CLAIMS

1. A computer implemented method for mobile-device information routing and display executed at an online computing system, where one or more processors are programed to perform steps comprising:

generating a profile for a venue, a unique identifier for the venue, and a geographic cell identifier to determine a map scale for the venue;

generating a unique identifier for a first user;

verifying the first user has attended the venue;

transmitting a question about the venue, the unique venue identifier, the geographic cell identifier, and the unique first user identifier to a mobile device of the first user thereby causing the mobile device of the first user to display the question and a map at the map scale determined by the unique cell identifier; and

updating the venue profile based on the response to the question and the unique venue identifier upon receiving from the mobile device a response to the question about the venue, the unique venue identifier, and the unique first user identifier.

2. The method of claim 1 further comprising:

generating a second unique identifier for a second user;

transmitting the question about the venue, the unique venue identifier, the geographic cell identifier, and the unique second user identifier to a mobile device of the second user thereby causing the mobile device of

the second user to display the question and a second map at the map scale determined by the unique cell identifier;

updating the venue profile based on the second user response to the question and the unique venue identifier upon receiving from the second user mobile device a response to the question about the venue, the unique venue identifier, and the unique second user identifier.

3. The method of claim 1 further comprising determining that the question relates to a geographic region containing the venue and generating the geographic cell identifier based on the determined geographic region.

4. The method of claim 1 further comprising transmitting a query about the venue to a third-party provider of venue information, receiving a query response from the third-party provider, and updating the venue profile based on the query response.

5. The method of claim 1 comprising verifying that the first user is currently at the venue.

6. The method of claim 1 comprising verifying that the first user attended the venue within a time period.

7. The method of claim 1 comprising verifying that a date the first user attended the venue.

8. The method of claim 1 comprising verifying that a time the first user attended the venue.

9. The method of claim 1 comprising verifying that a duration for which the first user attended the venue.

10. The method of claim 1 further comprising analyzing the response to determine one or more categories associated with the answer.

11. The method of claim 1 further comprising analyzing the response to determine one or more geographic regions associated with the answer.