

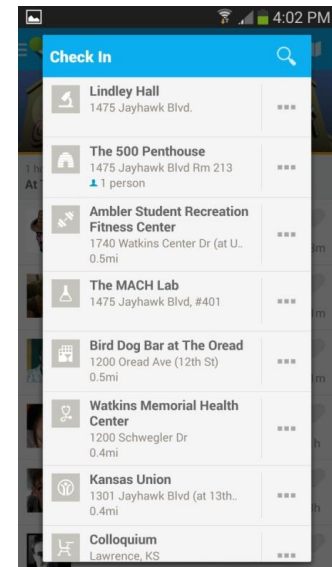
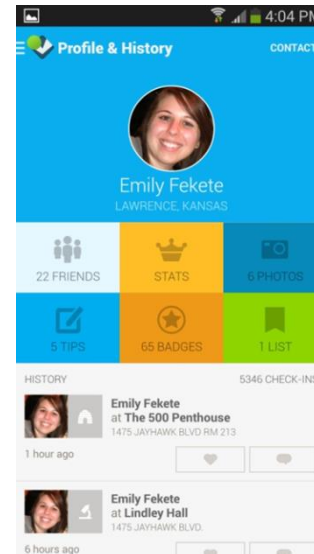
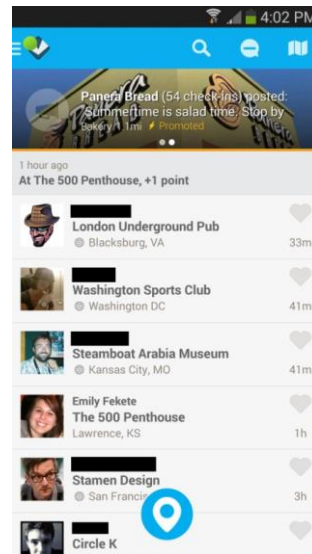
No Business Left Behind: Using GIS and Social Media to Address Issues of Consumption

