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ITWP2600

Chapter 6 Exercise #9

Prompt:

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.

Answer:

Mobile phone GPS capabilities offer valuable benefits to users of a social network, especially in eCommerce settings. First, GPS enables location-based product recommendations, helping users discover popular items or services nearby. Second, it allows businesses to send targeted promotions or discounts to users based on their real-time location, increasing the chances of in-store visits or local purchases. Third, users can share geotagged reviews or shopping experiences, building trust and encouraging peer influence in buying decisions. These features enhance personalization, boost engagement, and drive sales by connecting social interactions with relevant commercial opportunities.