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

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
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
“Wide Awake on the Midnight Train to Georgia”
Straight into the future without questioning the potential adverse implications.