

**Author(s):** Mariah Cherem, Elizabeth Skene, 2011

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# Linking Online Tools to Physical Locations

Mariah Cherem  
Elizabeth Skene

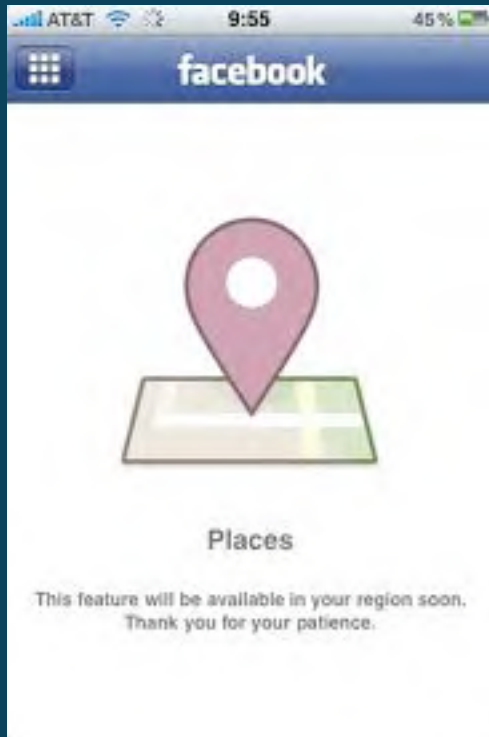


open

image removed

Please see original image of "descending Clouds" at <http://www.flickr.com/photos/garyhayes/4502026170/in/pool-1429687@N22>

# Checking In



© FAIR USE Facebook Mobile App Check-in

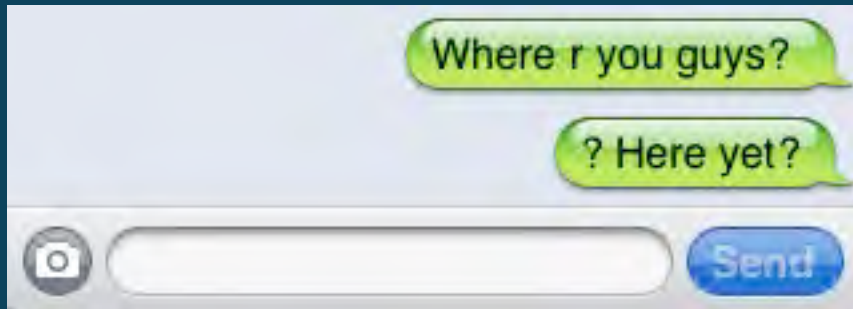


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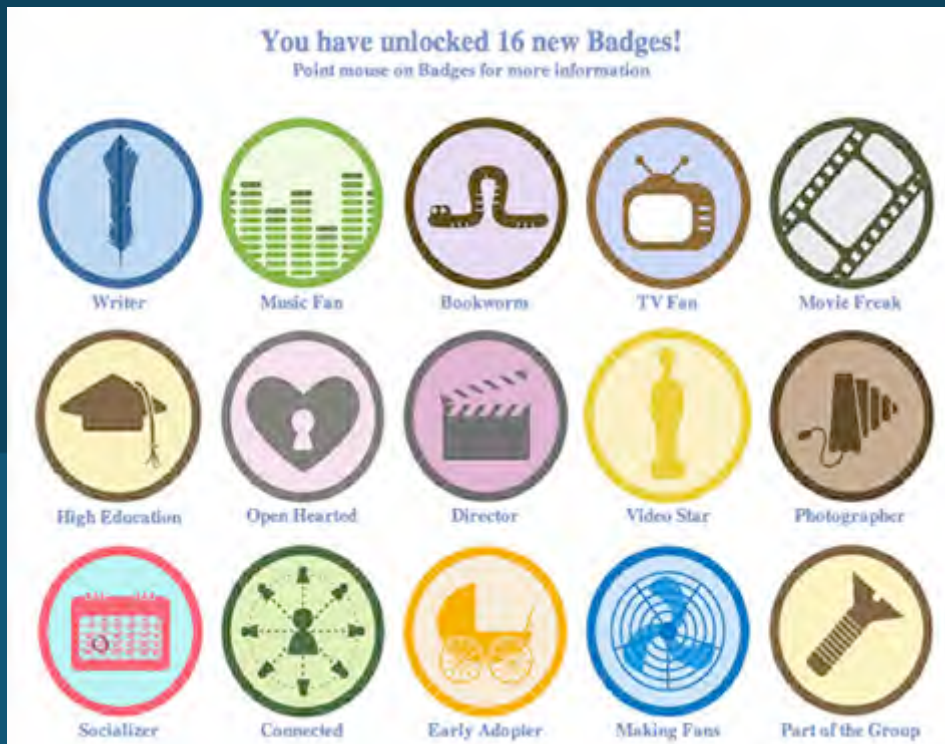
# Why check in?



