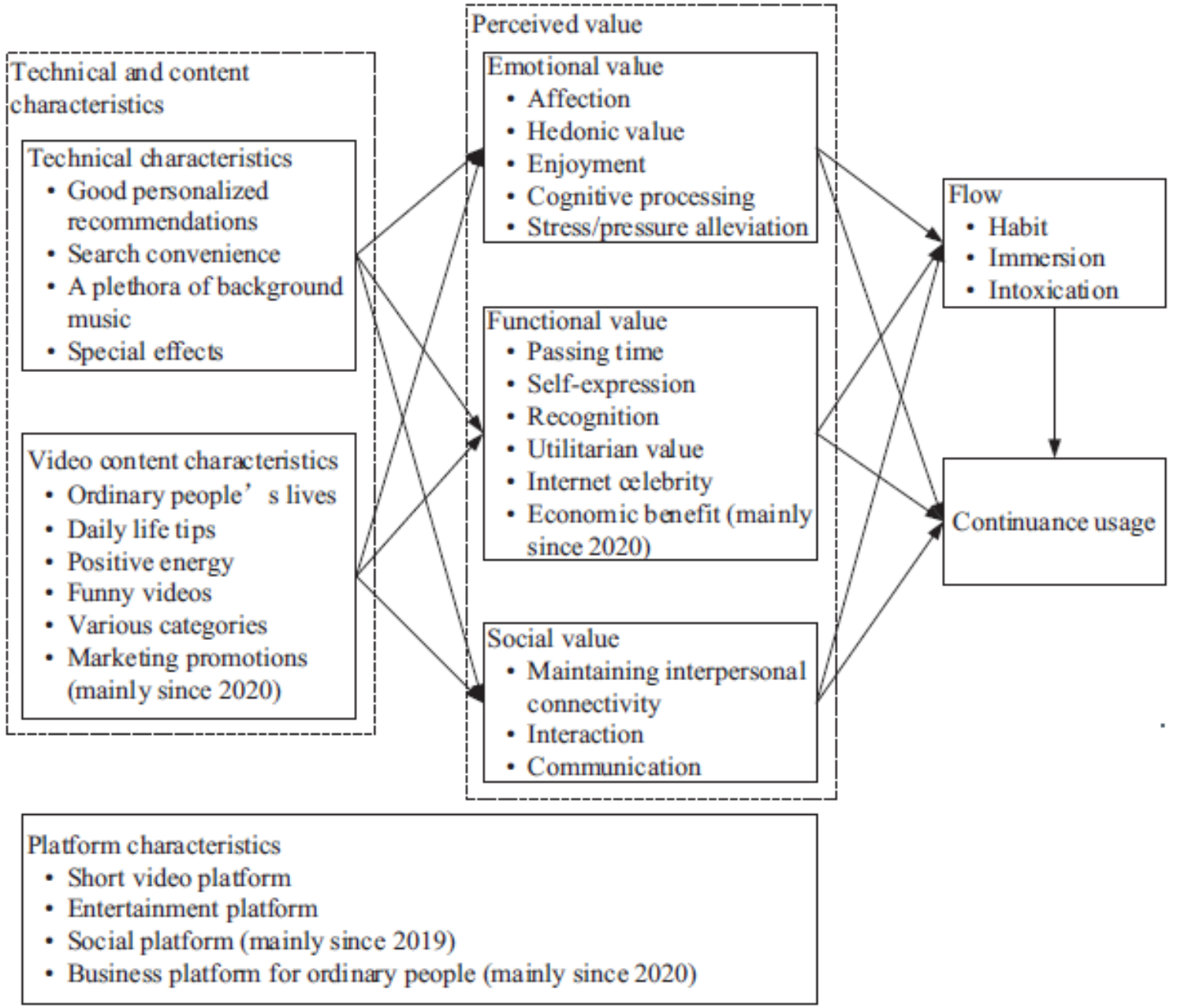
Adoption model for the entertainment app



