

## **ITWP – 2600 - Andrew Addens**

### **Written Exercise Chapter 6**

**In about 100 words, outline at least three ways in which a mobile phone's GPS capabilities can be used to provide benefits to users of a social network.**

Mobile GPS is a great tool for users of a social network. Right off the bat the GPS can track user location and recommend relevant contacts or friends. If the location-based service knows you and one other person are 5 miles apart it would make sense for you to show up in each other's feeds. Past this the GPS can also help to recommend events, gatherings and food locations nearby. If you are on an app and there is a party being celebrated at a nearby bar and grill the app can recommend this to you. Apps can be programmed with different guidelines so certain categories of events can ping users within a certain distance. The last way GPS can help users on a social network is if it notices you are in a new location. If your location has been in the same area for 5 months and suddenly you are somewhere new, the app can recognize you are on vacation or something of the like. This will give you relevant advertisements and help to find people or places in the area.