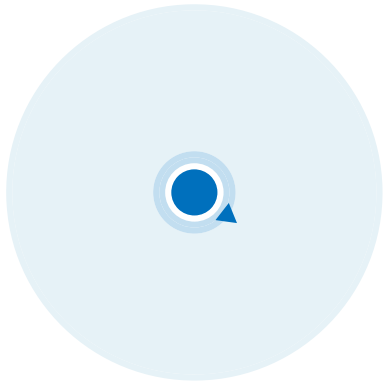


Ruby Orrego

Where the F... Am I?

Is Apple maps convenient or dangerous?

Introduction



The days of pulling over to glance at your bulky street directory are well and truly over. Since GPS navigation systems were first installed onto the iPhone 3G, it has been used by many on an everyday basis. "Location service is going to be a really big deal on the iPhone" said CEO Steve Jobs, and he wasn't wrong! Built in GPS on the iPhone has major advantages when it comes to ease of finding destinations and the convenience of punching in where you want to go, without the stress of how to get there.

Apple maps has many perks that provide convenience and safety. This includes an automatic night mode which makes it easier to focus on the road, especially while driving at night. Apple maps list step feature displays all the steps in your route in one convenient screen, allowing you to see the steps you need to take in your route ahead of time preventing sudden moves and quick decision making. Drivers also don't have to look down to read directions, they can just listen to the voice of the GPS. All of these features sound so convenient. However, if the app can't

show you the correct, safe route to your destination, it's all kind of pointless right?

We are putting too much faith into the navigation systems knowledge that we completely disregard the possibility of inaccuracies. Are we replacing our common sense with what a navigation system tells us to do? Has apple created something that's saves time and stress or something that can literally drive us into our graves...?

C'mon people, pay attention!

On September 19, 2012 Apple dropped Google Maps from its iOS software in favour of its own mapping program. Although there are safety features installed onto Apple maps, it has led to significant risks and dangers. Police officers in Mildura, Victoria, say they have had to assist drivers stranded after following the directions from Apple Maps.

"Police are extremely concerned as there is no water supply within the park and temperatures can reach as high as 46[C], making this a potentially life-threatening issue" says senior sergeant Sharon Darcy. Some of these drivers had been without food or water for 24 hours. Users of apple maps were quick to complain it contained many inaccuracies, poor imagery and unreliable directions.

The National Highway Traffic Safety Administration estimates that driver distraction plays a role in 25 to 30 percent of the roughly 1.2 million car crashes in the United States each year. The use of apple maps greatly contributes to this statistic, as it consumes a large amount of our attention when driving.

Remember that saying, "If your friends jumped off a cliff, would you?" As it turns out, this is good advice to heed when you use Apple Maps: If Apple maps told you to drive off a cliff, would you? Today, we rely way too heavily on the knowledge of our iPhones, that we disregard our own common sense. One of the most common human's errors when it comes to using apple maps, is overconfidence in how smart the navigation system really is. The mentality of "why plan when your GPS will tell you exactly where to go?" can be dangerous and why a link between these devices and accidents has been identified.

Apple maps may be convenient but it can't replace common sense. If things don't look right, they probably aren't! Accident risk increases when drivers take Apple Maps instructions too literally. Warnings of "when possible, make a legal U-turn" send some veering into oncoming traffic. The more confident you are in what your Apple maps tells you, the less likely you are to notice something's wrong. Apple maps is a well-known and commonly used application, however it should be used with caution and common sense!



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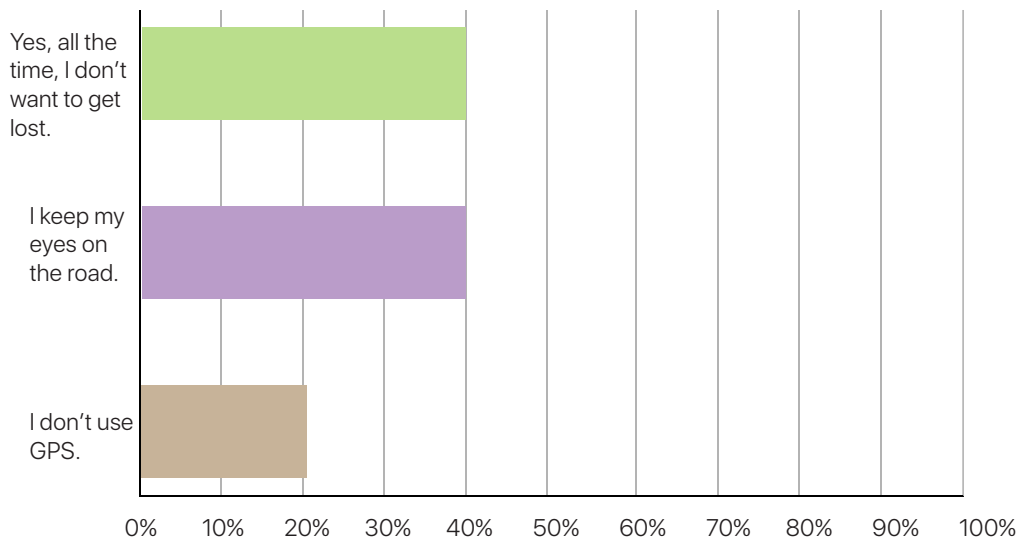
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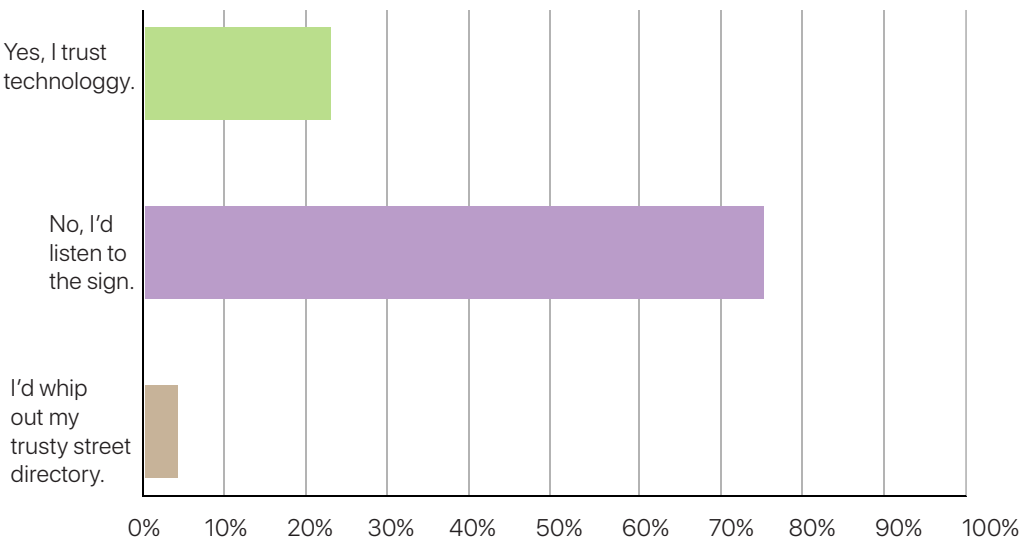
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Here are the results from a suvey I conducted

