RESEARCH ARTICLE

USER INTEREST

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ARTICLE INFO	ABSTRACT
	This paper describes user interest.

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INTRODUCTION

User interest may be differentiated into three types:

- Liberated – completely uninterested
- Loyalty – moderately interested
- Leniency - completely interested

This description is based on completeness that either one is interested or uninterested or in between moderately.

The interest of user in things is determined by the following graph. This description is based on the assumption that if it is not about the users, then the users are completely not interested but if the thing is about the users then the interest of users increases exponentially as they start caring about the thing more than themselves and lose themselves in that thing or become lost in their interest.

The Exponential function

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