

## **Abstract**

Geolocation technologies are an embedded feature in many online social networks. They allow a user to “tag” themselves in a geographic location. This information is then displayed within the network to their peers and friends. This is a nascent technology that is showing explosive signs of growth and is already mainstream, soon to be a ubiquitous feature in all social networks. There are many areas surrounding these technologies that are unclear such as the legal status of the data and how it should be stored and handled.

There is much scope with the technology for data that has been shared in good faith to be misused. There is also little research into the how users regard these technologies particularly with respect to security and privacy concerns that arise from the potential misuse of data. This research aims to quantify attitudes toward geolocation technologies and also understand if there are significant factors that may predict the level of concern an individual may have, such as gender, parenthood and confidence with technology.