Authoring Organization: Collin College

Written by: Original Author, Elizabeth Pannell; Edited Version, Susan Sands

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App Research Exercise

App Research: This assignment requires a minimum of eight (8) journal posts to complete. Each journal post requires the student to look at a different category of apps (see iTunes for the different categories) for each post. In each journal post, the student will provide the following: date of the post, the iTunes category, and the name of the app or apps that were reviewed or researched in that category.

If the students have an iOS device, they may download and test the app. If a student does not have an iOS device, then use the app description, user reviews or 3rd party review sites to review the app. For each journal post students need a 2-3 paragraph reflection or summary of the app(s) researched. This is designed to be ongoing through the entire semester.

Discussion Topics (possible topics for in-class or discussion board)

- **Category Discussion:** What category of app is the most popular and generates the most revenue for the App Store?
- **Popularity, Price and Top Grossing Apps Discussion:** Why are some of the free apps also the top grossing apps? Explain the differences between a free app and a paid app?
- **App reviews, App news, and Apple news Activity:** Go online and locate a news source for iOS Apps, devices, or Apple news. Discuss the site found during class, or make a recommendation as part of the post. Select an app and evaluate the app based on user reviews, functionality, design, popularity, and utility.