

IN CONCLUSION:

Most reviews do not contain actionable insight.

IN 2008, APPLE LAUNCHED THE APP STORE, OPENING UP MOBILE APP DEVELOPMENT TO THIRD PARTIES. IN ADDITION TO BEING A SINGLE POINT DISTRIBUTION SYSTEM, IT OFFERS A PUBLIC REVIEW SYSTEM FOR USERS TO RATE APPS THEY HAVE PURCHASED AND USED.

EXTRACTING SIGNAL FROM THE NOISE OF USER REVIEWS

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iPhone iPad



New & Noteworthy

Real Racing 3 Games Free	Cubasis Music \$51.99	LIMBO Game Games \$5.49	Procreate - Sketch, paint, etc. Entertainment \$5.49	Sago Mini Bug Builder Education \$0.99	Order & Chaos Online Games \$7.49	Weathertron - Live Rain, Snow... Weather \$0.99	Groove Coaster Zero Games Free	Clean Eating Recipes Food & Drink \$2.99	Hello Kitty Carnival Games Free	National Geographic World Atlas Reference \$1.99

Wide Sky App of the Week	Little Things Forever Top-Rated Aussie Game	Sports Magazines Surfing, Automotive & More	Become an Author Apps + Books	Food and Drink Magazines	GAMES New Games Added

What's Hot

Digg News Free	Colin McRae Rally Games \$1.99	A Cautionary Tail for iPad Books \$5.49	Jetpack Joyride Games Free	FitStar: Tony Gonzalez Health & Fitness Free	MetalStorm: Aces Games Free	Tour de France 2013 - The Official Game Games	Figaro Pho - Creatures & Critters Entertainment	Diner Dash Rush Games Free	BuzzFeed News Free	League of Evil Games \$1.99

See All > iPad

All Categories

APP STORE QUICK LINKS

- Editors' Choice
- Games
- Newsstand
- Education
- Discover Australia
- Made in Australia
- Apps Made by Apple
- App Collections
- Game Center
- Learn More: In-App Purchases
- Buy iTunes Gifts Cards
- Parents' Guide to iTunes Purchased

See All > TOP PAID APPS >

- LEGO Batman: DC Super Heroes Games
- Minecraft - Pocket Edition Games
- Monsters University Games

THE APP STORE

App Store > Productivity > Apalon



Notepad+

Apalon >

Details | **Ratings and Reviews** | Related

\$0.99 Buy

★★★★☆ (6)
Rated 4+

LINKS
[Privacy Policy](#)
[Developer Website](#)

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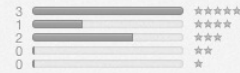
App Store Ratings and Reviews

Current Version | All Versions

AVERAGE RATING



Based on 6 Ratings



CLICK TO RATE ★★★★★

CUSTOMER REVIEWS

[Write a Review](#) | [App Support](#)

4 Customer Reviews | [Most Helpful](#)

Notes ★★★★★

by Bechie1066 – Jun 30, 2013

Looks good, creative potential. Easy to learn best features.

Was this review helpful? Yes | No | Report a Concern

Sylvia ★★★★★

by Jaene – Jun 30, 2013

Nice app for jotting something in a hurry. I was very upset when after I had made a list of "things to do" it disappeared. Now I'm stuck!!