Antecedent Analysis & Model Construction

Effect model for the entertainment app

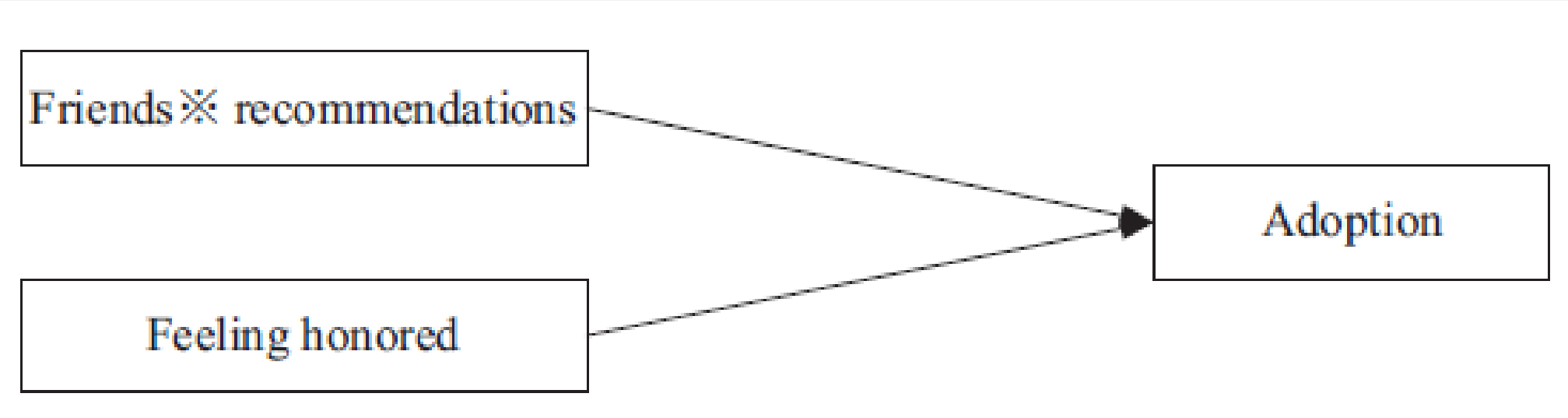
Continuance usage behavior model for the entertainment app



