

Lorenzo Cavataio

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Prof. Wanner

Exercise #9

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In Chapter 6 of the *Electronic Commerce* textbook, the textbook refers to a lot of ways in which a mobile phone's GPS capabilities can assist a user who uses social networking. One of the ways that a mobile phone's GPS capabilities can help a user who uses social networking is that the GPS can help set up meetings with potential business opportunities. A user can easily share their location with their mobile phone's GPS capabilities now and send it to their intended business party.

Another benefit of a mobile phone's GPS capability that could help a user who is in social networking is promoting a business they like. For example, if a user ate at a restaurant they thoroughly enjoyed, they could share the name of the restaurant, its location, and how they felt about their experience at that place of business. Word-of-mouth promoting is essential for the restaurant industry so this technology can really benefit the business.

Finally, one more benefit that a mobile phone's GPS capability could help a user who is in social networking is the location of emergency services. For example, the user of a social network needs to get to a business meeting, but they have no means of transportation. The user could use the mobile application "Uber" which uses their mobile phone's GPS location and transports them to their desired destination.

A mobile phone's GPS location has a lot of benefits to any user. This feature makes setting up meetings, leaving a review, and locating emergency services near them much more convenient than ever before.