

# Smartphone map app use study



**What is it:** In the context of a research project of the University of Zurich Digital Society Initiative we aim to better understand when, how, and where people use mobile map apps. Such knowledge of mobile map use behaviour in everyday activities may help us to design future map apps that more effectively and efficiently support people's mobility.

## JOIN THE STUDY ►

1) scan the QR CODE



2 use the contact form to inform us about your interest

A blue contact form titled "GET IN TOUCH". Below the title, there is a small instruction: "Please fill out the form below to send us an email and we will get back to you as soon as possible." The form contains three input fields: "Name", "Email", and "Message". Below these fields is a "SEND MESSAGE" button.

**Criteria:** For this research project we seek participants between 18 and 85 years old, who understand English, and own an Android Smartphone with a built-in GPS sensor.

**Compensation:** Participants will receive a voucher for the Google Playstore with a value of CHF 20.-

**Participation:** To participate in this study you will first need to register with a valid Email address with the QR code below, where you will also find further information. We also ask you to download and install a free app from the Google Playstore and use it on your own smartphone as usual for a period of two weeks. This app runs unnoticeably in the background. It continuously records all taps on the smartphone and your movement trajectories. The app does not record any personal data (e.g., text content, voice, pictures, etc.)

# GIVA

# Lab



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