

《免费WiFi服务究竟为星巴克带来了怎样的意外效应？》

导读:

美国国家公共电台（NPR）报道，美国洛杉矶的咖啡业巨头星巴克目前面临一个棘手的难题。近来，44000多名无家可归者大批涌入星巴克，使咖啡店俨然成为了这些游民的首选场所。



And the coffee giant is facing uncomfortable questions in Los Angeles, after becoming a go-to spot for the city's homeless population of 44,000, NPR reports.

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That's because homeless people living in the city have turned to Starbucks as a place to sleep, use the bathroom, charge electronic devices, and use Wi-Fi because it is often the least expensive and most convenient option

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A large, faint watermark logo of Jiangsu University is visible across the page. It features a stylized orange graphic element resembling a flame or a brushstroke, followed by the university's name in Chinese "江苏大学" and English "JIANGSU UNIVERSITY".[illegible]

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Free Wi-Fi has lead to a number of unexpected consequences across the restaurant industry in recent years.

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In March, KFC and McDonald's in Stoke-on-Trent in the UK banned teenage customers after brawls between teens congregating at the fast-food locations to access free Wi-Fi.

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Other teenagers have used McDonald's Wi-Fi for more positive causes. The Wall Street Journal reported in 2013 that many students across the US rely on McDonald's for internet access; the chain's 12,000 Wi-Fi-enabled locations are often more accessible than the nation's 15,000 or so Wi-Fi-enabled public libraries.

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Starbucks was a leader in the movement to bring Wi-Fi to coffee and restaurant chains, debuting the service in 2002 when many people still relied on Ethernet cables at home to access the Internet. Wi-Fi played a key role in turning Starbucks into what the company calls a "third place," where people can socialize, work, or relax outside of the home and office.

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Free Wi-Fi brings new customers to Starbucks, but also new complications. Fourteen years since the chain began rolling out wireless internet, it still seems impossible to have one without the other.

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