Antecedent Analysis & Model Construction

Effect model for the knowledge app

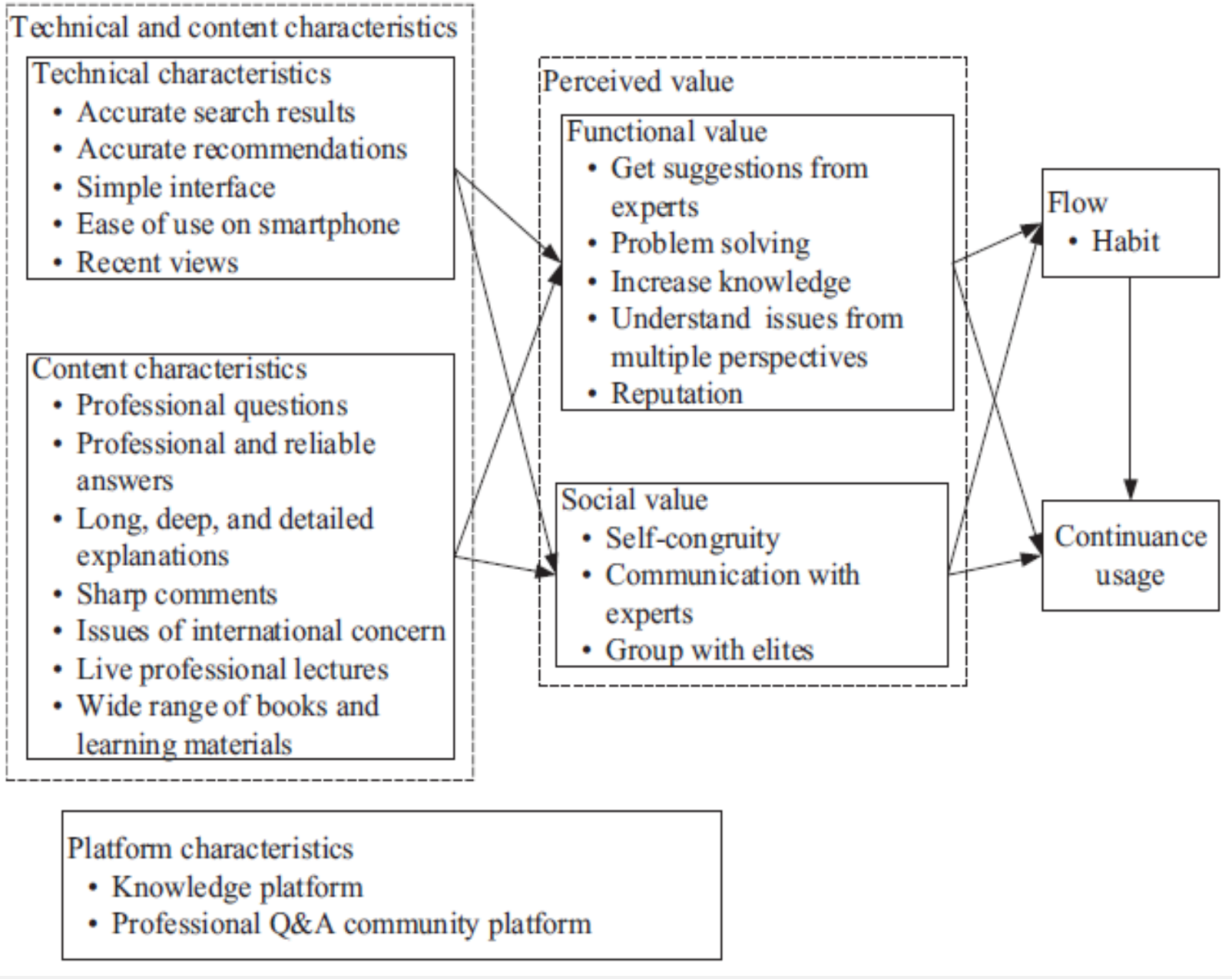
Adoption model for the knowledge app



Antecedent Analysis & Model Construction

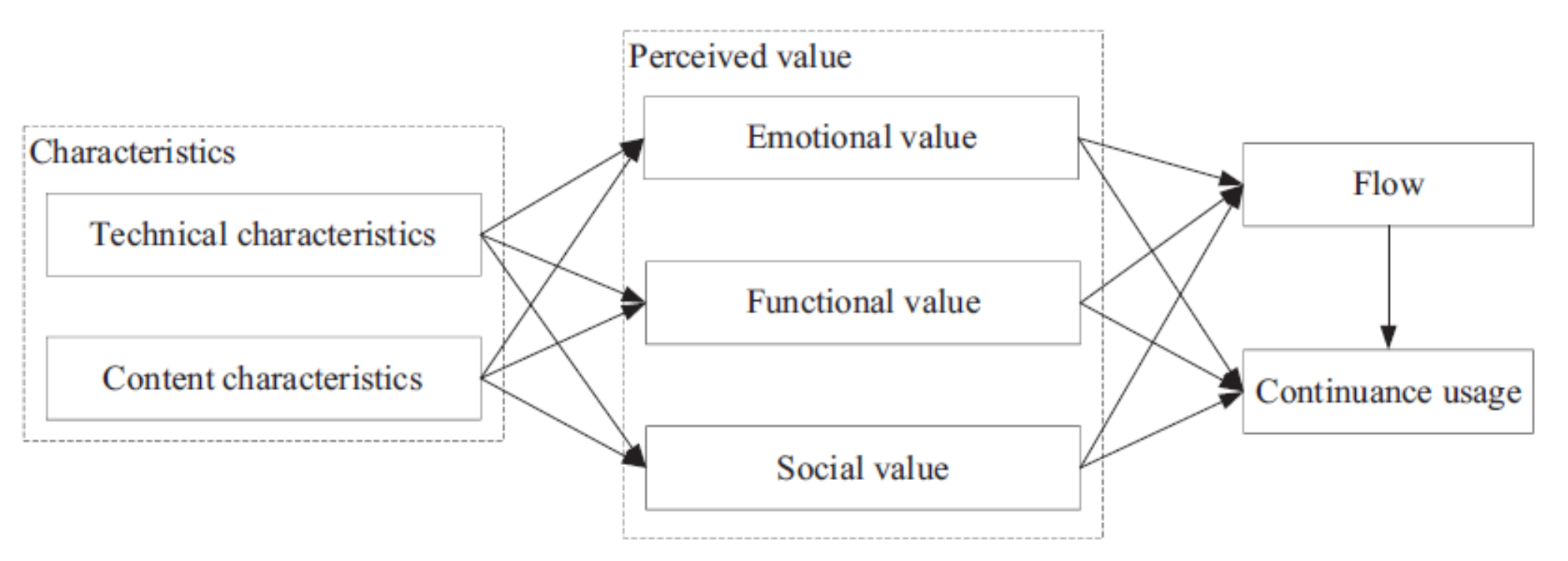
Effect model for the knowledge app

Continuance usage behavior model for the knowledge app



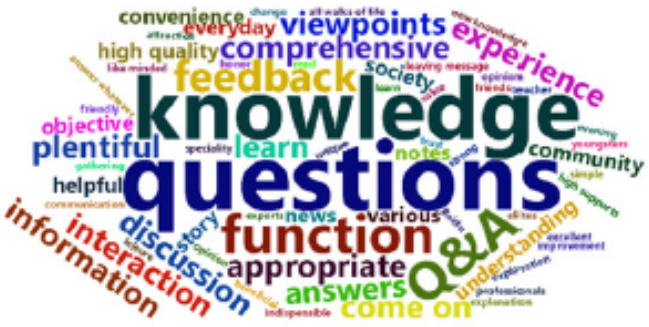
Comparison analysis

General effect model17



Comparison analysis

Keywords comparison, by word frequency

Year	Entertainment app, TikTok	Knowledge app, Zhihu
2018		
2019		
2020		

This paper makes three theoretical contributions.

Firstly, online consumer reviews play an important role in almost every market today and data in the present study are online reviews, which are more objective and more likely reflect people's experience with apps, compared with traditional questionnaire investigation.

Secondly, it is more difficult to study continuance usage behavior compared with continuance usage intention. Thus, prior studies mainly focus on intention. This paper explores continuance behavior by selecting the reviews that explicitly point out continuing usage and concludes that the effect chain moves in the following way: characteristics → perceived value → continuance usage behavior. Characteristics include technical and content characteristics and perceived value include emotional, functional and social value.

Thirdly, this paper is the first to discern the similarities and differences between entertainment apps and knowledge apps. This study carried out a deep and comprehensive comparative analysis of two apps and compared every aspect of the factors. This paper can help researchers better understand the two types of popular apps, revealing and illustrating the internal and substantial similarities and differences between them, further extending the extant literature in the information management system field.

Useful for App Managers

Firstly, overall, having a large volume of diversified content is important for an app or information system, so that anyone can find content in which they are interested.

