

Online Identity Management

VCU Technology Days

Terrell Russell

Apr 2007

<http://www.terrellrussell.com>

Assumptions

- Identity is consolidating – online and offline
 - You are who you are
 - Online will become an extension of offline, not something separate
- People will continue to 'do stuff' online
 - More and more breadcrumbs
 - Where they've been
 - What they've done
- Search is King
 - Perhaps frighteningly so, at times

Working Theory:

Your identity is defined by how you are represented in search.

Working Theory:

Your identity is defined by how you are represented in search.

Corollary:

However true this is today, it will be more true tomorrow.

Actions speak louder than words

Is this true?

Online?

What do you do online?

Stuff we do

- We buy/sell stuff – Amazon, Ebay
- We search for stuff – Google, Yahoo
- We manage stuff
 - words – class websites, blog, email
 - pictures – Flickr
 - music – Last.fm
 - people – LinkedIn, Facebook, MySpace
 - links – del.icio.us, CiteULike, ma.gnolia.com
 - books – LibraryThing
 - time – 30boxes, other calendars

Today is different than before

- Before
 - Identity defined by who was around you, what they knew and how consistent that information remained over time

Today is different than before

- Before
 - Identity defined by who was around you, what they knew and how consistent that information remained over time
- Today/Tomorrow
 - Identity defined by a third party (search engine) and our online existence has four new characteristics (boyd)
 - Persistence
 - Searchability
 - Replicability
 - Invisible Audiences

Take action

- Realize that a conversation about you is happening
 - People are searching for you
 - People are forming opinions about you
- Take an active role in managing the search engines' reach
 - Tweak what you can control
 - Consider everything to be global
 - Think before you join/post/buy/reply/friend
 - Give yourself a voice in that above conversation

claimID.com



claimID lets you track, verify, classify, annotate, prioritize and share the information that is about you online.



- Terrell Russell - [view](#)
- My personal site.
- This Old Network - [view](#)
- claimID.com/terrell - Terrell Russell - [view](#)
- UNC SILS - People - Ph.D. Students - [view](#)
- Park Alumni Society - [view](#)
- USHA Collegiate National Champion - Men's C - 2003 - [view](#)
- BFS Majors - [view](#)
- terrellrussell on Ma.gnolia - [view](#)

- Projects
- claimID - Manage your online identity.
- MicroID Development
- Cloudacious - Watching Tag Clouds Over Time
- Joyent: About Joyent: People
- Strongspace 1.0 Launches - Strongspace Weblog
- TextDrive Weblog: A few new faces
- PunBB Resource / Email Digests
- PunBB Resource / Expertise
- PunBB Resource / MicroID
- NC State Alumni Association

- Academic
- The Influence of Context and Interactivity on Video Browsing
- Center for Research and Development of Digital Libraries - Blog Archive - Canonical Authority Tagging AND social network communities
- ISBT's Archiving Conference 2005
- Handlist Editorial Board - Winter 2003

- Media
- Living online: The end of privacy - tech - 18 September 2006 - New Scientist
- NY Daily News - What a tangled Web we weave
- Transcription of Ranganathan's monologue on Melvil Dewey
- Silkworm Blog: Why Tagging is Expensive
- Micropatrons and contribution gifts (kottke.org)
- P. S. - Tagclouds and cultural changes
- Paolo Masso Blog: Visualizing time trends in how a site is tagged on del.icio.us: cloudicious
- State student returns a champion

- Defunct
- User7 - Wikitravel
- terrellrussell's bookmarks on del.icio.us
- Tag cloud - Wikipedia, the free encyclopedia
- State student returns a champion
- terrellrussell's User Page - Last.fm
- My PunBB forum / Profile

- UNC SILS - People - Ph.D. Students
- Park Alumni Society
- USHA Collegiate National Champion - Men's C - 2003
- BFS Majors
- terrellrussell on Ma.gnolia

- claimID.com/terrell - Terrell Russell
- UNC SILS - People - Ph.D. Students
- Park Alumni Society
- USHA Collegiate National Champion - Men's C - 2003
- BFS Majors
- terrellrussell on Ma.gnolia

- claimID.com/terrell - Terrell Russell
- UNC SILS - People - Ph.D. Students
- Park Alumni Society
- USHA Collegiate National Champion - Men's C - 2003
- BFS Majors
- terrellrussell on Ma.gnolia

- claimID.com/terrell - Terrell Russell
- UNC SILS - People - Ph.D. Students
- Park Alumni Society
- USHA Collegiate National Champion - Men's C - 2003
- BFS Majors
- terrellrussell on Ma.gnolia

- claimID.com/terrell - Terrell Russell
- UNC SILS - People - Ph.D. Students
- Park Alumni Society
- USHA Collegiate National Champion - Men's C - 2003
- BFS Majors
- terrellrussell on Ma.gnolia

- claimID.com/terrell - Terrell Russell
- UNC SILS - People - Ph.D. Students
- Park Alumni Society
- USHA Collegiate National Champion - Men's C - 2003
- BFS Majors
- terrellrussell on Ma.gnolia

- claimID.com/terrell - Terrell Russell
- UNC SILS - People - Ph.D. Students
- Park Alumni Society
- USHA Collegiate National Champion - Men's C - 2003
- BFS Majors
- terrellrussell on Ma.gnolia

claimID: Terrell Russell

terrell :: [my links](#) | [my account](#) | [my bookmarklet](#) | [how to use claimID](#)

[Viewing 36 links](#) | [Create New Group](#) | [Reorder My Groups](#) | [My ClaimID As Others See It](#)

Personal

Things About Me

[Create New Link](#) | [Edit this Group](#) | [Reorder Links in this Group](#) | [Delete this Group](#) | [\(Help\)](#)

★ Terrell Russell - Verified

▶ About Me | By Me | From 2006 | Tagged with: terrell
My personal site.
Private Description: *nobody can see this...*

★ This Old Network - Verified

▶ About Me | By Me | Tagged with: weblog blog terrell
My weblog.

★ claimID.com/terrell - Terrell Russell - Verified

▶ About Me | By Me | Tagged with: claimID terrell
This page.

★ UNC SILS - People - Ph.D. Students

▶ About Me | Not By Me - by: UNC SILS | From 2006 | Tagged with: unc sils
School forever.

★ Park Alumni Society

▶ About Me | By Me | From 2006 | Tagged with: ncsu_park_scholarships pas
I am the President of this organization. We are the alumni of the Park Scholarships program at NC State.

★ USHA Collegiate National Champion - Men's C - 2003

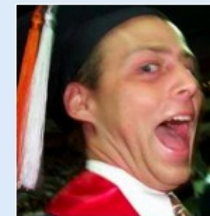
▶ About Me | Not By Me - by: USHA | Tagged with: handball ncsu

★ BFS Majors

▶ About Me | Not By Me - by: Joe Herkert | Tagged with: ncsu bfs
My undergraduate advisor's listing of all the Franklin Scholars at NC State.

★ terrellrussell on Ma.gnolia - Verified

▶ About Me | By Me | Tagged with: magnolia bookmarks
first site to implement MicroIDs



Terrell Russell [\(edit\)](#)
Chapel Hill, NC

Welcome to claimID.

I'm a Ph.D. student at SILS at UNC-CH.

Fred and I started claimID because we feel there's a need for people to have a voice in what is being said about them online.

Come stake a claim.



Terrell Russell

claimID.com

Watch yourself...

<http://claimID.com/bestpractices>

- Find yourself online
- Automatically track your identity

Questions...

Terrell Russell

PhD Student

School of Information and Library Science, UNC-CH

<http://www.terrellrussell.com>