

Malcolm Gladwell talks about being inspired by his mother, his dream to hang out with Martin Luther King and on Facebook and Twitter using your information to make money

Submitted by: uberlife

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uberlife (<http://www.uberlife.com>), the location-based iOS app designed to encourage more frequent and spontaneous offline "hanging out", publishes a special interview today with esteemed author and New Yorker staff writer Malcolm Gladwell.

As part of the their Real Champions series, Gladwell shares his views on social networks and how large powerful corporations like Facebook and Twitter which have access to users information will only prove to cause more security breaches and social unrest this year.

He talks to uberlife (<http://www.uberlife.com>) about the effects of this new type of business model where 'very large powerful corporations exist by virtue of their users giving them product for free'

"Security breaches will be a much, bigger issue in the future ... The kind of social contract that lies beneath the business model of people like Facebook and Twitter is going to become more problematic... The idea that they are essentially using your information to make extraordinary sums of money. "

On whether online social networking has shaped our values and behaviors Gladwell goes on to say:

"It has profoundly affected the efficiency of our social networks so that I can maintain a larger network more easily. To use dating as an example, dating was always a question of the inefficiency of the search and online networking has greatly improved the efficiency of the search mechanism. "

On whether people are ready to go beyond the online and take those relationships back offline:

"I think the challenge for social media sites is; Can they be intimate again and can they give us back some deeper sense of community? ... The problem with Facebook is it is a victim of its own success. It's so large in a sense that I don't know what it means."

And on how smartphones affect our real world interactions:

"To say it has injected flexibility and efficiency into our lives, that is such a plus that I am willing to put up with other things like the intrusion of privacy, and the distractions."

For the full interview go to: <http://blog.uberlife.com>

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About uberlife (<http://www.uberlife.com>)

uberlife is an iOS app that alerts you when friends, your network and likeminded people will be hanging out nearby, so that you can fill in any last-minute gaps in your social diary and join them if you're free. While most social apps today are for sharing moments of our lives with our friends and networks,

uberlife is about making those moments happen.

The uberlife iPhone app is developed by and is an offshoot of CitySocialising Ltd. founded by Sanchita Saha, headquartered in Old Street, London and raised \$1.6 million Series A funding from PROfounders Capital last year, earning the support and mentoring of UK tech luminaries Michael Birch (Bebo) and Brent Hoberman (Lastminute.com).

Now available in the iTunes App Store, uberlife saves time ping-pong back and forth to make plans and find people to do things with - just update where and when you'll be hanging out next and share this to alert nearby friends or followers in one go, so that if they're they can join you.

For more information, contact shout@uberlife.com