

NORTHWESTERN INSTITUTE ON COMPLEX SYSTEMS PRESENTS

Wednesdays

@NICO



The Genesis of Location-Aware Mobile Social Networking

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12:00 - 1:00 PM

(Refreshments served at 11:45 AM)

Chambers Hall, 600 Foster Street, Lower Level

Characterizing the relationship that exists between people's social interests and mobility properties is the core question relevant for location-aware mobile social networking, and location-based services in general. In this talk, accessible to everyone, I will explain how we applied rule mining techniques to study this relationship for a population of over 280,000 users of a mobile network in a large metropolitan area. The analysis reveals that (i) people's movement patterns are correlated with the applications they access, e.g., stationary users and those who move more often and to larger distances tend to access different applications. (ii) Those who move show highly predictable patterns, yet a person tends to access different applications at different locations. (iii) Most interestingly, different people with different movement patterns tend to access similar applications at the same locations. At the end of the talk, I will explain how location-based services can benefit from the knowledge about human mobility.

NICO Coffee Hour will follow for questions, networking, and collaboration.

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