Text messages on an iPhone



Gowalla for mobile phone screenshot, Gowalla,



Unlocked Badges, Foursquare

# Rewards



© FAIR USE Foursquare Badges, Foursquare



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© FAIR USE



© PD-GOV Foursquare Badge,, NASA Logo

	Bottled Water	3/13/2009	Parks, Theme Park, Gas & Automotive (Limited to 50,000)
	Bowl of Noodles	9/15/2009(?)	Food - Food & Foodies, Food - Other, Asian Restaurant. Retired in April 2010. (Limited to 30,000)
	Box of Cigars	3/13/2009	Pub, Corporate - Office
	Box of Cookies	1/19/2010	Coffee shop, Dessert, Bakery, Home - Apartment, Sandwich Shop, Food & Foodies, Home - Duplex
	Bratwurst	3/13/2009	Burgers
	Briefcase	6/25/2010	Office Buildings, Skyscrapers, Libraries
	Bucket of Popcorn	3/26/2009	Movie Theaters, Movie Rental. Originally released as a SXSW item.

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# Rewards

twitter Login Join Twitter

We're offering a special Twitter-ONLY in-store #CVStweal! Clk here to get your \$4 off \$20 coupon! <http://ow.ly/2CyGV> (Expires 9/15)

about 1 hour ago via @CVSExtra  
Retweeted by 21 people

**CVS Extra**  
CVS/pharmacy  
iheartcvs.com

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CVS Extra Twitter Message, Twitter,

**SPECIAL OFFER**

Welcome to Payless! For 1st Time Check-ins: Take \$5 off of any \$25 purchase now! Show coupon code 38257 to a Payless associate or use on [payless.com](http://payless.com) (valid thru 9/30).

**Twitter ZipCode Discount**

Follow us on Twitter!  
If your zipcode is tweeted,  
book today for **\$50 OFF!**

**\$50 OFF YOUR NEXT JUNK REMOVAL**

1-800-586-5872  
1-800-JUNK-USA.COM  
Mention Twitter!

AT&T 3G 9:02 AM 92%

Place **foursquare**

**MAYOR OFFER**

**Welcome to Starbucks**  
75 Mt Auburn St

As mayor of this store, enjoy \$1 off a NEW however-you-want-it Frappuccino blended beverage. Any size, any flavor. Offer valid until 6/28.

(Tue May 18 @ 9:02 AM)

YOU HAVE NOT UNLOCKED THIS SPECIAL

Friends Places Tips John

Foursquare Mobile Screenshot, Foursquare,



# Meeting Up



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# Meeting Up

#dogup fundraiser:



# Reviews & Finding Local Businesses

Yelp's "Monocle"  
view using  
augmented reality



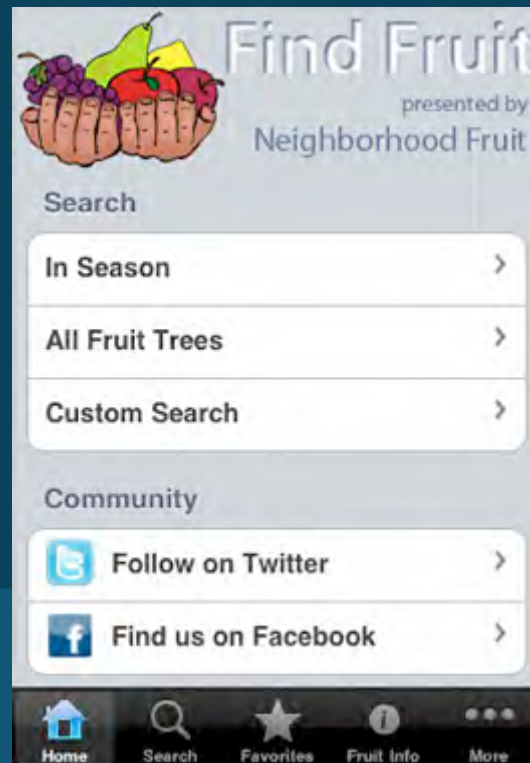
© FAIR USE Yelp Monocle AR on iPhone screenshot.

# Geolocation and Eating Local



Screenshot of Lacavore App, iTunes store

- Locavore App
- Find Fruit
- Farmers Market Finder



iTunes Store, Fruit Finder App Screenshot



TreeHugger, Farmers Market Finder App Screenshots

# Foodspotting



### The latest

Share a food (or drink!) you recommend [Upload Photo](#)

Welcome to Foodspotting!  
Share a food you recommend or see what others have recommended near you!

[Log in](#) [Sign up](#)

iPhone Available on the App Store | ANDROID coming soon...

#### All Time Top Foodspotters

	Randy F. 91750 points	<a href="#">Follow</a>
	Darwin 64740 points	<a href="#">Follow</a>

#### This Week's Top Foodspotters

	Pixelboy 125 spotted this week	1
	pinku_neko 73 spotted this week	2

**Fresh And Fit Protein Breakfast @ Mimi's Cafe**  
1400 South Harbor Boulevard Anaheim, CA  
Last spotted by Solitary Cynic 7 minutes ago from iPhone.  
0 noms

**Pho Bo @ Tin Vietnamese Cuisine**  
937 Howard Street San Francisco, CA  
Last spotted by Jason W. Lloren 8 minutes ago from iPhone.  
1 nom

Welcome to Foodspotting!  
Share a food you recommend or see what others have recommended near you!

Foodspotting, Foodspotting homepage screenshot

Foodspotting, Foodspotting homepage screenshot

# Critical mass online = deals in person



Grublif



DealQuad

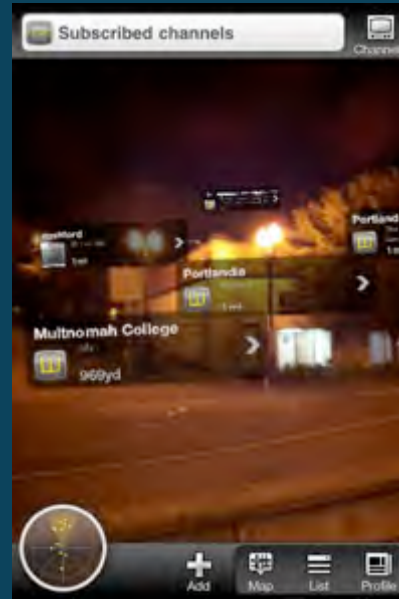


LivingSocial Mobile App Screenshot



Groupon Logo

# Augmented Reality



CC BY-NC-SA

Robin Ashford, "junaio 2.0 augmented reality app on iPhone 4 - Portland, OR, USA", Flickr,



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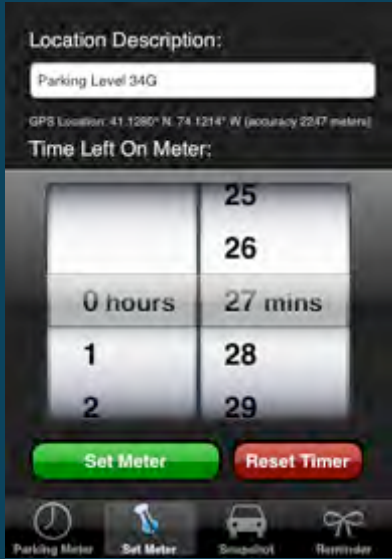
stunned, "NAMALand augmented reality app", Flickr

