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

Valentin Schöndienst  
Humboldt-Universität zu Berlin

Linh Dang-Xuan  
Humboldt-Universität zu Berlin

Oliver Guenther  
Humboldt-Universität zu Berlin

Follow this and additional works at: http://aisel.aisnet.org/amcis2010

Recommended Citation  
Schöndienst, Valentin; Dang-Xuan, Linh; and Guenther, Oliver, "‘Checking-In’ – Exploring the Usage of Location-Based Social Networks" (2010). AMCIS 2010 Proceedings. 445.  
http://aisel.aisnet.org/amcis2010/445

This material is brought to you by the Americas Conference on Information Systems (AMCIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in AMCIS 2010 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.
'Checking-In’ – Exploring the Usage of Location-Based Social Networks
Valentin Schöndienst¹, Linh Dang-Xuan², Oliver Guenther³


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.