Emily Fekete
PhD Candidate
University of Kansas
GIS Day 2014

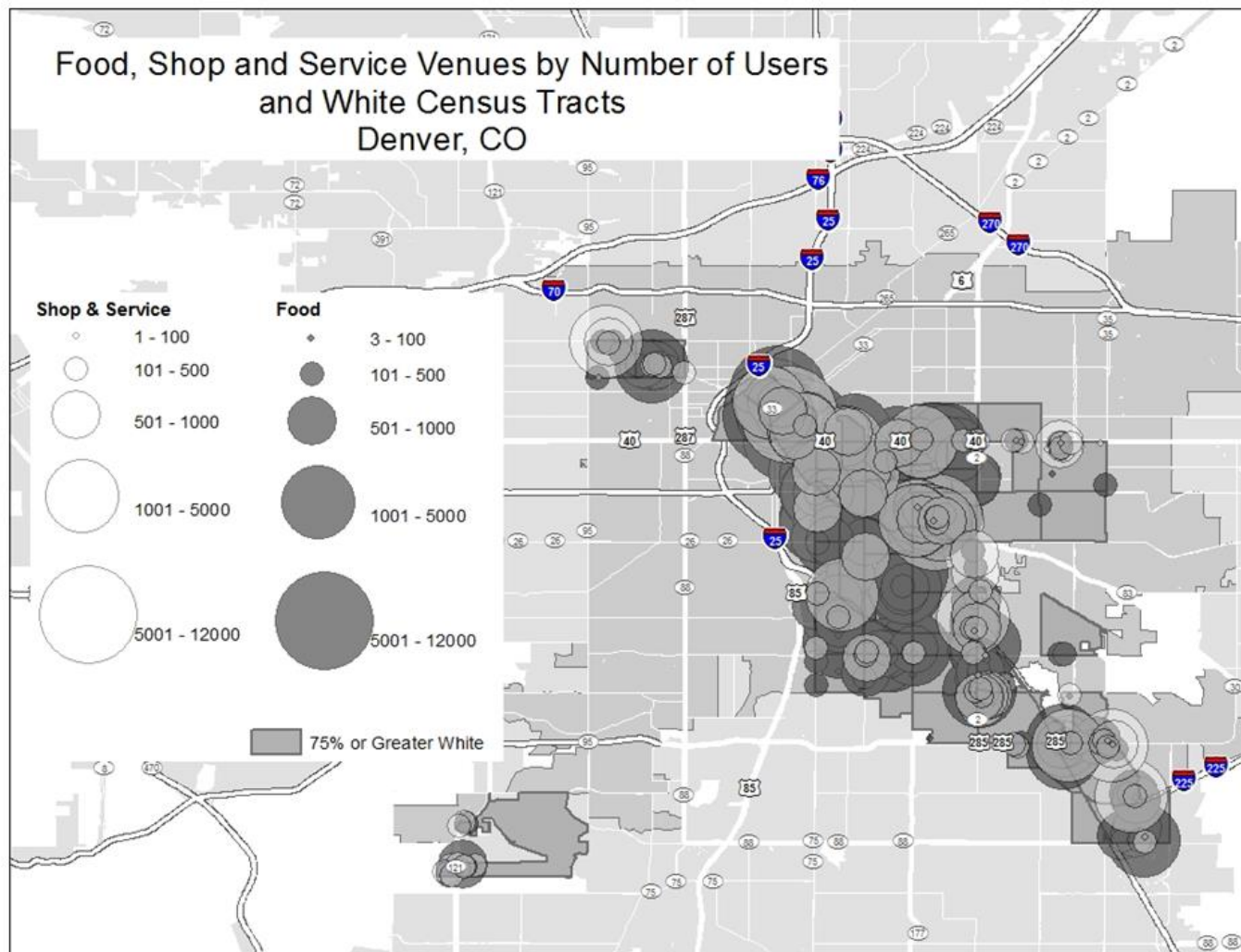


Questions, Methods, and Data

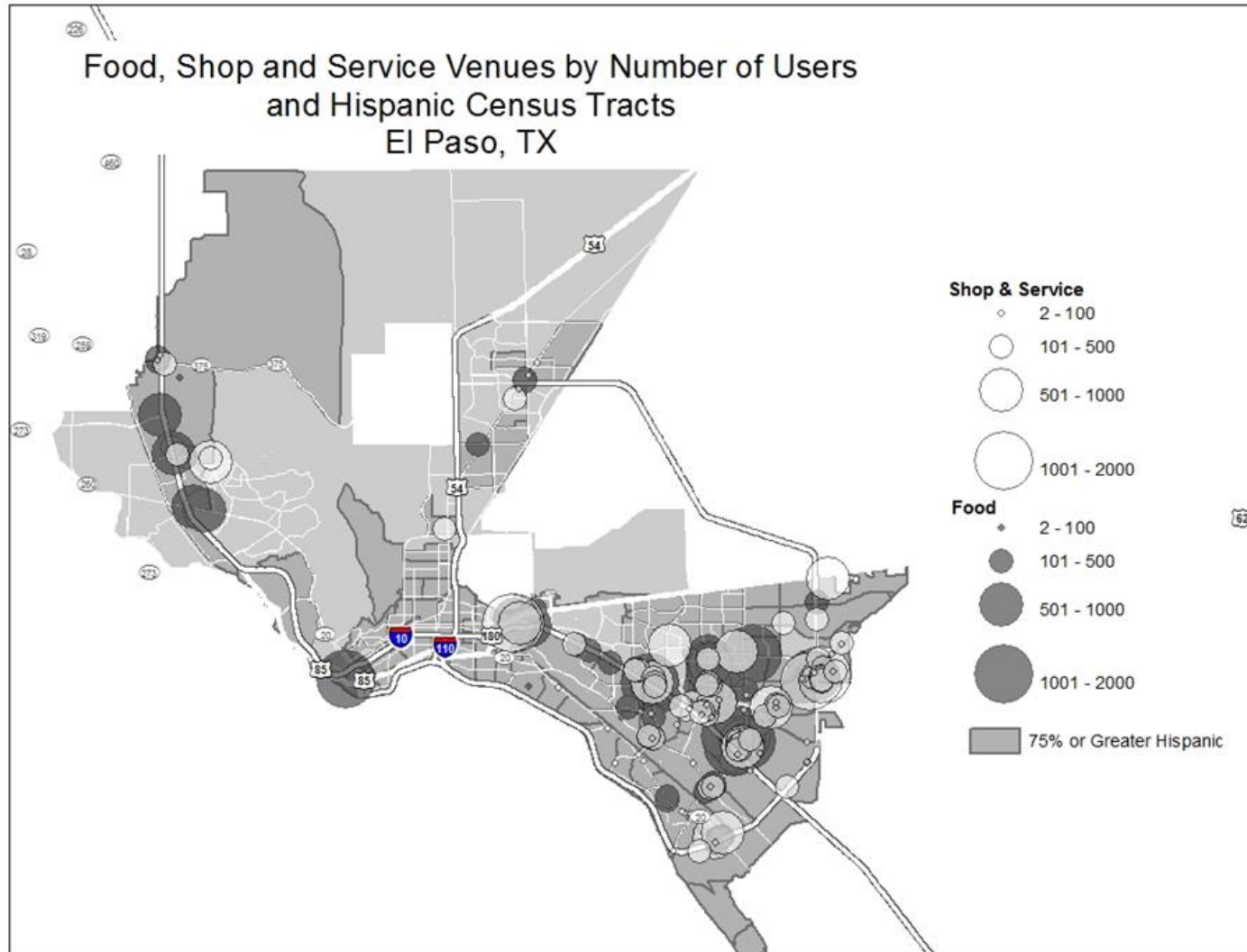
- Economic Geography
 - Consumption
- GeoWeb
 - Crutcher and Zook (2009)
- Social Media Data
 - Foursquare



