



Geosocial, Live Video, Ratings, and Reviews

Aryan Eka Prastya Nugraha

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As smartphones have grown in popularity, so has the use of real-time location data, which has enabled sharing a user's location with friends or the public in the form of a check-in.

A related activity is **geotagging** where geographical identification information is added to media such as a picture, video, or social media post

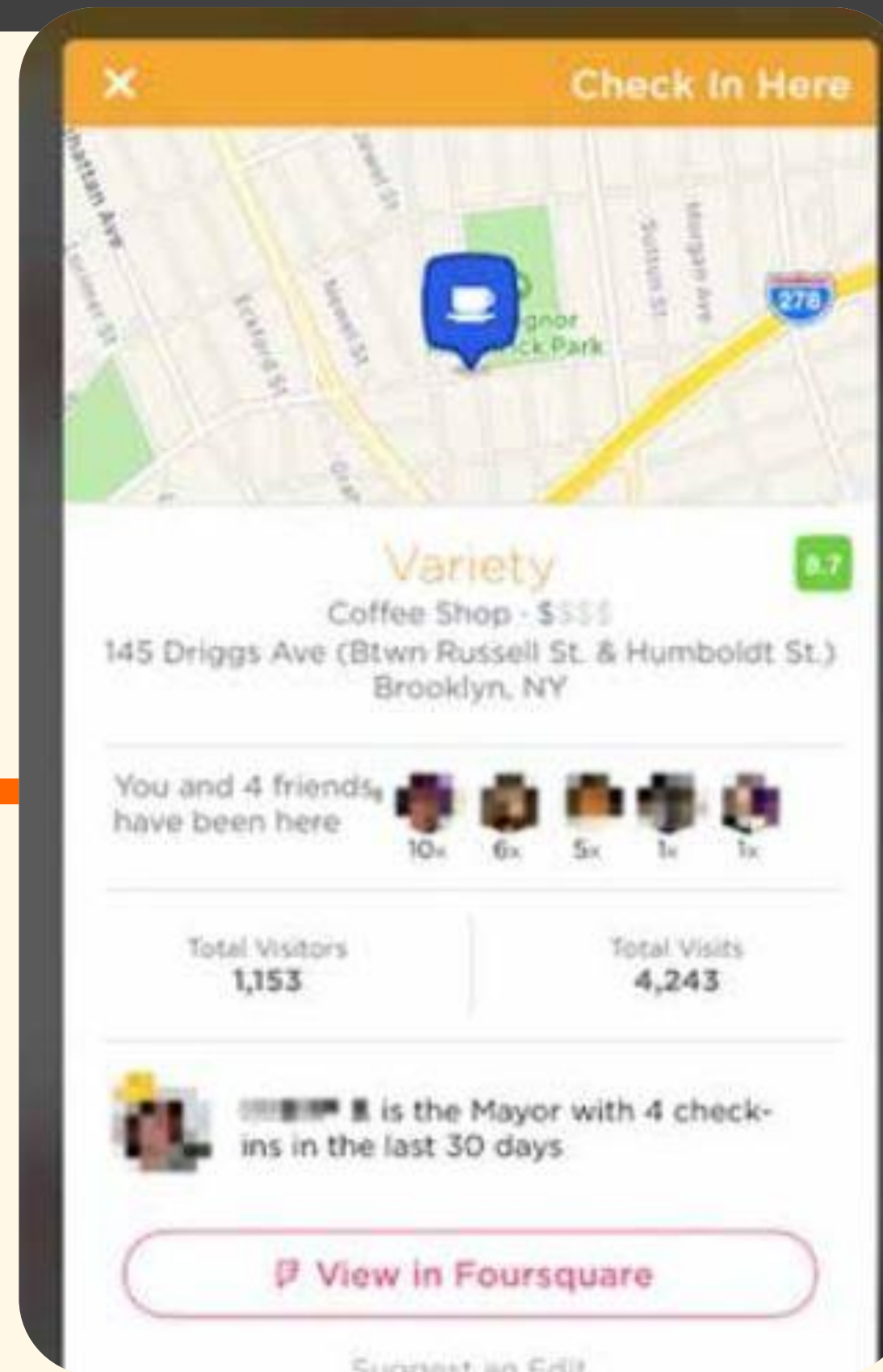
Geosocial is a type of social networking in which user-submitted location data allow social networks to connect and coordinate users with local people, businesses, or events

Table 9.1. Major Social Platforms That Include Location Layers

Facebook	Reddit
Foursquare/Swarm	Snapchat
Google My Business	Twitter
Instagram	TripAdvisor
Periscope	Yelp

Foursquare

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Google My Business is a listing that ensures that businesses show up in searches and includes social media features like updates, comments, photo sharing, ratings, and reviews



Periscope is a live video streaming mobile app integrated into the microblogging social media service Twitter

Facebook Live is a live video streaming feature added to the Facebook mobile app for any user to broadcast live video.

Instagram Live is a live video streaming feature added to the Instagram mobile app for any user to broadcast live video.

Reviews are reports that give someone's opinion about the quality of a product, service, or performance.

Ratings are also a measurement of how good or bad something is, but expressed specifically on a scale that is a relative estimate or evaluation.



Yelp is a website and mobile app that publishes crowdsourced ratings and reviews about local businesses. Yelp is an early innovator in social recommendations, first founded in 2004



TripAdvisor is an online travel company providing hotel booking and reviews of travel-related content with travel forums.

Thank You!

Any Questions?