Online Identity Management

VCU Technology Days

Terrell Russell
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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.
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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.
claimID: Terrell Russell

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: weblog blog 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 (contact)
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.

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