Was this review helpful? Yes | No | Report a Concern

Awesome ★★★★★

by Blah blah 7799 – Jul 1, 2013

Is absolutluy awesome

Was this review helpful? Yes | No | Report a Concern

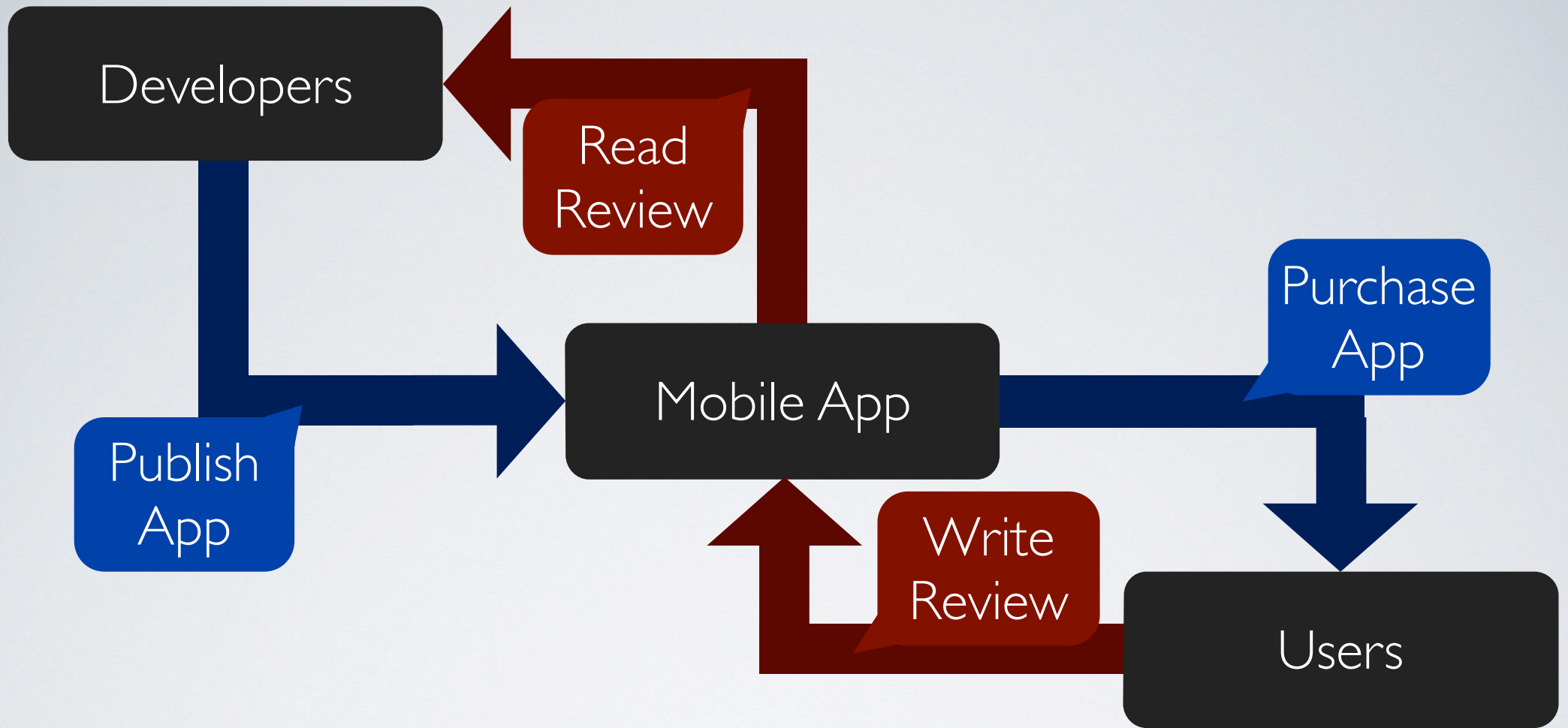
Amazing ★★★★★

by dalew777 – Jul 1, 2013

This is the note taking app I have been waiting for. Amazing features, so simple, easy. Just the right amount of tools. I don't usually leave reviews but went out of my way to write this because I was so impressed with the app. 5 stars.




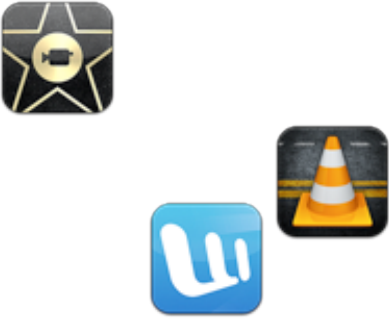
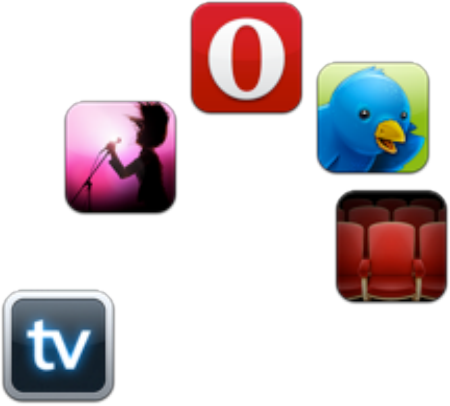

