

The Effect of User Comments on Traffic Application Usage

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Abstract : With the unprecedented rates of technological improvements, people start to solve their problems with the help of technological tools. According to application stores and websites in which people evaluate and comment on the traffic apps, there are more than 100 traffic applications which have different features with respect to their purpose of usage ranging from the features of traffic apps for public transit modes to the features of traffic apps for private cars. This study focuses on the top 30 traffic applications which were chosen with respect to their download counts. All data about the traffic applications were obtained from related websites. The purpose of this study is to analyze traffic applications in terms of their categorical attributes with the help of developing a regression model. The analysis results suggest that negative interpretations (e.g., being deficient) does not lead to lower star ratings of the applications. However, those negative interpretations result in a smaller increase in star rate. In addition, women use higher star rates than men for the evaluation of traffic applications.

Keywords : traffic app, real-time information, traffic congestion, regression analysis, dummy variables

Conference Title : ICTTE 2016 : International Conference on Traffic and Transportation Engineering

Conference Location : Venice, Italy

Conference Dates : November 07-08, 2016