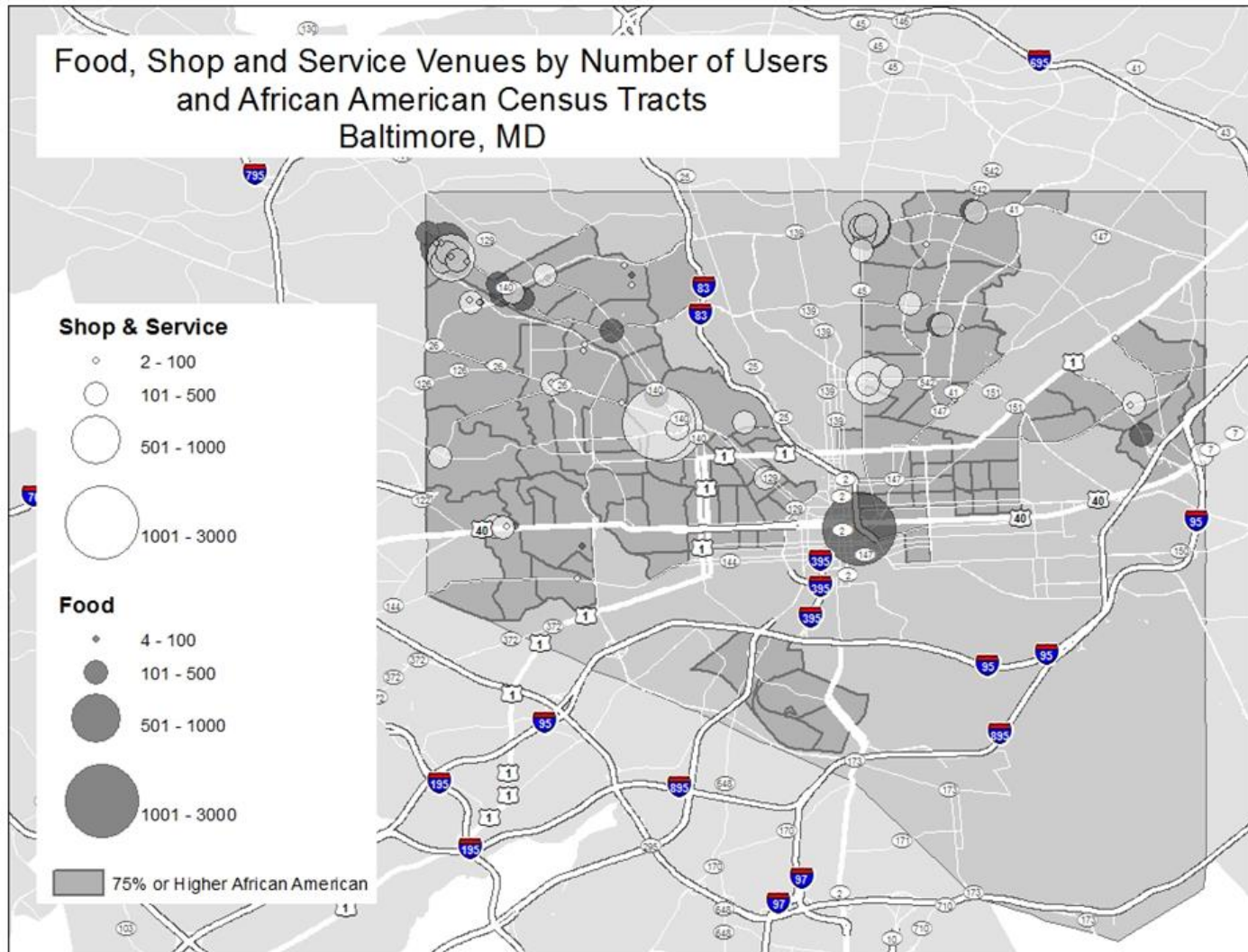
Denver



El Paso



Baltimore



The Racial Divide

Table 1: Correlations between Number of Foursquare Venues and Select Demographic Characteristics

