

Module 6 – Written Exercise Chapter 6, Exercise #9 (GPS & Social Networking Appa)

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.

With the GPS on, and location enabled within the social networking app, it will generally “tag” the location to photos and/or posts that are made. With those tags you get two abilities that some might see as a benefit. Those two items are being able to search by location and have posts and photos pop up from those areas and the ability to sort your own posts and photos by the locations that were tagged in them. Being able to sort them easily allows a user to quickly create their albums with posts from the same vacation, etc. The third benefit of a GPS enabled social networking app is that some areas have filters that can be added to your posts based on the location. For apps like Snapchat, an optional series of filters will pop up. Even some businesses have paid to have a filter added to Snapchat so that their business is advertised in a way that's catchy to other app users.

My personal opinion is that the GPS being enabled is a bad idea within social networking apps. A lot of people don't realize just how much information they are giving out to anyone and everyone. Snapchat actually has a feature that will show the user on a map exactly where they are at anytime if the GPS is on. They have a way to “ghost” the location, but most people don't check for something like that. They just want the cool filters.