1. Project as listed on the Wiki: State of the art literature review: location-based services and advertising.
2. Your name:

Review of Location-Based Advertising’s Great User Influence

1. **Introduction**
   1. Thesis: Location-based services have changed the advertising market to be more effective and tailored to the user but with more privacy-concerns for the user.
   2. Factor of interest: Story of Apple’s tracking file controversy on iPhones.
   3. Main point preview (cause, effects, outcomes) Digitalization has increased the influence of location-based advertising; push and pull LBA can affect user influence; LBA has changed the outlook on user-privacy.
2. LBA has had great success and influence on the user because of the digitalization of the market.
   1. Internet and GPS-enabled devices are common features of our world, which allows LBA to thrive.
      1. There are 5.16 billion mobile users and 4.57 billion internet users globally (Grand View Research).
      2. Expert quotation will appear here.
   2. Social media has influenced the growth and success of LBAs.
      1. Social media targeting is becoming crucial for marketers to attract customers based on their displayed information (Grand View Research).
      2. Social media’s power of persuasion is so crucial in advertising (Edwards).
3. Mobile LBA can be categorized into two main types, pull and push, which affect how effective it is.
   1. The pull type of LBA is when users allow for advertising to be delivered to their device on their own request.
      1. The user has more personal gain and control with this type (Unni & Harmon).
      2. An example of pull LBA will appear here.
   2. The push type of LBA is when advertising is delivered to the user’s device without explicit consent.
      1. Marketers lean to this one because of the profit gains (Unni & Harmon).
      2. Increase in impulse shopping thanks to push LBA (Unni & Harmon).
4. The success of the Location-based advertising market has changed the outlook on user-privacy concerns.
   1. There is a loss of privacy concerns because of the large revenue LBA brings in.
      1. LBA Market valued at USD 62.35 billion in 2019 (Grand View Research).
      2. Some anonymous locations can be decrypted by easy tech (Wicker).
   2. Users become desensitized to privacy breaches now.
      1. When consumers have a positive attitude toward LBA, they are more accepting of privacy breaches (Limpf &Voorveld).
      2. Quotation will appear here.
5. Summary, Discussion, and Conclusion:
   1. Summary of the determination of the main points.
   2. Discussion of how LBA will influence the future of advertising and user-privacy.
   3. Conclusion: LBA might make advertising more tailored to the user, but there’s a concern that it will overreach its welcome if user-privacy isn’t protected more.

Sources

Dhar, Subhankar, and Upkar Varshney. “Challenges and Business Models for Mobile Location-Based Services and Advertising.” Communications of the ACM, vol. 54, no. 5, May 2011, pp. 121–129. *EBSCOhost*, doi:10.1145/1941487.1941515

Eddy, Nathan. “Location-Based Advertising Market to Hit Nearly $15 Billion by 2018.” EWeek, Apr. 2014, p. 5. *EBSCOhost*, search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=95822198&site=ehost-live.

Edwards, Steven M. “A Social Media Mindset”. *Journal of Interactive Advertising*, vol 12, no. 1, 2011, pp. 1-3., doi:10.1080/15252019.2011.10722186.

Heisler, Yoni. “Apple Officially Responds to IOS Consolidated.db ‘Tracking File’ Controversy.” *Network World*, Network World, 29 Apr. 2011, www.networkworld.com/article/2229134/apple-officially-responds-to-ios-consolidated-db--tracking-file--controversy.html.

Limpf, Nina, and Hilde A.M. Voorveld. “Mobile Location-Based Advertising: How Information Privacy Concerns Influence Consumers' Attitude and Acceptance.” *Journal of Interactive Advertising*, vol. 15, no. 2, 2015, pp. 111–123., doi:10.1080/15252019.2015.1064795.

*Location Based Advertising Market Size Report, 2020-2027*, Grand View Research, July 2020, www.grandviewresearch.com/industry-analysis/location-based-advertising-market.

Unni, Ramaprasad, and Robert Harmon. “Perceived Effectiveness of Push vs. Pull Mobile Location Based Advertising.” *Journal of Interactive Advertising*, vol. 7, no. 2, 2007, pp. 28–40., doi:10.1080/15252019.2007.10722129.

Wicker, Stephen B. “The Loss of Location Privacy in the Cellular Age.” *Communications of the ACM*, vol. 55, no. 8, Aug. 2012, pp. 60–68. *EBSCOhost***,** doi:10.1145/2240236.2240255**.**