APP REVIEWS

A (NEW) HOPE



The App Store affords a Feedback Loop

USER FEEDBACK

Positive			
Negative			
Functionality		Quality	Affect

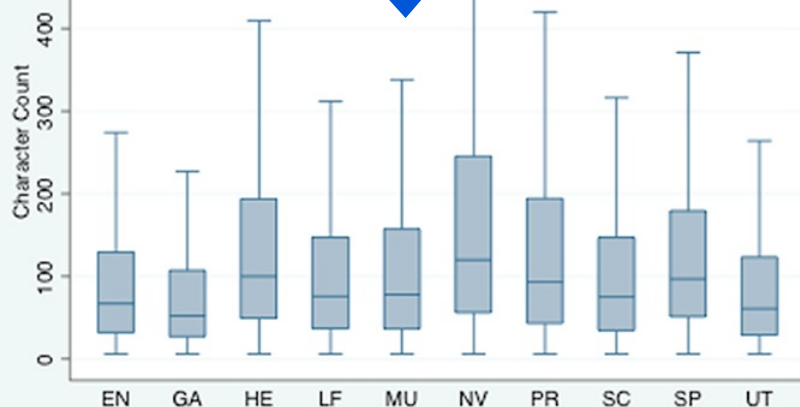
CAN WE CLASSIFY REVIEWS?

DATASET

- ▶ 22 Categories
- ▶ 8.7 million reviews
- ▶ 5.25 million unique users
- ▶ 17,330 apps
 - Top 400 from Free & Paid

