

ABSTRACT

Spatial thinking is an abstract term and process in regards to what most of the general population understand. Many people are not well versed in geospatial terminology, options of use, and the location intelligence they unconsciously disclose when using social media outlets. This thesis integrates a unique technical web application with GIScience intended to illuminate the subsequent effect location-based data can have on one's personal privacy, security, and web-presence. An innovative new web mapping application was built for general public consumption that aggregates location data from Twitter, harvests ambient location information, analyzes the captured data to provide personal location intelligence, and visualizes possible areas of interest. In addition, this research examines the results of an online voluntary survey collected from the users of the application. Finally, this thesis discusses how these same techniques can be applied to other social media outlets along with potential opportunities to educate and inform the general public more about their social media location privacy.