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**‘Checking-In’ – Exploring the Usage of Location-Based Social Networks**

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Just recently, the technological foundations for powerful location-based social networks were laid. Already, early adopters build communities around the concept of ‘check-ins’ as they broadcast their whereabouts to friends and find out about others nearby. They share location-based information about bars, parks, cities, and virtually any kind of location. In this way, online social networks are enriched with another critical dimension: integration of the online space with the real, physical world. Given tremendous growth rates of location-based social networks such as Foursquare and their potential to create social and business value, we explore the usage of these new systems and find that people derive real value from connecting information to location.