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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.

1. When reading through the chapter, we have been informed that games became a form of mobile commerce used on cell phones. A personal experience I have with this that includes the use of the GPS is a game called PokemonGo. This game because extremely popular online and in order to gain items and move in the game, it uses your GPS location from your mobile device to track distances walked. The game aided in social networks by getting people to go outside, communicate, and travel. There were certain pokemon to catch in games that were only available in certain countries or regions. This means the entire game was based off the constant use of mobile phone's GPS capabilities!

2. Majority of consumers out in their cities use the mobile phone GPS technology to seek out businesses or shops. Getting directional advice with ease of use aids these types of business traffic. The social network of shops is based on location, what better way to seek a good location than using your GPS device. When you need gas, food, groceries, toiletries, and much more you need directions to obtain those goods which are right at your fingertips. These GPS capabilities can also warn you in advance when a location is closed or if there are roadblocks, maintaining an efficient trip.

3. As I read within the book, there were many app created such as Myspace that became a large social network. This made me think of apps a lot of people use these days such as dating apps. When a consumer uses a dating app, they filter users that are recommended within your area. You can change the distance you would like to interact with. The mobile devices GPS capabilities consider your physical location and relay the data to your app. Without these technologies, it would be a lot harder to mingle and manage your own social network.

Schneider, G. (2015). In Electronic Commerce (pp. 76–76). Cengage Learning. Retrieved March 21, 2025.