



# User Concerns

CGSIC, September 22, 2009



## *GPS World Audience Survey, May 2009*

989 Responses



## Question 53

Where is society going with GPS/GNSS use, and how will that change the GPS/GNSS industry?

408 responses



## The U-Answer, or über-Answer

- Utility
- Ubiquitous
- Totally integrated in every aspect of daily life

117 respondents, or 29 percent of those who gave an answer to this question



## The Smiley Face Answer

- It's great!
- We're moving forward
- The sky's the limit!
- The sky is **not** the limit!

57 respondents, or 14 percent of those who gave an answer to this question



## The Mobile Answer

- Is or will be embedded in all mobile devices
- Location-based services
- more sales!
- death of the single-purpose device

41 respondents, or 10 percent of those who gave an answer to this question



## Total Lack of Concern

215 respondents, or 53 percent of those who gave an answer to this question



## Worried

152 respondents, or 37 percent of those who gave an answer to this question





## The Number One Concern

35 respondents, or 27 percent of those  
expressing a concern

9 percent of those who gave an answer  
to this question

4 percent of those who took the survey



## Number One: Privacy

I expect more intrusion into formerly private life.

Down a slippery “walk with your big brother” road — and no turning back

Society is headed for a rude awakening where everyone will soon be able to track each other wherever we go



## The Pat Answer

Users will have to give permission for their location to be known. So, no worries. Relax.

Users will find location-based services so rewarding, they won't mind the minor inconvenience of loss of privacy. They won't notice.



## Reality Check

Not John Q Public. Not the great unwashed.

Readers of *GPS World* and/or its various e-mail newsletters: a scientific, technical, government, and business community, conversant with the issues and the technology



## A Non-scientific perspective

GPS/GNSS have a developing public relations problem

All it takes is a few missteps, and the wolves will be at the door

Funding

Maybe we really do have a problem,  
Houston



## Historical divagations

Watergate

J. Edgar Hoover

Joe McCarthy

Recent abrogations of rights:

I wasn't using my civil liberties anyway



## Other Big Brothers

companies, marketers  
criminals

▪





## Privacy

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## Unnatural Overdependence

17 respondents, or 13 percent of those expressing a concern

Technologies replace the natural sense of direction; natural senses are not needed anymore.



## System Health

13 respondents, or 10 percent of those  
expressing a concern



## Misunderstood

10 respondents, or 8 percent of those  
expressing a concern

Are there enough professionals with  
expertise and education out there?



## Funding, Public Awareness

10 respondents, or 7 percent of those  
expressing a concern



## Not Enough Interoperability

8 respondents, or 6 percent of those  
expressing a concern

Among positioning technologies, as well  
as among GNSS



## Commercial Focus over Science

7 respondents, or 5 percent of those expressing a concern



## Need More Accurate Data and More Current Maps

7 respondents, or 5 percent of those expressing a concern



## Security, Jamming

7 respondents, or 5 percent of those expressing a concern





## Devices/Services Too Expensive for User

6 respondents, or 4 percent of those expressing a concern



## Reliability, Integrity

4 respondents, or 3 percent of those expressing a concern



## Market Saturation, Cheapness

4 respondents, or 3 percent of those  
expressing a concern



## Military Focus, Harm over Societal Benefits

3 respondents, or 2 percent of those expressing a concern



## Military Products Need Commercial Approach

3 respondents, or 2 percent of those expressing a concern



## More Verbatim Comments

Out in Front editorial, “Enter the Fortune Teller,” September *GPS World*

Wide Awake blog,

[www.gpsworld.com/wideawake](http://www.gpsworld.com/wideawake)

“Wide Awake on the Midnight Train to Georgia”



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implications.**



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