# RESEARCH ARTICLE

# USER BEHAVIOR

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| ARTICLE INFO | ABSTRACT |
|---|---|
| | This paper describes different ways of illustrating user behavior, dynamics behind it and finally gives a theory of cognition that could be used to determine user behavior. |

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# INTRODUCTION

The relationship is shown below. On y-axis – User behavior and on x-axis, any other quantity.



The area under the curve is $\int_0^\infty \frac{1}{x} d$ . As any particular quantity increases in range, the area under the curve goes down. This is relationship between user behavior and any quantity (say time or money). I am giving this relationship based on my observation.

**DYNAMICS WORKING BEHIND USERS:** The principle governing dynamics may be stated as:" Everything may be divided into either reason or outcome".

By simple reasoning, it could be seen that outcome may be part of reason but reason cannot be part of outcome. An example of this is examination. Since student takes examination, he is concerned with outcome while the examiner, the reason behind examination is not concerned with the outcome of examination.
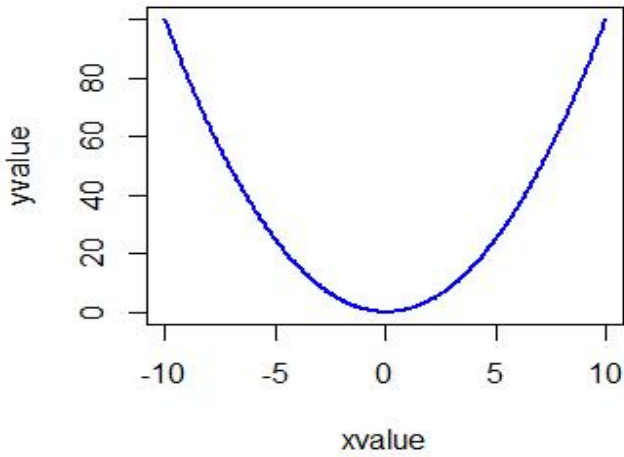
**DISTRIBUTION FOR USERS**

There are three types of distribution for users

$x^2$ **distribution (emotions):** This curve describes emotions on y-axis and x-axis as any quantity. Since, they are concerned with people thus this pattern.
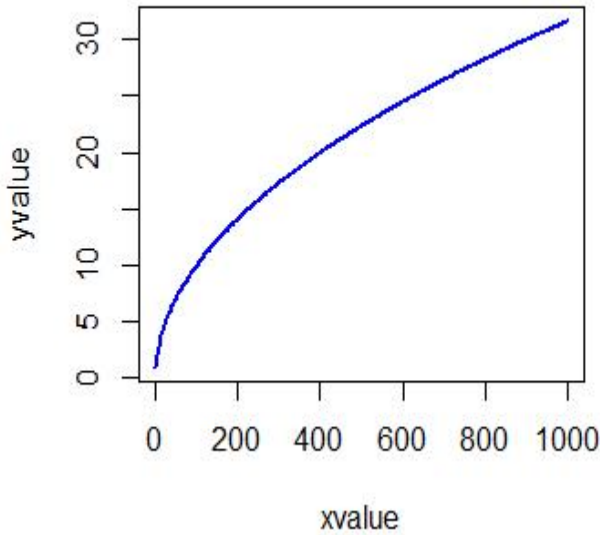
$\sqrt{x}$ **distribution (feelings):** This curve describes feelings on y-axis and x-axis as any quantity. Since it is concerned with oneself, thus this pattern.

$\frac{1}{x}$ **distribution (conscience):** This curve describes conscience on y-axis and x-axis as any quantity. Since conscience is concerned with objects, thus this pattern.
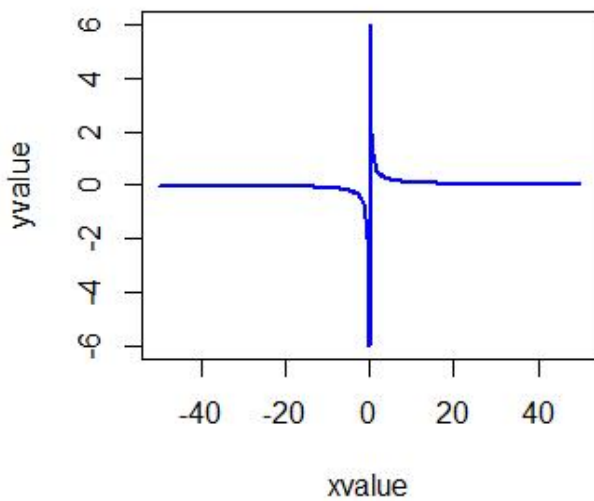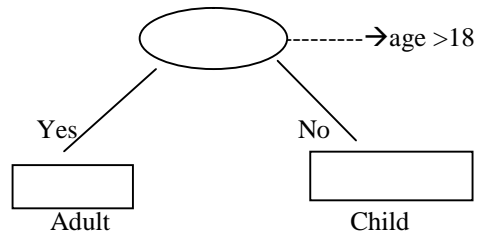
## Plot of x^2



## Plot of x^ (1/2)



## Plot of 1/x



**Theory of Cognition:** In this section, a simple theory of cognition is proposed. In other words, it proposes a theory of working of human minds. Working of human minds may be compared with a decision tree [1]. This proposition is based upon the order seen in the society. An order can be found wherever we look into various structures of society. In professional setting, there is order or hierarchy. An order can be found in homes as well beginning from elders to young people. Most of our decisions are based on these orders and structures emerging from these orders. An example of decision tree is given below.



This decision tree gives a simple logic to determine if someone is an adult or not. According to the theory proposed in this paper, this is what goes through the mind of the people on thinking.

## REFERENCES

1.  Safavian, S. R., & Landgrebe, D. (1991). A survey of decision tree classifier methodology. *IEEE transactions on systems, man, and cybernetics*, *21*(3), 660-674.

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