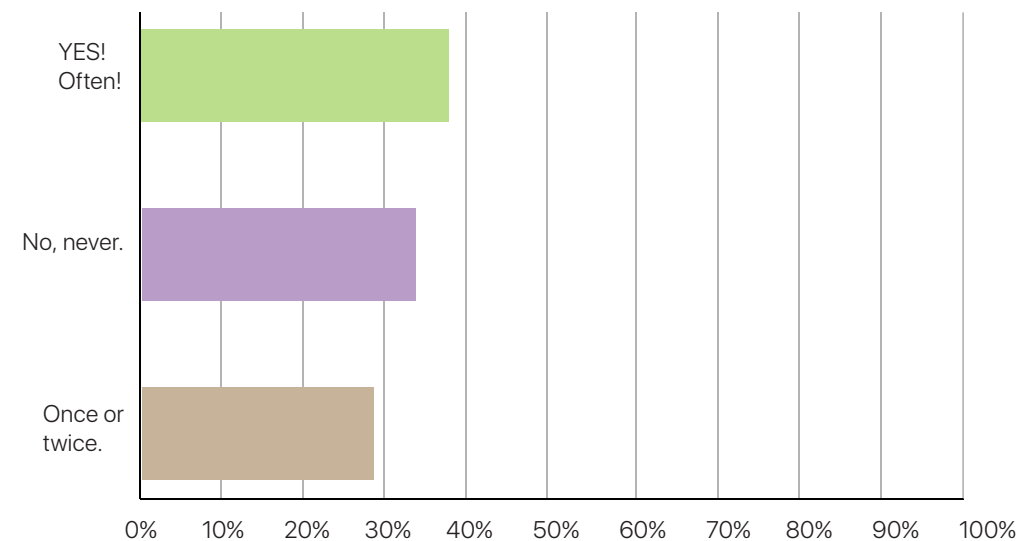
Do you concentrate more on your GPS than the actual road?



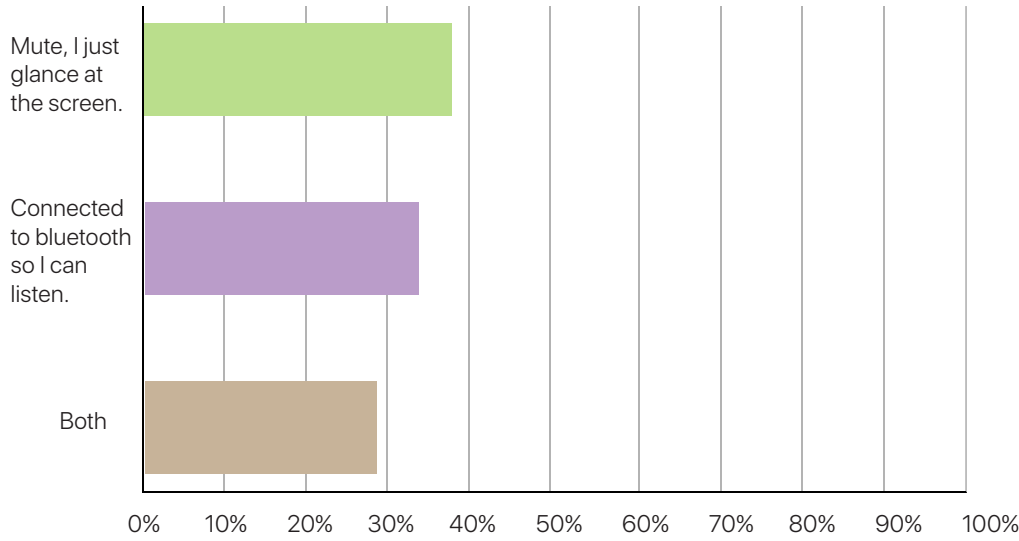
If Apple maps told you to go left, but the road sign said to go right, would you listen to your iphone over the sign?



Have you ever ended up in an unknown place because of Apple maps?



When you use Apple maps, what setting do you have it on?



Apple maps got me lost!

In my survey, I asked respondents to comment if they have ever gotten lost using Apple maps and if so, where they ended up...

