



ISSN: 0975-833X

Available online at <http://www.journalcra.com>

International Journal of Current Research
Vol. 13, Issue, 07, pp.18334, July, 2021

DOI: <https://doi.org/10.24941/ijcr.41203.07.2021>

**INTERNATIONAL JOURNAL
OF CURRENT RESEARCH**

RESEARCH ARTICLE

USER REACTION

***Nripesh Trivedi**

Department of Mathematical Sciences, Indian Institute of Technology, Varanasi, India

ARTICLE INFO

Article History:

Received 25th April, 2021
Received in revised form
19th May, 2021
Accepted 24th June, 2021
Published online 30th July, 2021

Key Words:

User Reaction

***Corresponding author:**

Nripesh Trivedi

ABSTRACT

This paper describes three directions along which user reaction could be studied.

Copyright © 2021, Nripesh Trivedi. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Citation: *Nripesh Trivedi. 2021. "User Reaction", International Journal of Current Research, 13, (07), 18334.*

INTRODUCTION

Every time, either the user takes something such as an experience which is measured under the heading of user engagement or gives something such as user reaction. The user engagement is measured in this paper (1). In this paper, user reaction is described. User could react to himself, to someone he knows or to an unknown person. Thus, there are three directions along which user reaction could be studied. These are -

Centered: When a reaction is pleasure oriented, that reaction is centered around the user's preferences. (reaction to himself).

Covered: When a reaction is oriented emotionally, that reaction is to cover up the user's shortcomings. (reaction to known person or thing).

Cornered: When a reaction is intelligence oriented, the reaction is to get the user out of a situation. (reaction to unknown person or thing).

User reaction and User engagement come under the heading of User interests. It is the interests of the users that define the living of users.

REFERENCES

- (1) Nripesh Trivedi, Daniel Adomako Asamoah, and Derek Doran. 2016. Keep the conversations going: engagement-based customer segmentation on online social service platforms. *Information Systems Frontiers*, pages 1–19.