# Unintentional Sharing



BY-NC-SA

Andrew Bossi, "2010 07 11 - 3337 - Washington DC - WMATA SmartTrip Cards", Flickr



RustyBrick, "Parking Meter for iPhone screenshot", RustyBrick,



BY-NC-SA

ErynCerise, "E-Z Pass Only", Flickr,



# The Darker Side



## I Can Stalk U

Raising awareness about inadvertent information sharing

[Home](#)

[How](#)

[Why](#)

[About Us](#)

[Contact Us](#)

### Who have we stalked recently?



ICanStalkU was able to stalk [SpeakYourMindNV](#) at Billie Dove Ct Sparks NV

1 minute ago · [Map Location](#) · [View Tweet](#) · [View Picture](#) · [Reply to SpeakYourMindNV](#)



ICanStalkU was able to stalk [nigel611](#) at 2264 Martha St Philadelphia PA

3 minutes ago · [Map Location](#) · [View Tweet](#) · [View Picture](#) · [Reply to nigel611](#)



ICanStalkU was able to stalk [pekingspring](#) at <http://maps.google.com/?q=51.47066666667,-0.008666666666667>

6 minutes ago · [Map Location](#) · [View Tweet](#) · [View Picture](#) · [Reply to pekingspring](#)



ICanStalkU was able to stalk [shannonloftis](#) at Bear Creek Pkwy Redmond WA

6 minutes ago · [Map Location](#) · [View Tweet](#) · [View Picture](#) · [Reply to shannonloftis](#)



ICanStalkU was able to stalk [SeanNCullen](#) at 99 Crestwell Walk San Francisco CA

5 minutes ago · [Map Location](#) · [View Tweet](#) · [View Picture](#) · [Reply to SeanNCullen](#)



ICanStalkU was able to stalk [Cecile\\_Jandau](#) at

<http://maps.google.com/?q=48.5849055556,7.75008888889>

### Links

- [Mayhemic Labs](#)
- [PaulDotCom](#)
- [SANS ISC](#)
- [Electronic Frontier Foundation](#)
- [Center for Democracy & Technology](#)

[How did you find me?](#)

