

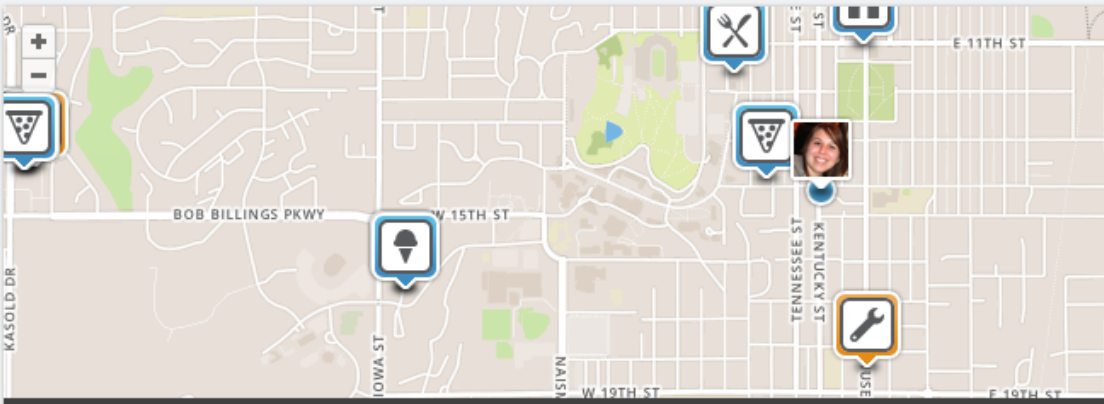


GIS Meets Social Media: Foursquare Check-ins and Economic Geography

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University of Kansas




Foursquare


Search people and places...🔍ActivityExploreListsEmily ▾



Explore: Get personalized recommendations! ▶

Suggestions for Friday at 3:25pm:


-  **Five 21 at The Oread**
John B has been here.
-  **Jade Garden Restaurant**
People who go to Zen Zero, Target & Buff...
-  **The Studio at Hashinger Hall**
People who go to Applebee's, Pickleman's...



Hi Emily Fekete


Last seen 4 hours ago at: [Lindley Hall](#)

💬 +




germaine @ Alvin's Wines & Spirits

6 minutes ago · Comment · 905 Iowa st, 9th




Bob @ Wikia

28 minutes ago · Comment · San Francisco, CA 🌐



Amanda @ Abbey House


35 minutes ago · Comment · Philadelphia, Pa 🌐



Trella Rath @ The Iron Cactus




1 hour ago · Comment · San Francisco, CA 🌐


What's new at foursquare

 Coffee connoisseur? Travel junkie? Let people know a little about you by [adding a bio](#) to your profile!

People you may know

See More

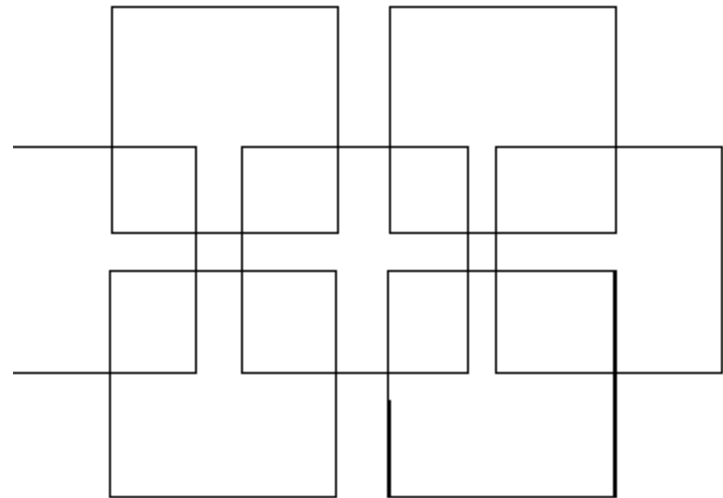
-  **Justin Sampson**
2 friends in common + -
-  **Corey Poindexter**
2 friends in common + -
-  **Andrew Gang**
2 friends in common + -



