

The community building potential of geocaching

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Abstract

Geocaching is a treasure hunting game played throughout the world by people equipped with GPS devices. The basic idea is to locate hidden containers, called geocaches, outdoors and then share your experiences online. Geocaching is enjoyed by people from all age groups, with a strong sense of community. Although geocaches are currently often created and searched for by individuals only, they also have great community building and strengthening potential. One example would be to have youth from deprived areas create walks that show geocachers what they are proud of in their neighbourhood. In order to fully realize the potential of this socio-technology, it needs to be embedded in the proper social context of purpose, groups and procedures.