

# Predicting Friends' Locations as Contribution to Social Context Acquiring

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## Goals

Support contact between people  
Improve appointment scheduling  
Location aware recommendation

Where will be  
Tomas  
this evening?

Where is Tomas  
right now ?

## Method for location prediction

Maintain user location history  
Filter unimportant logs  
Creating time vector for query  
Finding similar vectors  
by using cosine similarity  
Adapting parameters for time  
vector value

Evaluation: Implicit feedback

Logs  
Filter  
Vector  
Estimation

Tomas is here  
(75%)

## Obtaining location using mobile device

Efficiency tracking position using GSM transmitters  
battery saving  
added value and motivation for user

## Location context

Location as environment attribute

- Home / Work
- Activity characterization
- Inclusion to the community of classmates, colleagues

## Important localities

Estimation of important localities for user

## Estimating location

Where will be one of my friend this evening?  
Which of my friend are located around me?

Tomas will be here this evening  
(92% ) (home)