Variable	Denver		Baltimore		El Paso	
	Probability Value	Pearson Correlation	Probability Value	Pearson Correlation	Probability Value	Pearson Correlation
Total Population	.076	.131	.001*	.259	.012*	.210
Median Age	.169	.088	.378	.026	.096	-.122
Percent Whites	.005*	.233	.000*	.404	.463	.009
Percent African Americans	.309	-.046	.000*	-.426	.172	.088
Percent Hispanics	.004*	-.238	.299	.045	.487	.003
Median Income	.020*	.187	.000*	.399	.069	.138
% Bachelors degree or higher	.003*	.250	.000*	.433	.371	.031

*Significant at the .05 level

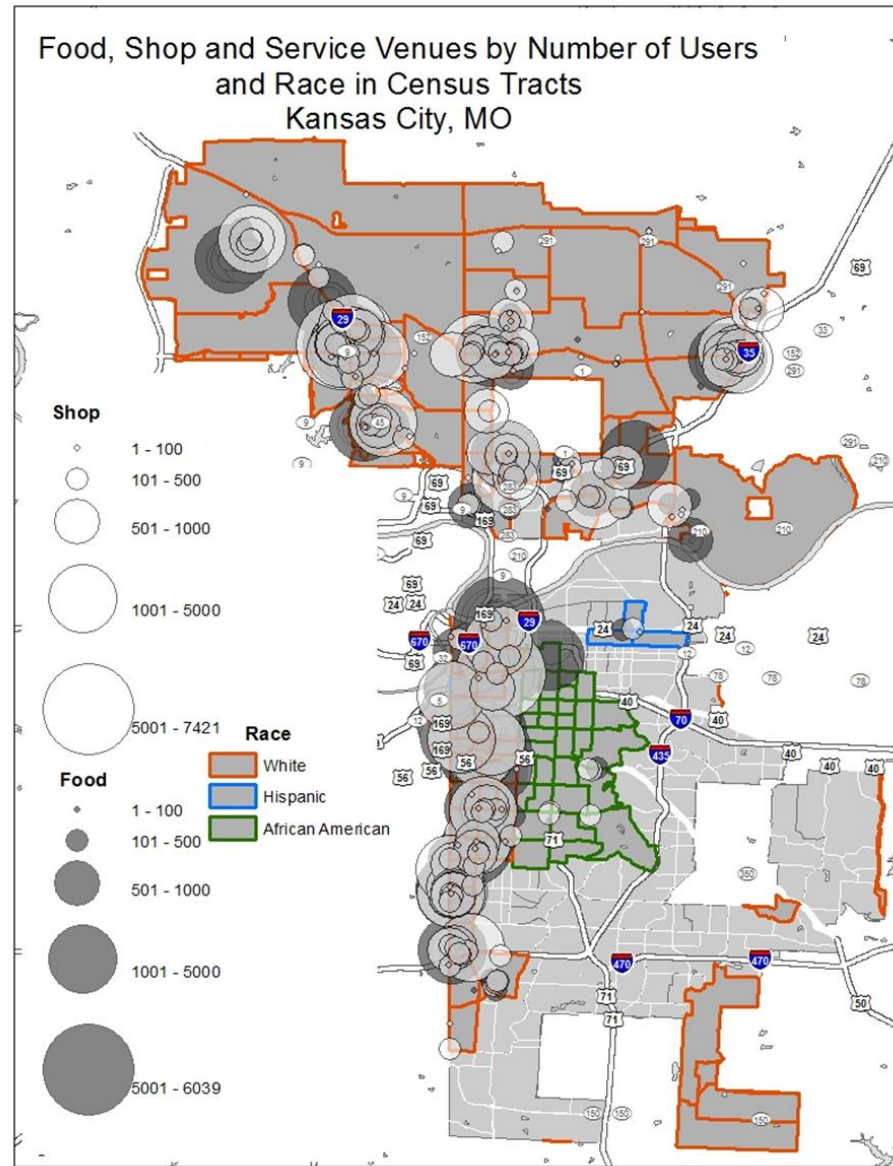
Kansas City, MO

- Historical racial divides within the city: J.C. Nichols

Correlations between Number of Foursquare Venues and Selected Demographic Characteristics in Kansas City, MO

*significant at the .05 level.

	Probability Value	Pearson Correlation
Total Population	.242	.069
Median Age	.297	.053
White	.019*	.205
African American	.005*	-.250
Hispanic	.136	-.109
Median Family Income	.013*	.219



Checking out?: Conclusions and Implications

- User based media generate racial divides
- Changing nature of consumption
- Future business success

Google places

