RESEARCH ARTICLE

PATTERNS OF USER BEHAVIOR

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ARTICLE INFO	ABSTRACT
	This paper describes three independent dimensions along which user behavior could be studied.

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INTRODUCTION

There are three dimensions along which user behavior can be independently studied. These are.

Assertion – Whenever user states his views about something such that he takes responsibility of it, this behavior of user is termed as assertion.

Reaction – Whenever a user answers something or reacts to something, this behavior of user could be termed as reaction.

Attention – Whenever user performs an activity that reflects that he is conscious about something, this behavior of user is termed as attention. These three dimensions are independent of each other and could be used to study user behavior.
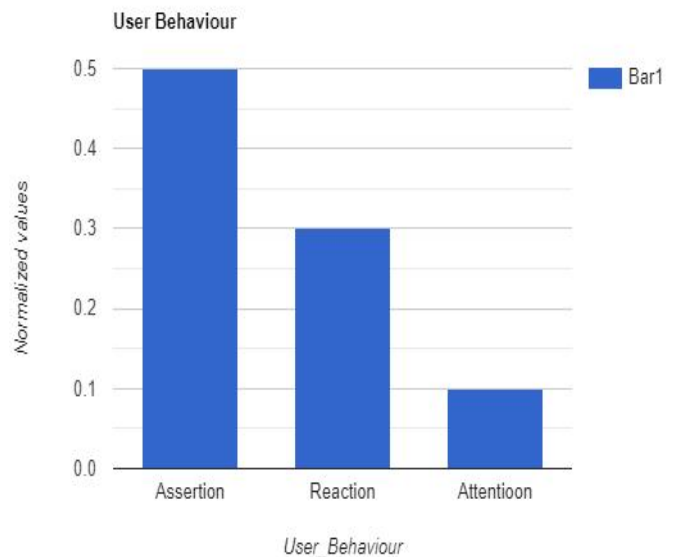
Patterns of user behavior: Patterns in user behavior can be summarized using three basic shapes

Ellipse:

User keeps on going in the same line of thought and hence same behavior over and over again. Either the user reaches the same point again or begins at a different point and keeps on repeating the same string of thoughts. Using the above three dimensions, the user behavior may be summarized as below
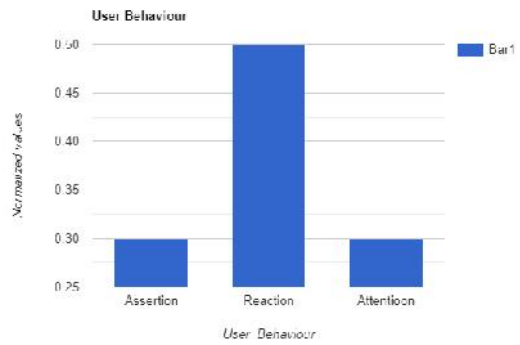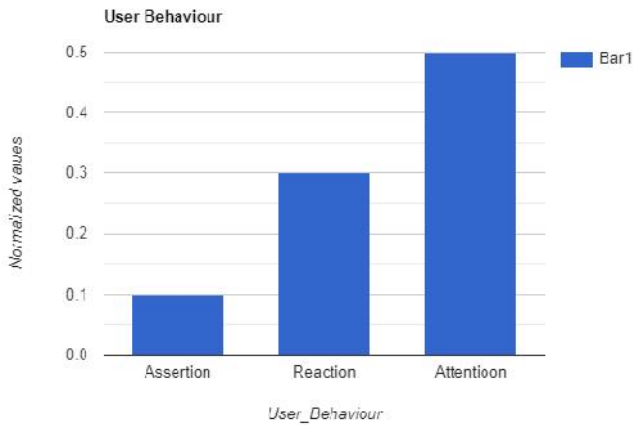

Fig 1.

Fig 2 and Fig 3 corresponding to behavior shown by ellipse figure

Either the user keeps on loosing interest as per fig 2 or keeps on gaining interest as per fig 3 since he is showing same behavior again and again in repetitive manner.

Periodic

Fig 4

In this pattern, rather than repeating the same behavior again and again, user repeats the same pattern of behavior. Using the three dimensions,user behavior may be summarized as

Fig 4 and Fig 5

User either react more or less than assertion or attention but they react since they are going through the same pattern of behavior which is contrary to the next pattern where there is no reaction as user keep showing difffernt behavior. In this the user is either, attention and assertion based or reaction based. The assumption is that on giving reaction, user sticks to a pattern rather than changing his behavior.
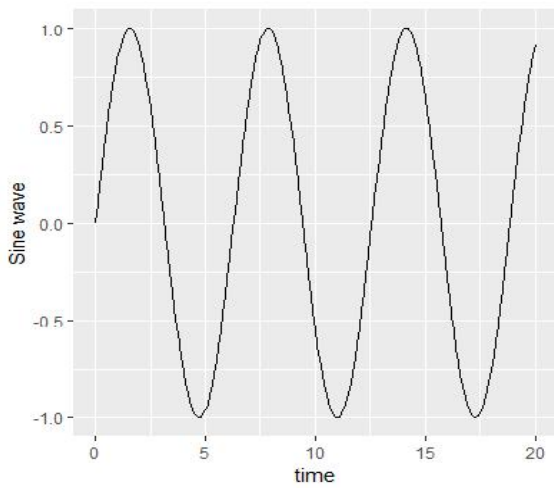
Directional: Here a user shows different behavior or a directional behavior. It is called directional since user behavior is without any reaction and is in any direction that is keeps changing.
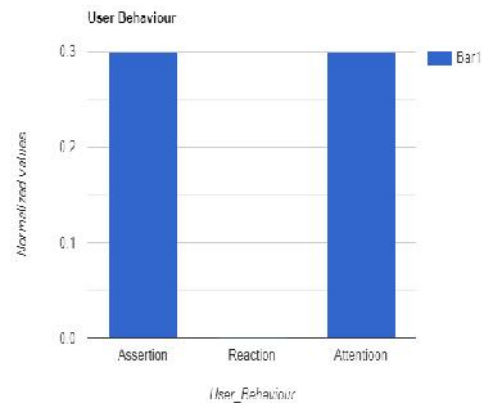

Fig 6

Fig 7

There is no reaction since user behavior keeps changing and there is no single behavior or pattern that a user shows. The assumption is that on giving reaction, user sticks to a pattern rather than changing his behavior thus this pattern.

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