

Context Collapse | University of Pennsylvania | 06 December 2013

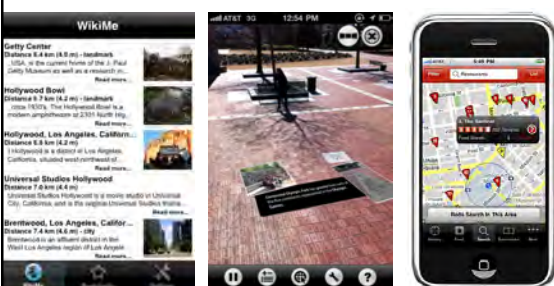
LBS in Brazil

Reframing privacy, mobility, and location




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Location-based services (LBS)



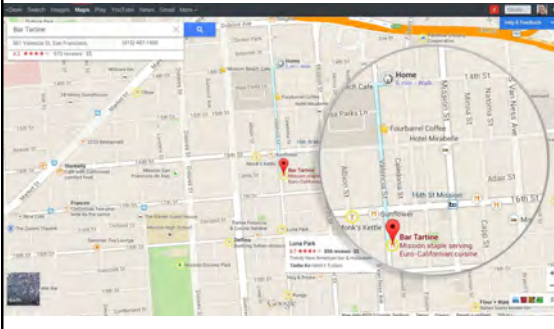
Wikitude, Argon, Geopedia, Yelp, Radar, Waze, Where, etc. etc.

Location-based social networks (LBSN)



Loopt, Brightkite, Whirl, Foursquare, Gowalla, Botfighters, Mogi, City Sense, etc. etc.

NetLocality



(Gordon & de Souza e Silva, 2011)

Privacy

On Locational Privacy

And How to Avoid Losing It Forever



(de Souza e Silva & Frith, 2010; Monmonier, 2002)

Mobility



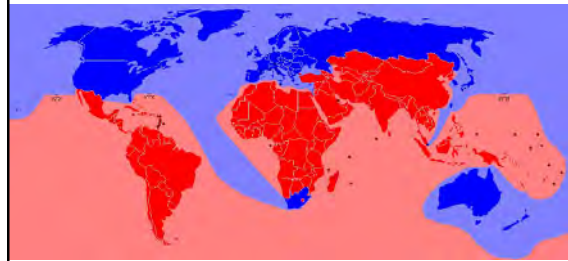
(Farman, 2011; Frith, in press; Humphreys, 2010; Licoppe & Inada, 2009)

Location



(de Souza e Silva & Frith, 2012; Shklovski, Vertesi, Troshynski, & Dourish, 2009)

Global South



(Donner, 2008; Galperin, 2005; Goodman, 2005; Sey, 2010; Ureta, 2008; Law & Peng, 2006; Wallis, 2011)

Brazil



(Donner, 2008; Galperin, 2005; Goodman, 2005; Sey, 2010; Ureta, 2008; Law & Peng, 2006; Wallis, 2011)

Study

Research Questions:

- (1) How do smartphone users use and share location via their mobile phone apps?
- (2) To which extent the sharing of location with companies, the government and other users is perceived as a threat to personal security or privacy?

Study

Rio de Janeiro



São Paulo



Who: Middle and upper class smartphone users (at least 2 months)

Age: 20-35 years old

When: June and July 2013

How many: 25 (14 male, 11 female)

Findings

Categories:

1. Using location
2. Sharing location (other people, companies, government)



Findings

Sharing location

With companies/providers

"I've been to a nightclub where it was mandatory to register your cell phone number. Now I receive SMS ads about every single event they host." (Ricardo, 38, City Police employee)

Findings

Sharing location

With companies/providers

"You choose the provider because you need your cell phone to function, and not because you want them to locate you, especially without your permission!" (Luciana, 21, student)

Findings

Sharing location

With government / police

"[Sharing location with the government/police] would be good if this information was correctly used. For example, if you are kidnapped it would be easy for the police to locate you. But in Brazil I don't think this would work. [Why?] Lack of proper training, there were cases of policemen killing victims who were in the possession of thugs." (Ricardo, 38, City Police employee)

Findings

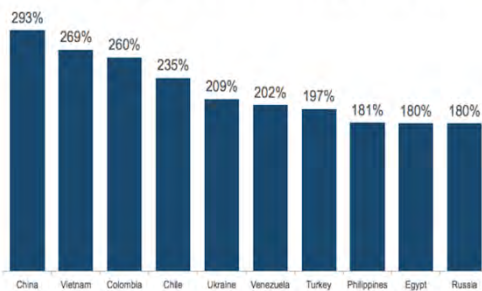
Sharing location

With other people

"What if someone hacks [my account] and kidnaps me?" (Rafael, 22, student)

Discussion

Fastest Growing iOS & Android Markets by Active Devices



FLURRY

Source: Flurry Analytics, Oct 2011 – Oct 2012, countries with at least 500k active devices as of Oct 2011

Discussion

Privacy / corporations



(de Souza e Silva & Frith, 2010; Barkhuus & Dey, 2003)

Discussion

Privacy / government



(Dourish & Bell, 2011; Solove, 2008; de Souza e Silva & Frith, 2012; Humphreys, 2007; Licoppe & Guillot, 2006; Licoppe & Inada, 2009)

Discussion

Privacy / collateral



(Dourish & Bell, 2011; Solove, 2008; de Souza e Silva & Frith, 2012; de Souza e Silva & Frith, 2010; Humphreys, 2007; Licoppe & Guillot, 2006; Licoppe & Inada, 2009)

Conclusion



Thank you!

Methods

Underlying Discourse Unveiling Method (UDUM)



(Nicolaci-da-Costa, 2007)