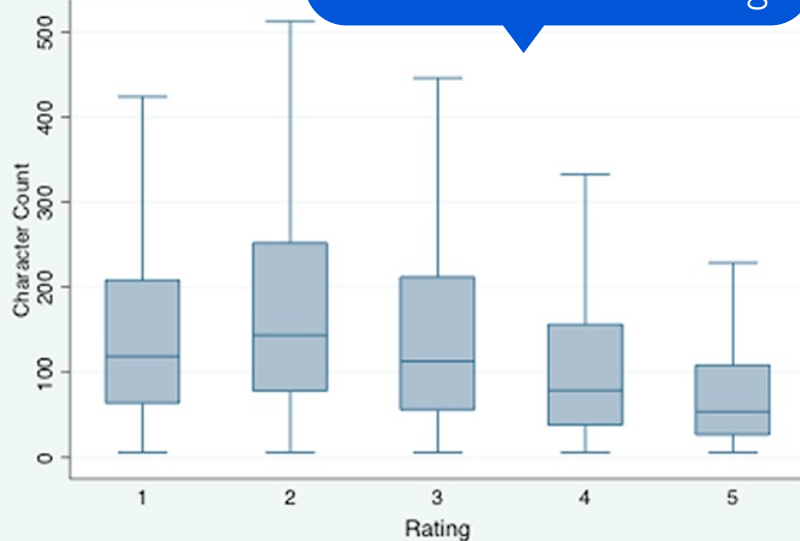


Char Count vs Category

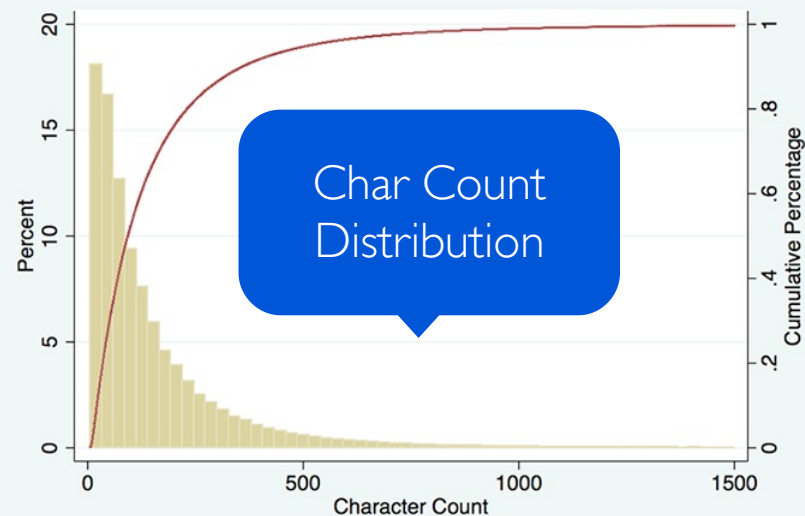


excludes outside values

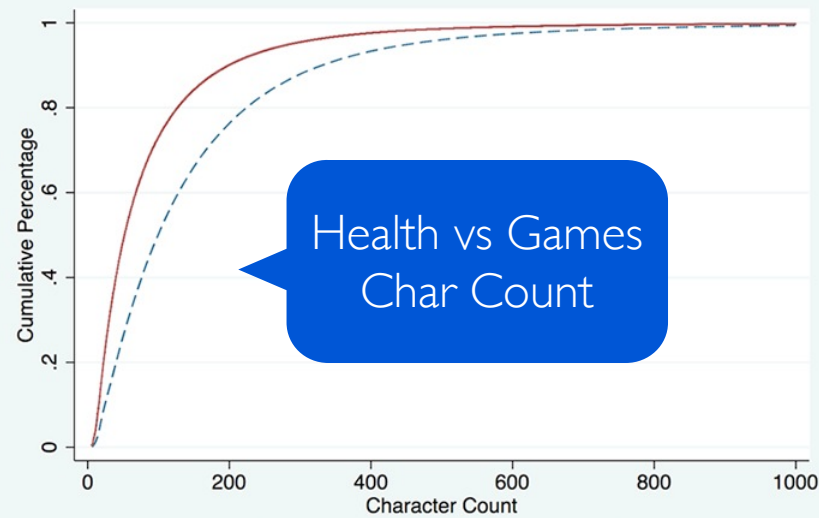
Char Count vs Rating



excludes outside values



Percent Cumulative Percentage



Health Games

REVIEW SIZE & RATING

THE REVIEWS STRIKE BACK



Non-content Reviews



Ahahaha!!;))



Typos

Superrrr funnnyy! Greeat info! Things I reallly didn't even knoww. :]

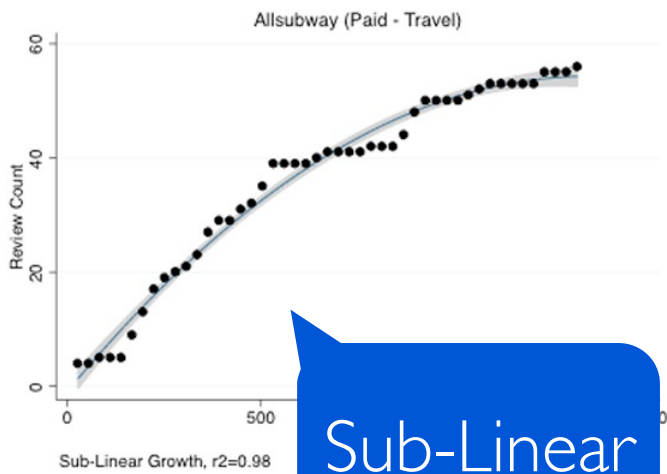
Dreamy man!!!