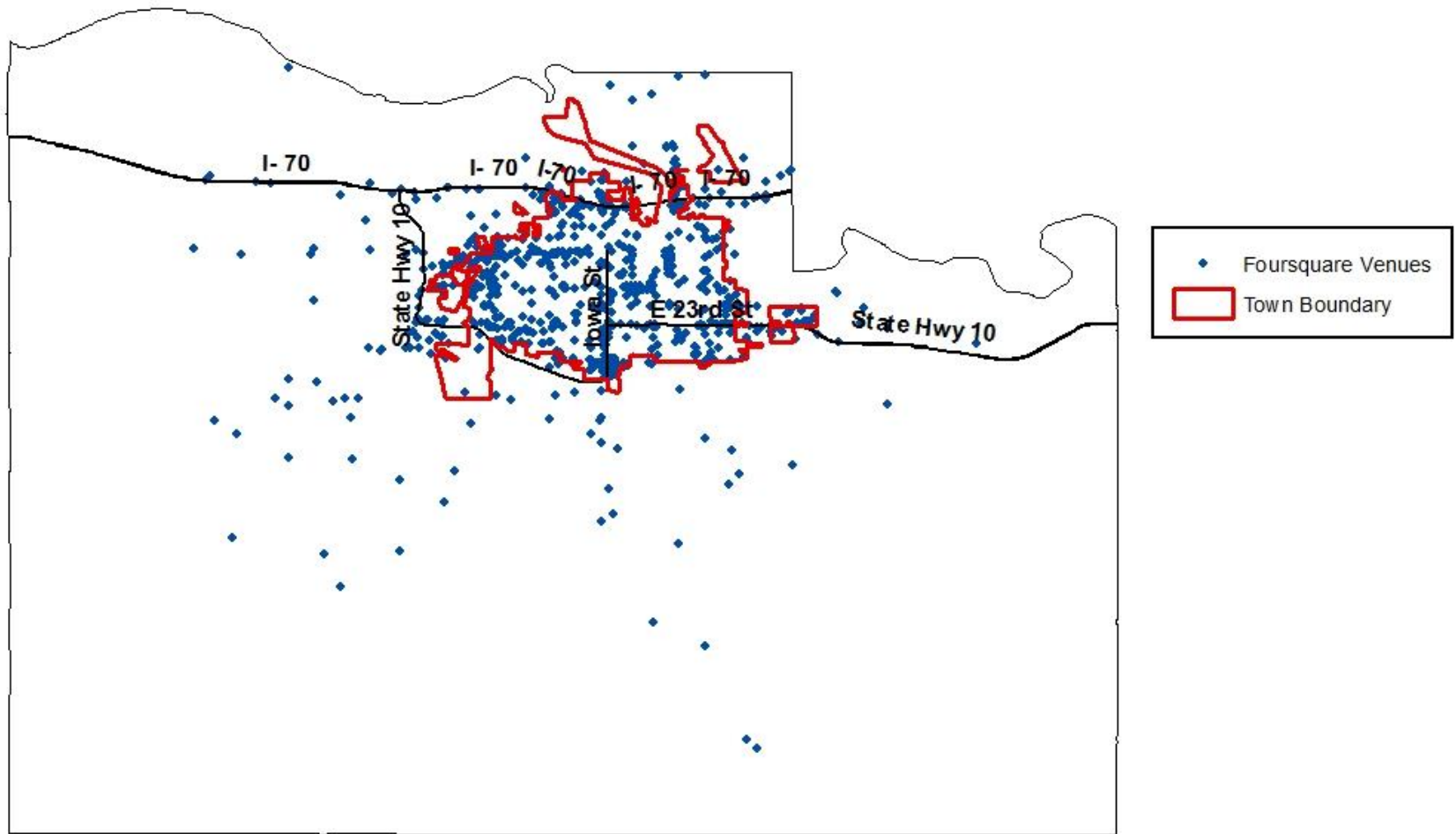
Businesses
Attract & retain customers

Methods

- Extract Venue Data from Foursquare
 - Id number, Name, Street Address (street number, state, country, zip code), Latitude, Longitude, Verified, Number of Check-ins, Number of Users, Number of Specials, Type of Special, Category of place
- Upload into ArcGIS