Secondly, people tend to browse entertainment apps randomly, with no specific purpose and may unconsciously spend a lot of time on an app. Therefore, for the app, it is important to stimulate the users' emotions.

Thirdly, for knowledge apps, high-quality questions and answers are important. The key attribute of a knowledge app is its professional content.

Used to Enlighten Other Apps

Apps that are more of a professional nature, such as health apps, should contain/provide professional, reliable and trustful content.

Apps that have more of entertainment nature, such as game apps, should have content that prompts users' emotional value and flow.

For apps with entertainment and knowledge attributes, the owners should make an effort to measure and judge their apps so that the entertainment and knowledge parts reach an appropriate and good balance.

Nevertheless, every app should have **abundant and diversified content**, to cover every user's interests.

Additionally, the apps should have an accurate search and recommendation system, so that users can conveniently and easily find content in which they are interested.

In addition, app owners should try their best to increase their **number of users**, as the more users the better.

Limitations and conclusions

This study used the adoption effect model and continuance usage behavior effect model by using grounded theory on online reviews.

The study had two limitations and offers several opportunities for future research.

- Firstly, as data were mainly from the Apple App Store in China, further analysis on data from both the Apple App Store and Android App store and from various countries and districts would provide further insight.

- Secondly, although online reviews enjoy the advantage of providing a large enough volume and objectivity, the comments are by ordinary users, not experts and some complicated inner factors may not be represented.

Journal

Authors

Introduction

Method

Analysis

Discussion

Limitations

Critique & Appraise

- Journal quality
- Paper quality
  - Abstract & Keywords
  - Method
  - Data
- Was the paper clearly written?
- Most interesting aspect of the paper
- Most important result of the discussed paper

THANK YOU

FOR YOUR

ATTENTION