

Granularity
of data and
common
fields

foursquare categories
Arts & Entertainment
College & University
Food
Professional & Other Places
Nightlife Spots
Residences
Great Outdoors
Shops & Services
Travel & Transport

Social Media service specificities

vertical rows:

- twitter
- foursquare
- instagram
- flickr

potential
crossings =
how to inquire
social media services
to answer questions
and specific issues

[illegible]