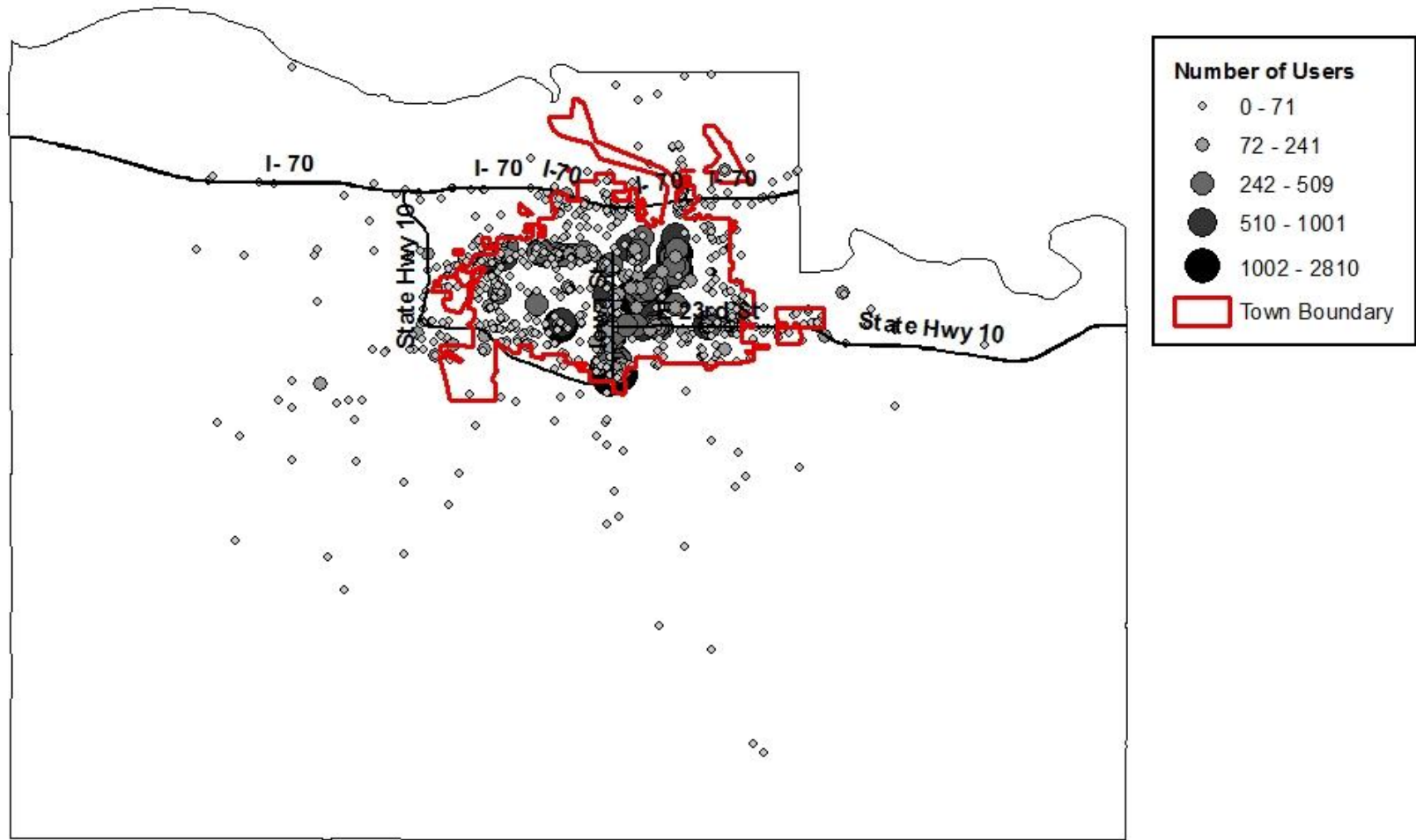
Foursquare Venues and Lawrence Town Boundary, Douglas County, KS



0 1.5 3 6 9 12 Miles

Author: Emily Fekete
Source: US Census Bureau. 2010. Foursquare. April 24, 2012. 9:30 PM

