

Accepted Manuscript

Title: Assessing mobile health applications with twitter analytics

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PII: S1386-5056(18)30119-9

DOI: <https://doi.org/10.1016/j.ijmedinf.2018.02.016>

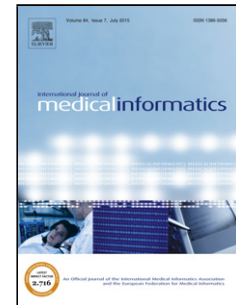
Reference: IJB 3666

To appear in: *International Journal of Medical Informatics*

Received date: 13-9-2017

Revised date: 20-2-2018

Accepted date: 22-2-2018



Please cite this article as: Rajesh R.Pai, Sreejith Alathur, Assessing mobile health applications with twitter analytics, *International Journal of Medical Informatics* <https://doi.org/10.1016/j.ijmedinf.2018.02.016>

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Highlights

- Sentiment analysis was performed on the Twitter data using the keywords viz. fitness apps, diabetes app, meditation app, and cancer app representing the types of mobile health applications.
- Perception and usage experience of mobile health applications among the citizens has been studied and identified that except for cancer application there exists a positive polarity towards the fitness, diabetes and meditation application among the users.
- System thinking approach followed with the help of causal loop diagram for identifying the relationships between the variables influencing the accessibility and acceptability of mobile health application among the citizens, healthcare, patients and application developers which help them in understanding the dynamics involved in system.

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