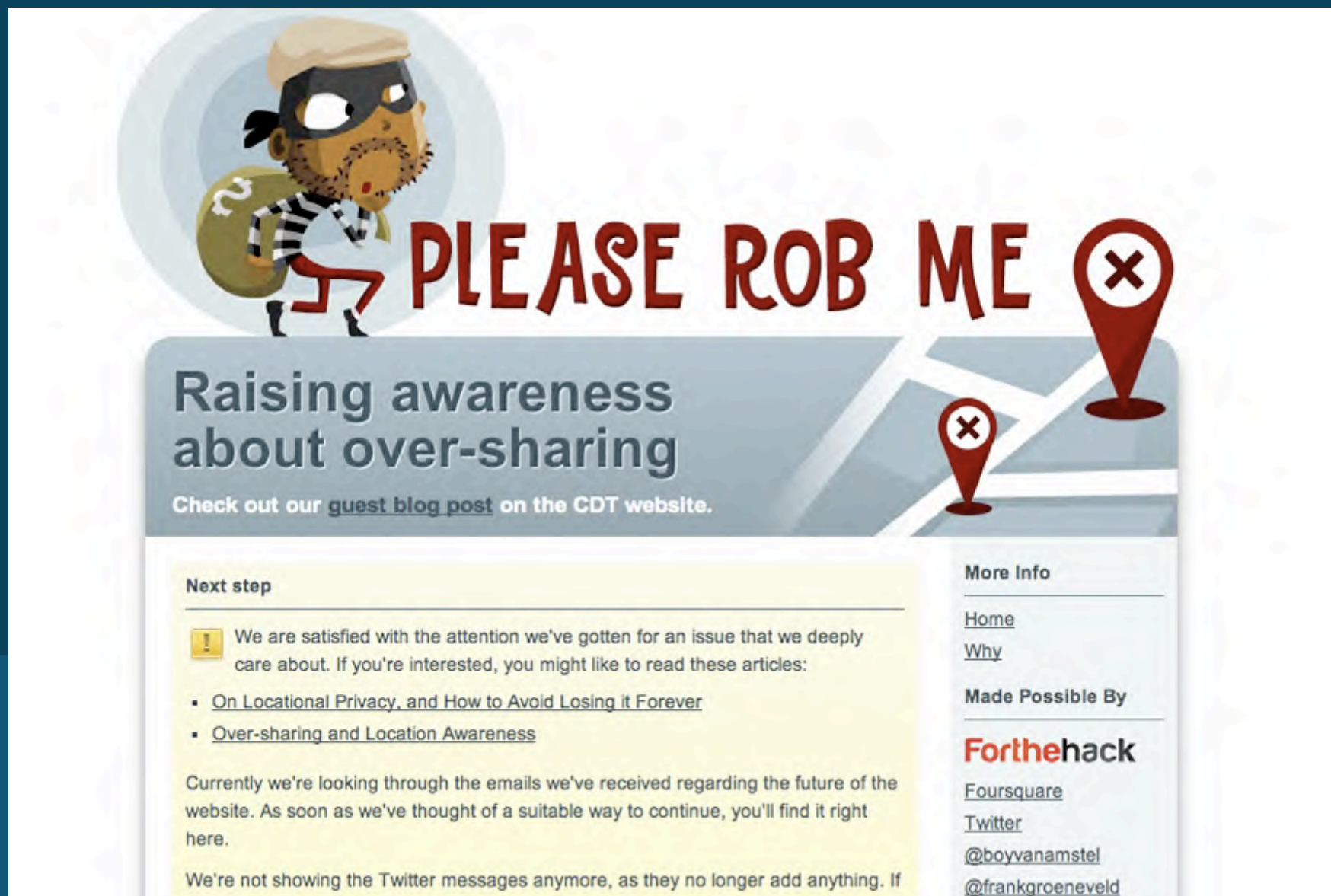
Did you know that a lot of smart phones encode the location of where pictures are taken? Anyone who has a copy can access this information.

[read more](#)

[Help me fix this!](#)

Disabling Geo-Tagging

# The Darker Side



The image is a screenshot of the 'Please Rob Me' website homepage. At the top left, there is a cartoon illustration of a burglar with a beard, wearing a tan cap and a black mask, carrying a large green sack of money. To the right of the illustration, the text 'PLEASE ROB ME' is written in large, bold, red, serif capital letters. Below this, a grey banner contains the text 'Raising awareness about over-sharing' in a dark grey sans-serif font. Underneath the banner, a link reads 'Check out our [guest blog post](#) on the CDT website.' The main content area is divided into two columns. The left column has a yellow background and is titled 'Next step'. It contains an information icon (a yellow square with an exclamation mark) followed by the text: 'We are satisfied with the attention we've gotten for an issue that we deeply care about. If you're interested, you might like to read these articles:'. Below this are two bullet points: '• [On Locational Privacy, and How to Avoid Losing it Forever](#)' and '• [Over-sharing and Location Awareness](#)'. Further down, it says 'Currently we're looking through the emails we've received regarding the future of the website. As soon as we've thought of a suitable way to continue, you'll find it right here.' At the bottom of this column, it states 'We're not showing the Twitter messages anymore, as they no longer add anything. If'. The right column has a white background and is titled 'More Info'. It contains links for 'Home', 'Why', and 'Made Possible By'. Under 'Made Possible By', the name 'Forthehack' is displayed in a bold, red, sans-serif font. Below this are links for 'Foursquare', 'Twitter', '@boyvanamstel', and '@frankgroeneveld'. The background of the entire page features a faint, light-colored map with several red location pins, some of which have a white circle with a black 'X' inside.