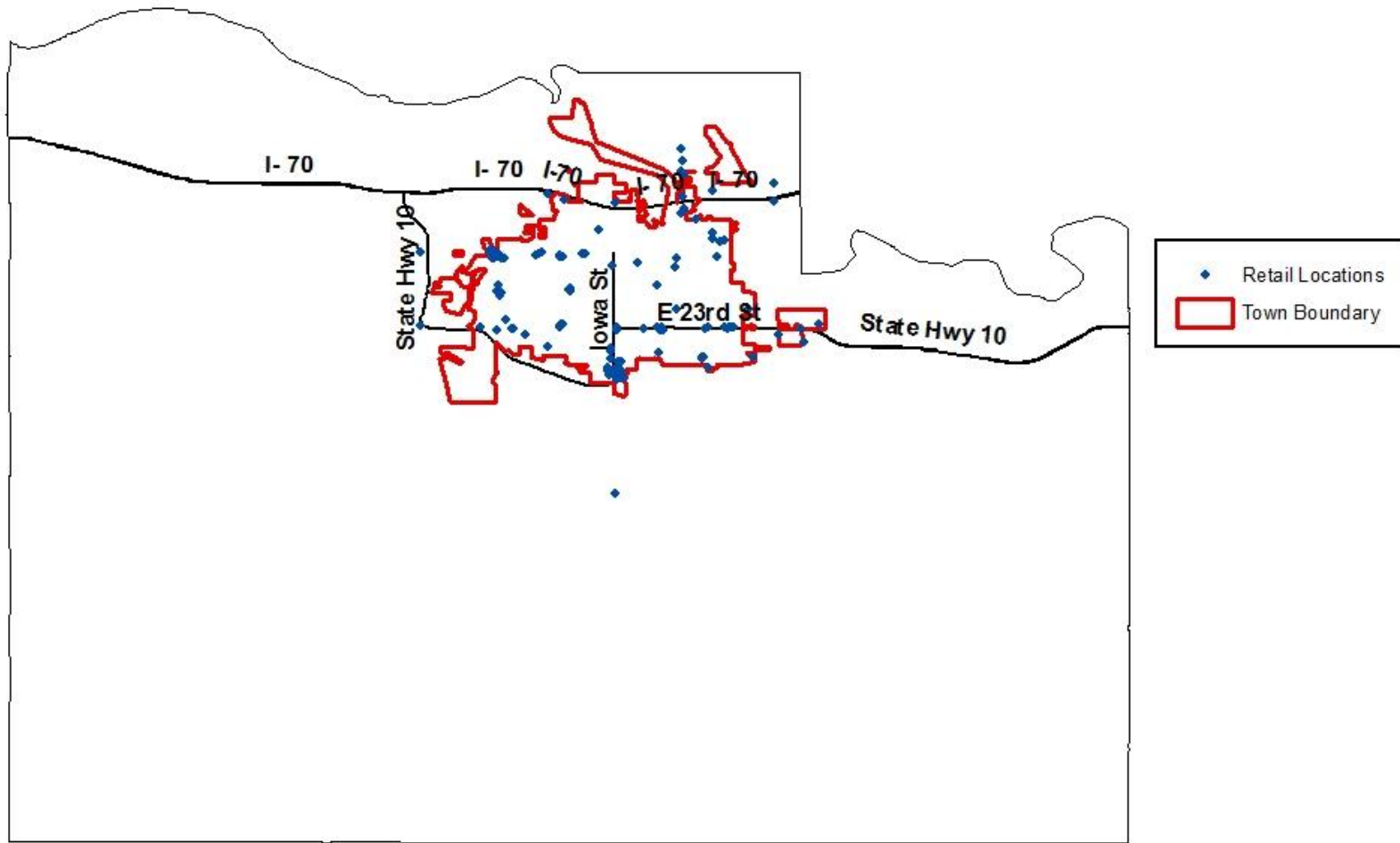
Foursquare Venues by Count of Individuals who Check-In, Douglas County, KS



0 1.5 3 6 9 12 Miles

Author: Emily Fekete
Source: US Census Bureau. 2010. Foursquare. April 24, 2012. 9:30 PM

