



Center for Spatial Business

About the Speaker



Dr. Piotr Jankowski

Dr. Piotr Jankowski is Professor of Geographic Information Science and the Chair of Geography Department at San Diego State University. His research focuses on models and methods of spatial decision support, participatory GIS approaches to planning and decision making, and sensitivity analysis in space-time models. He has co-authored books on Spatial Decision Support Systems and Group Decision-making, and his work has been published in over 100 peer-reviewed journal publications. He has researched and taught in Europe, South America, and Asia. Piotr is the recipient of 2018/19 SDSU Alumni Distinguished Faculty Award.

Learn more about the Center for Spatial Business

www.redlands.edu/CSB



Scan me

2019-20 Speaker Series

Geoprivacy Attitudes and Personal Location Masking Strategies of Internet Users

Wednesday October 9, 2019

5:30 p.m. – 7:30 p.m.

**Doors open at 5:30 p.m. for dinner followed by Presentation at 6:15 p.m.

**University of Redlands Main Campus
Casa Loma Room**

Location masking, or geo-masking, is a practice typically undertaken by data stewards who wish to release a georeferenced dataset without infringing on the privacy of those whose data are involved. With numerous daily opportunities to transmit our personal locations through electronic devices, individuals can use geo-masking to stem the flow of their location data or otherwise engage in obscuring their locations. Relatively little is known about the factors that influence individuals to protect their location privacy, and the extent to which they do so.

Joining a growing recognition of individual-level privacy efforts, this talk presents the results of a study examining the predictors of personal-level location masking and the relationships among geoprivacy-related knowledge, attitudes, and behavior. Using a probability-based sample and an open online sample from California, the study finds that in situ personal masking behavior is consistent across demographic groups. A key attitude influencing whether or not individuals choose to mask location is trust in websites to protect their personal data. Greater knowledge about how location data are transmitted and higher concern for privacy are positively correlated with masking behavior.

Scan QR code or click here to RSVP by
October 2, as seating is limited