

## Using Data from Foursquare Web Service to Represent the Commercial Activity of a City

**Authors :** Taras Agryzkov, Almudena Nolasco-Cirugeda, Jose L. Oliver, Leticia Serrano-Estrada, Leandro Tortosa, Jose F. Vicent

**Abstract :** This paper aims to represent the commercial activity of a city taking as source data the social network Foursquare. The city of Murcia is selected as case study, and the location-based social network Foursquare is the main source of information. After carrying out a reorganisation of the user-generated data extracted from Foursquare, it is possible to graphically display on a map the various city spaces and venues –especially those related to commercial, food and entertainment sector businesses. The obtained visualisation provides information about activity patterns in the city of Murcia according to the people's interests and preferences and, moreover, interesting facts about certain characteristics of the town itself.

**Keywords :** social networks, spatial analysis, data visualization, geocomputation, Foursquare

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