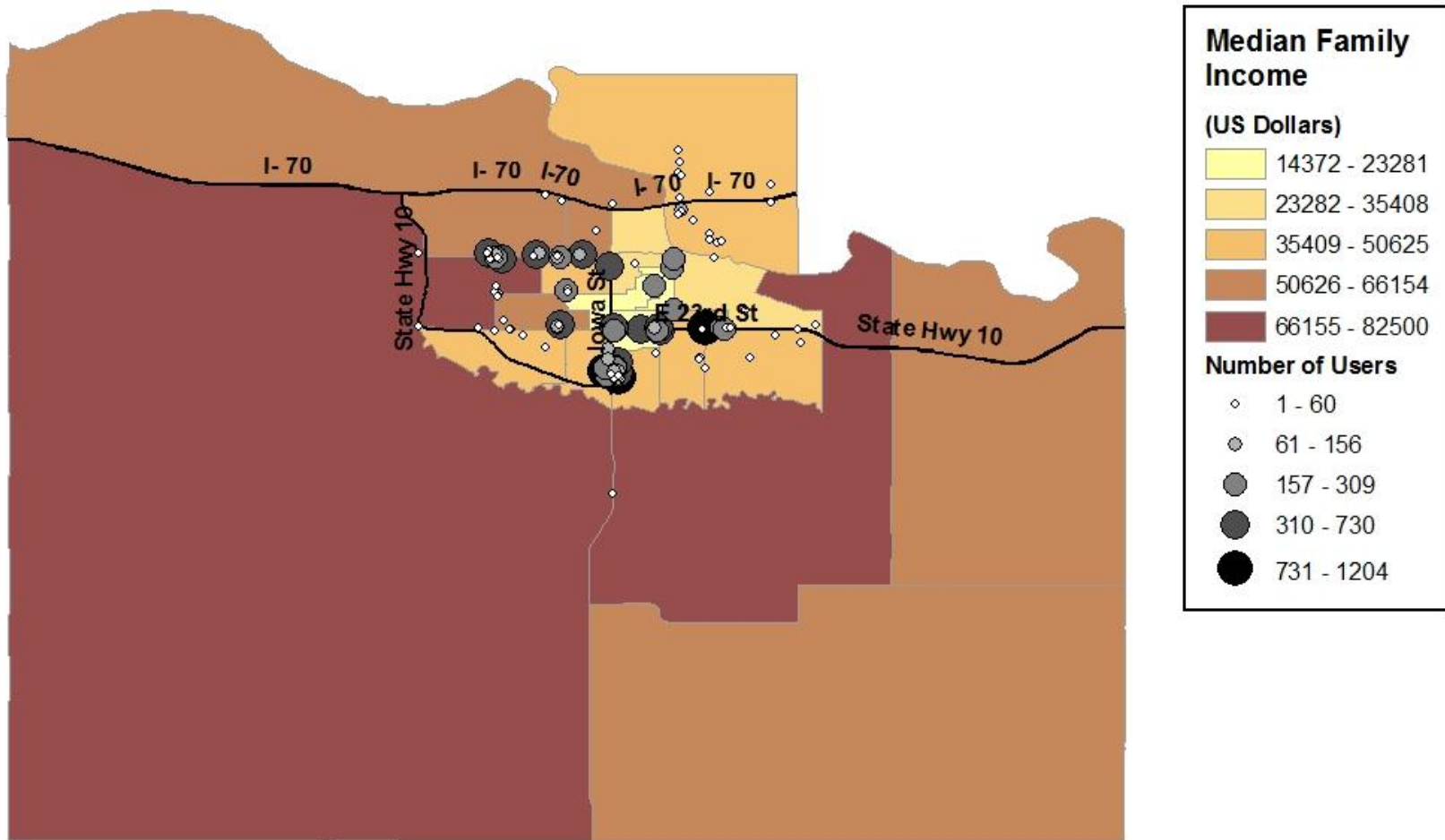
Foursquare Retail Locations, Douglas County, KS



0 1.5 3 6 9 12 Miles

Author: Emily Fekete
Source: US Census Bureau. 2010. Foursquare. April 24, 2012. 9:30 PM

Number of Users who have Checked In at Foursquare Retail Locations and 2010 Median Family Income, Douglas County, KS



0 1.5 3 6 9 12 Miles

Author: Emily Fekete
Source: US Census Bureau. 2010. Foursquare. April 24, 2012. 9:30 PM

Future Research

- Economic Geography and the Cultural Turn
 - Why do people consume and where?
 - Other cities with different demographics
- Recent trends in geography brought on by post-structuralist theory
 - Sarah Whatmore: *Hybrid Geographies* (2002)