Introduction

Consider the following scenario:

On my Facebook news feed I find an article about Denver Rock ‘n’ Roll Half Marathon and while reading the comments I feel compelled to participate. Through the Rock ‘n’ Roll Marathon Series Mobile Application (MA) I can make the online registration. Since I live in Lisbon, and never visited Denver, I decide to stay for some days after the event. On Airbnb MA I rent a place for those dates. The Portuguese Air Transportation MA provides me with the ideal platform for flight booking and online check-in. At Denver, Uber’ or Spinster’ MAs are perfect to move around the city. Again on Facebook, it is possible to search for a group of runners in order to keep up with the necessary stamina for the event and maybe to get to know the Half Marathon route. While in Denver I can use TripAdvisor MA or Foursquare Social Media (SM) platform to choose the best restaurants and use Google Maps or the Official Denver Visitor App to see main spots to visit…

This scenario illustrates the possibility of making everything by only using MA and SM platforms, without the need of visiting a Website.

Little is known regarding the change of users’ behavior towards Websites, influenced by the use of SM and MA. Gradually, SM is taking over the Internet experience and the way people decide to navigate on the Internet. In top online destinations ranking, SM platforms outperform at number one (Hodis et al., 2015). Regarding MA, there has been a proliferation of these applications among mobile devices. Until September 2016, 140 billion MAs were downloaded from Apple iTunes store (Statista, 2016). The increasing use of SM platforms (Hodis et al., 2015) and the MA usage preference instead of mobile web browsing (Kang, Mun, & Johnson, 2015) suggest websites are no longer the center of the Internet experience.

This research will be applied in a broader sense but contextualized specifically to the sports area. Evidence has been showing that the use of SM and MA in the sport context has increased over the last years. Nowadays, MAs promote physical activity (Rabin & Bock, 2011), are used to promote favorite sport teams (Kang, Ha, & Hambrick, 2015), to promote health behavior through sport (Cowan et al., 2012), and used to self-monitoring control weight, diet, and physical activity (Pagoto et al., 2013), while SM in sport context is used to cultivate relationships among and between brands and individuals (Filo, Lock, & Karg, 2015; Yoshida, Gordon, Nakazawa, & Biscaia, 2014), to follow and engage with real-time sport events (Lee, 2014), provide information, pictures and video, and promote events (Witkemper, Lim, & Waldburger, 2012).

Insufficient attention has been given to users’ behavior towards their usage of webpages on the web, influenced by the increasing use of MA and SM platforms. As of yet, there is no research on this issue in the field of Management and Marketing. Understanding the differences in terms of usability, can provide the contrast of how practical, skillful and gratifying a user can interact with MA and SM in detriment of Websites (Denton, Moody, & Bennett, 2016). This study aims to examine the shift in users’ behavior regarding their usability perspective when it turns to Internet access, through understanding the positioning of academic scholars.

Method

Data was collected through Scopus database using peer-reviewed articles from 1994 to 2016, related to SM, MA, and Websites Usability. The final result were 290 articles from Q1 (WoS) that will be analyzed through a Text Mining approach for a comprehensive analysis and search for hidden information or patterns (Moro et al., 2015). This technique will analyze the articles and cross the information with a previously created and validated dictionary of
terms related to SM, MA and Websites, reducing the terms of the dictionaries to a common term and generate the document-term matrix. This matrix provides each terms’ frequency and the number of articles in which they appear, in order to produce a categorization which can help to build a body of knowledge (Moro et al., 2015). Afterwards, the use of topic modeling will allow to discover a set of topics that often appear together on a document or a large set of documents (Hu et al., 2014; Wang & Blei, 2011). Topic Modeling will have the matrix as its input and provide conclusions through grouping articles in the most relevant topics and presenting research directions (Moro et al., 2015).

Expected Results
Through the momentum associated with such recent and ever evolving technologies, we expect to contribute with a description, summary, critical evaluation and current state-of-the-art regarding the actual changes on the web, specifically for usability perspective. In addition, we intent to create value to SM, MA and Website professionals and scholars as to achieve specific goals and objectives in these particular areas, providing with research trends and identifying literature gaps. Conducting of an intensive review of identified articles to reveal researchers focus can be used as an immediate reference for other researchers in the area. Overall, the contribution is expected to be significant.