# The Darker Side

## Facebook, Twitter Users Could Face Insurance Hikes

Huffington Post | Bianca Bosker

First Po



### Like Foursquare? Hope so, cuz your insurance just went up

### Insurance hikes, privacy risks, for social media users

*On February 23, 2010, in Anonymity & Online Identity, Control, Privacy, & Technology, Cybersecurity, Privacy:*

*Who Can You Trust?, by Jacob A*

Bianca Bosker, "Facebook, Twitter Users Could Face Insurance Hikes", Huffington Post, PD-INEL

Adam Williams, "Like Foursquare? Hope so, cuz your insurance just went up", Rabbit Funds, PD-INEL

Yale Law & Technology, "Insurance hikes, privacy risks, for social media users", Yale Law & Technology PD-INEL

# The Darker Side



"careless use of these services by airmen can have devastating operations security and privacy implications."

- US Air Force

# Or not?

## Phone could alert burglars

### Knight-Ridder Newspapers

NEW YORK —If you have an answering machine that tells callers you are not at home it could alert potential burglars, advises *Family Circle* magazine.

Instead, the message should say you're "unable to talk" at the moment and leave word that you'll get back to the caller as soon as possible.

ANOTHER WAY the thief knows you're not home, this one which is a complete shock!

A GOOD ROBBER reads the newspaper and takes note of funeral dates, wedding announcements, parties and (get this) wakes.

WHILE mourners are at wakes and funerals, the robber knows not a soul will be at home during the announced hours of the sad event. At the time bereaved persons are weeping, he's happy as a lark.

And, he loves church weddings because you won't be home until after the reception.

Have fun

Be safe

Be smart

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Groupon

Deal Quad

Living Social

Stella Artois app

Wikitude

Nearest Tube

Parking Meter

I Can Stalk U

Please Rob Me

Yelp

Foursquare

Facebook Places

Gowalla

Meet up

Twitter

Locavore

Foodspotting

Find Fruit

Farmers Market Finder

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Slide 6, Image 1: Gowalla for mobile phone screenshot, Gowalla, <http://gowalla.com>. FAIR USE

Slide 6, Image 2: Unlocked Badges, Foursquare, <http://foursquare.com>

Slide 6, Image 3: Text messages on an iPhone. FAIR USE

Slide 7, Image 1: Foursquare Badges, Foursquare, <http://foursquare.com>. FAIR USE

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Slide 12, Image 3: TreeHugger, Farmers Market Finder App Screenshots, <http://www.treehugger.com/files/2010/09/farmers-market-finder-app-keeps-you-rolling-in-fresh-produce.php>. FAIR USE

Slide 12, Image 4: iTunes Store, Fruit Finder App Screenshot, <http://itunes.apple.com/us/app/find-fruit/id348713403?mt=8>. FAIR USE

Slide 13, Image 1: Foodspotting, Foodspotting homepage screenshot, <http://www.foodspotting.com/#/>. FAIR USE.

Slide 13, Image 2: Foodspotting, Foodspotting homepage screenshot, <http://www.foodspotting.com/#/>

Slide 14, Image 2: Groupon Logo, FAIR USE

Slide 14, Image 3: LivingSocial Mobile App Screenshot, LivingSocial



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Slide 17, Image 1: I Can Stalk U Homepage Screenshot, <http://icanstalku.com/>

Slide 18, Image 1: Please Rob Me Homepage Screenshot, <http://pleaserobme.com/>

Slide 19, Image 1: Bianca Bosker, "Facebook, Twitter Users Could Face Insurance Hikes", Huffington Post, [http://www.huffingtonpost.com/2010/02/22/facebook-twitter-users-co\\_n\\_471548.html](http://www.huffingtonpost.com/2010/02/22/facebook-twitter-users-co_n_471548.html). PD-INEL <http://researchcopyright.blogspot.com/2010/11/can-you-copyright-news-headlines-by.html>

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