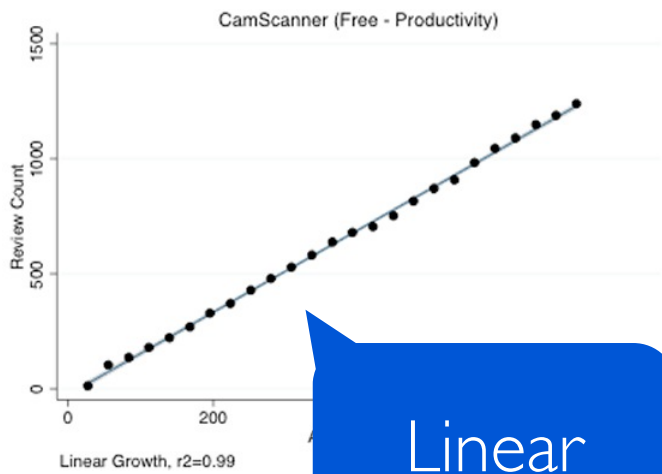
Inconsistent Sentiments

😞zzZzzZzzZ I love this app ❤️❤️❤️

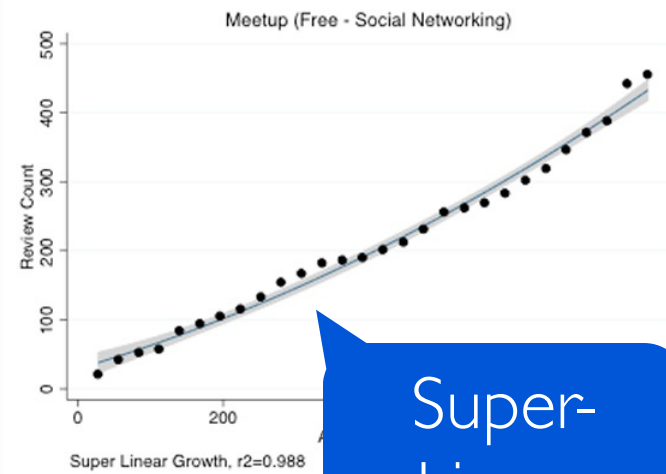
CONTENT ISSUES



Sub-Linear

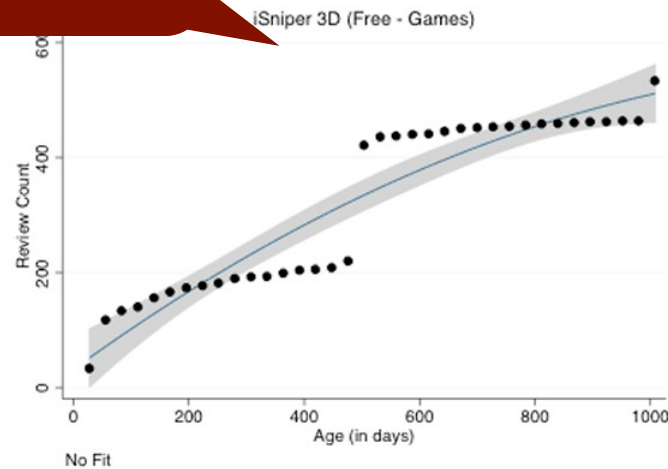
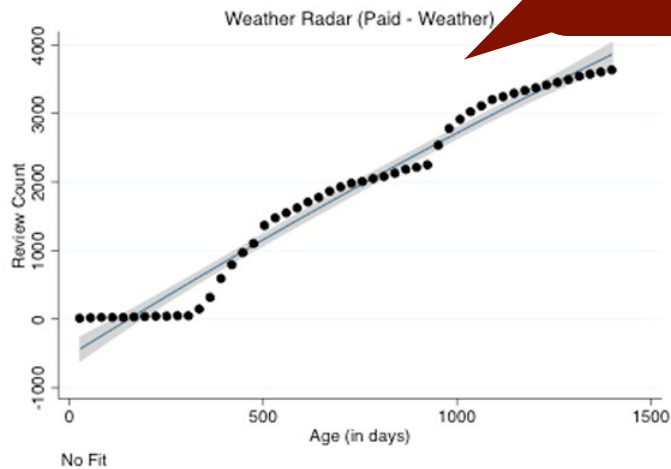


