Location-based services in regional media communication

Project management: Prof. Dr. Harald Rau

Summary: What can enterprises with superior information at local and regional level do better than the large enterprises in the "big data" business? For example, what advantage do medium-sized media companies have over Facebook, Google, and other providers? How can cultural enterprises, tourism and economic development bodies and urban service providers and manufacturing companies benefit from services offered by regional (content) providers – and what is the situation in terms of acceptance, in comparison with the global players? The aim of this project is to answer these questions. In order to increase its significance and to generate valid results, the project is to be implemented, in close coordination, for two model regions in Lower Saxony (Braunschweig and Osnabrück). The multilevel research design is intended to glean knowledge from selected experts, to record the requirements of specifically selected focus groups (e.g. artists from the fields of museum, theatre, music, creative industries, retail and regional economy), and to predict how the recipients will actually use such content. So the goal is not primarily (and summarily) to explore technical possibilities – but to tackle (in a sustained manner) the question of content options, and of the associated acceptance for local services.

Organisational unit: Faculty of Transport-Sports-Tourism-Media

Research areas: Social Perspectives of Change

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