Linear



Super-Linear

Non-Fit



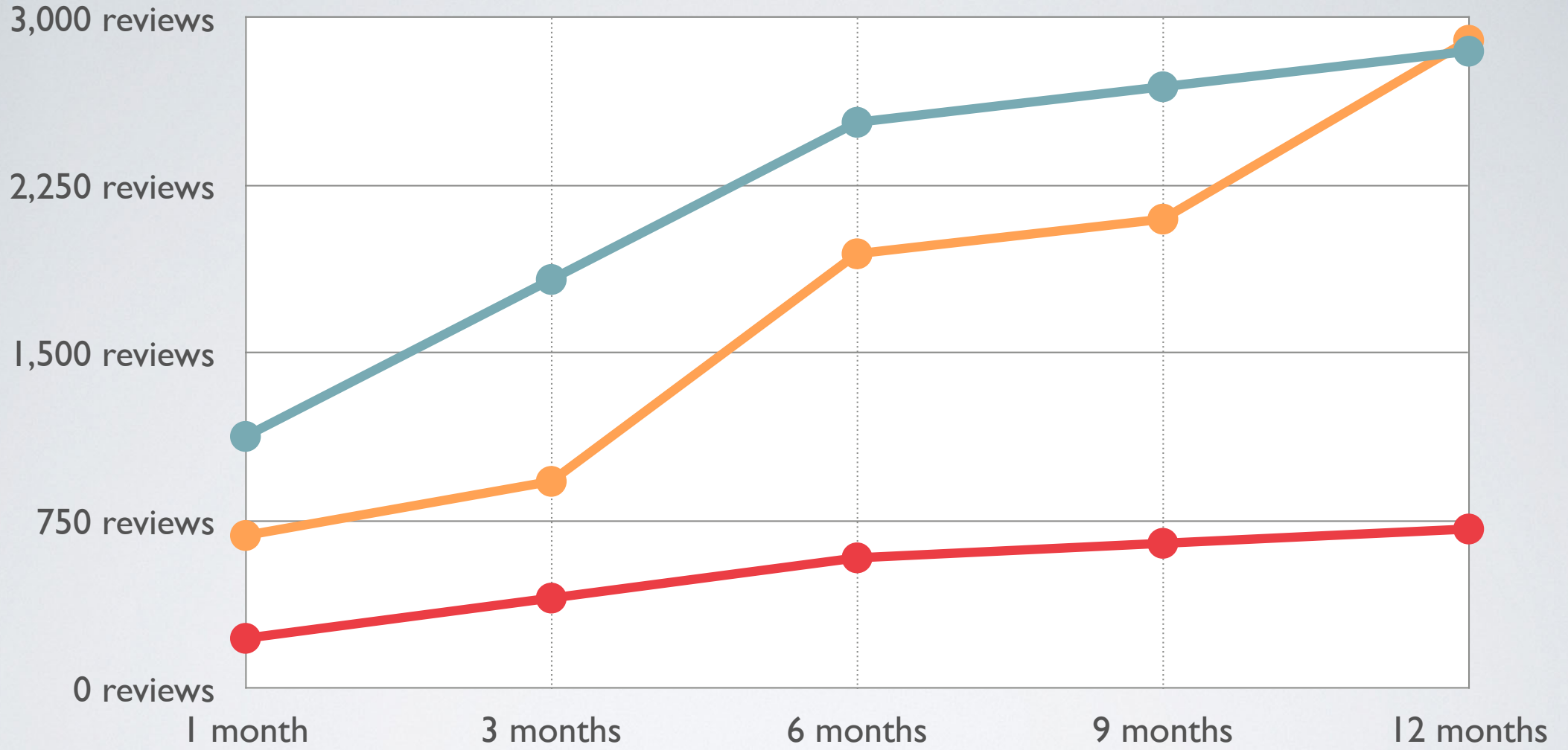
GROWTH MODELLING

Review Counts per Category

Benchmark for:	Free Apps					
	50%			75%		
Category	1 mth	6 mth	12 mth	1 mth	6 mth	12 mth
Books	4	15	28	9	41	72
Business	5	18.5	33	12.5	39.5	76
Education	5	18	40	14	54	94
Entertainment	32	173	302	151	608	739.5
Finance	9	28	40.5	25	74	119
Games	225	585	714	1128	2851	2533
Health & Fitness	6	28	52	15	75	158
Lifestyle	13	52	110	34	152	269
Medical	3	9	14	6	21	35
Music	12	43	75	43	150	226
Navigation	4	13	23	9	28	53
News	13	63	165.5	41	234.5	624
Photo & Video	8	24	41	21	75	107
Productivity	12	48	96	32	139	384

REVIEW GROWTH

● Median Review # ● 75th % Review # ● Your App Review #



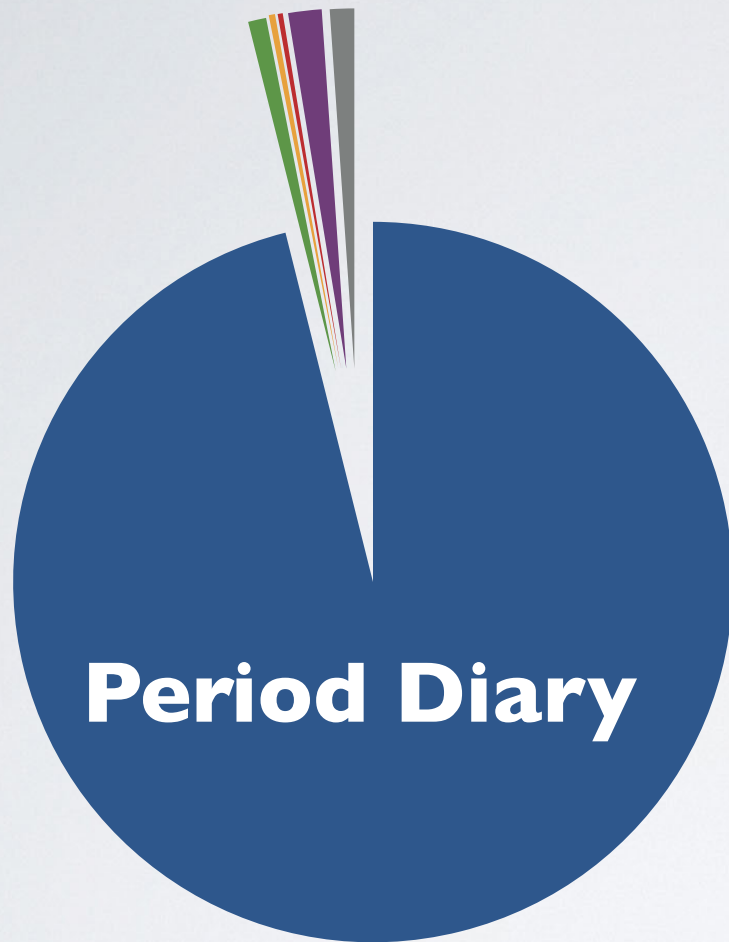
REVIEW GROWTH

RETURN OF THE CONTENT

Table 2. Proportion of Positive (P), Negative (N), Inconsistent Positive (IP), Inconsistent Negative (IN), Neutral (NT), Spam (S) and the Total number of reviews.

Sentiment Distribution of up to 5 word Reviews							
App Name	P	N	IP	IN	NT	S	Total
Period Diary (Period, Fertile & Ovulation Tracker)	3782	32	11	9	59	43	3936
Baby Names	2686	25	50	8	72	22	2863
MapMyRIDE GPS Cycling	2106	6	5	8	53	26	2204
Relax Melodies: A white noise ambience for sleep, meditation & yoga	1814	8	1	4	46	38	1911
My Pregnancy Today	1817	10	1	6	15	23	1872
Horoscope	1502	18	19	11	49	23	1622
US Army APFT-Body Fat Calculator	1540	1	2	0	31	16	1590
BabyBump Pregnancy Free	1321	7	4	7	18	13	1370

SENTIMENT = RATING
(FOR SHORT REVIEWS)

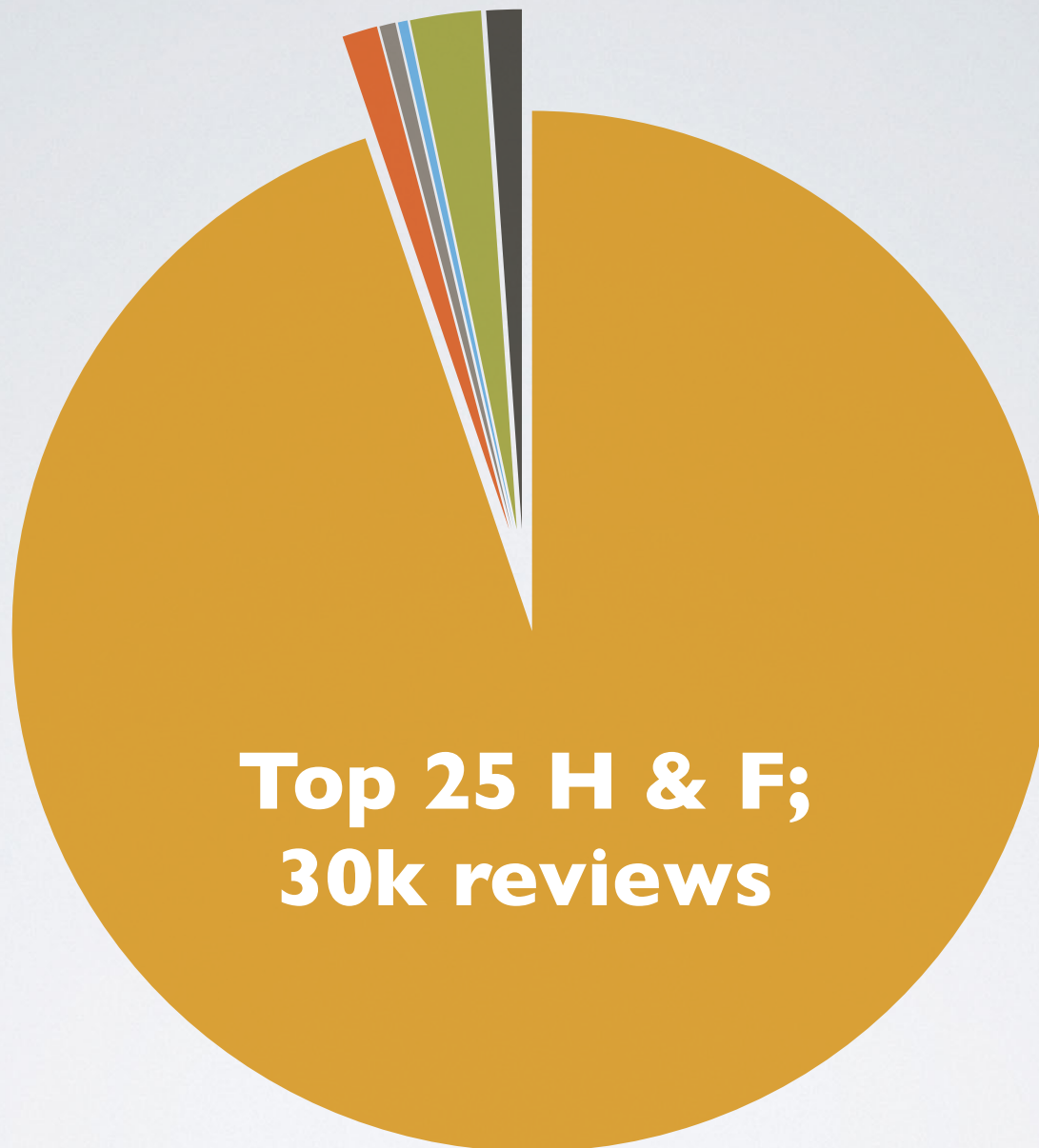


Period Diary



Baby Names

SENTIMENT = RATING
(FOR SHORT, REVIEWS)



SENTIMENT = RATING
(FOR SHORT REVIEWS)

SAD :(



Feedback to consumers

Jumped through all the hoops to sign up ... I COULDN'T download it to iTunes to put on my iPad ... I have to **STREAM it from Flixster ... no hard copy** on your iTunes! So stupid. Since I won't be able to watch anything while traveling (hello! you need internet connection) ... you can't use internet on planes or in the ... very disappointed! Any YES ... Flixter needs to **note it on the box** so people can tell where their digital copies are coming from. Since they don't work the way they should I'm not going out of my way to get movies with Flixter digital copy ... I'll look for the iTunes advertised copies that I can put directly on my machine!

Feedback to both devs and consumers

Feedback to developers

REVIEW CONTENT

This is an excellent app



Feedback to consumers

Feedback to consumers

"This app is excellent for finding the movies I **use this app before hand**. You can **watch trailers, see user ratings, and even see accurate show times** at local movie theaters. This app makes going to the movies more convenient and helps prevent you from seeing ""bad"" movies by **consolidating user reviews** into one easy accessible location."

Feedback to developers

REVIEW CONTENT

I like bacon.



Bacon Bacon Bacon Bacon Bacon Bacon Bacon Bacon Bacon Bacon
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REVIEW CONTENT

1. Socrates Dataset

- Raw and sanitisation method

2. Landscape model of reviews

- Growth and Size Profiling

3. Content model of reviews

- Sentiment and Review relevance

CONTRIBUTIONS

CONCLUSION

1. Most app reviews are short
2. Short reviews only inform us of user sentiment
3. Long reviews occur early in the app's lifecycle

FILTERING THE NOISE

EXTRACTING SIGNAL FROM THE NOISE OF USER REVIEWS

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Intentional, were the Star Wars references. 😊