

DIGITAL IDENTITY



DI - definition

- Digital identity refers to the ways and means that identity is created and perceived in the digital world
- It defines a thing both in and of itself and in relationship to other things
- Person and company can have a digital identity; and while a person always has a concrete identity in the world, businesses may have one identity in real world, and establish a digital identity as they establish an online presence in order to do business online



YOU KNOW, OUR COMPANY COLLECTS DATA ON EVERYONE!

SO, WE KNOW YOUR CREDIT HISTORY...

AND WE KNOW YOUR MEDICAL HISTORY...

AND WE KNOW ALL YOUR IMPORTANT ID NUMBERS...

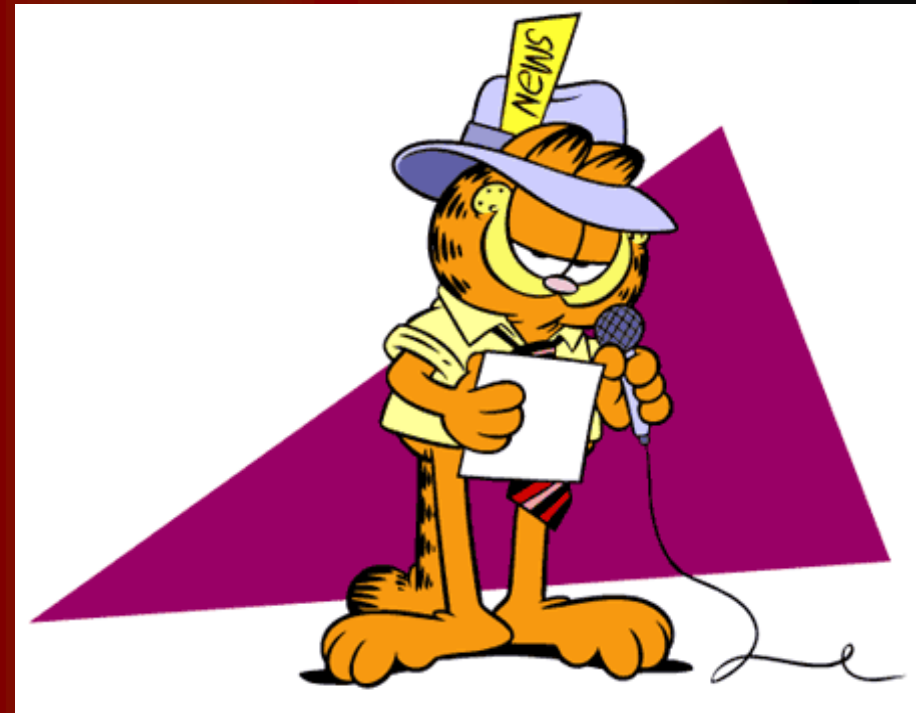
IN FACT, WE KNOW EVERYTHING ABOUT YOU!

DO YOU KNOW I STOLE MY IDENTITY FROM YOUR COMPANY AND I'M NOT WHO I SAY I AM?

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The role of ID

- Through identity we distinguish ourselves from each other, and through this distinction a host of cultural and social artifacts flow: attribution of authorship, ownership of houses, permission to drive, residency, citizenship, the right to vote, and more

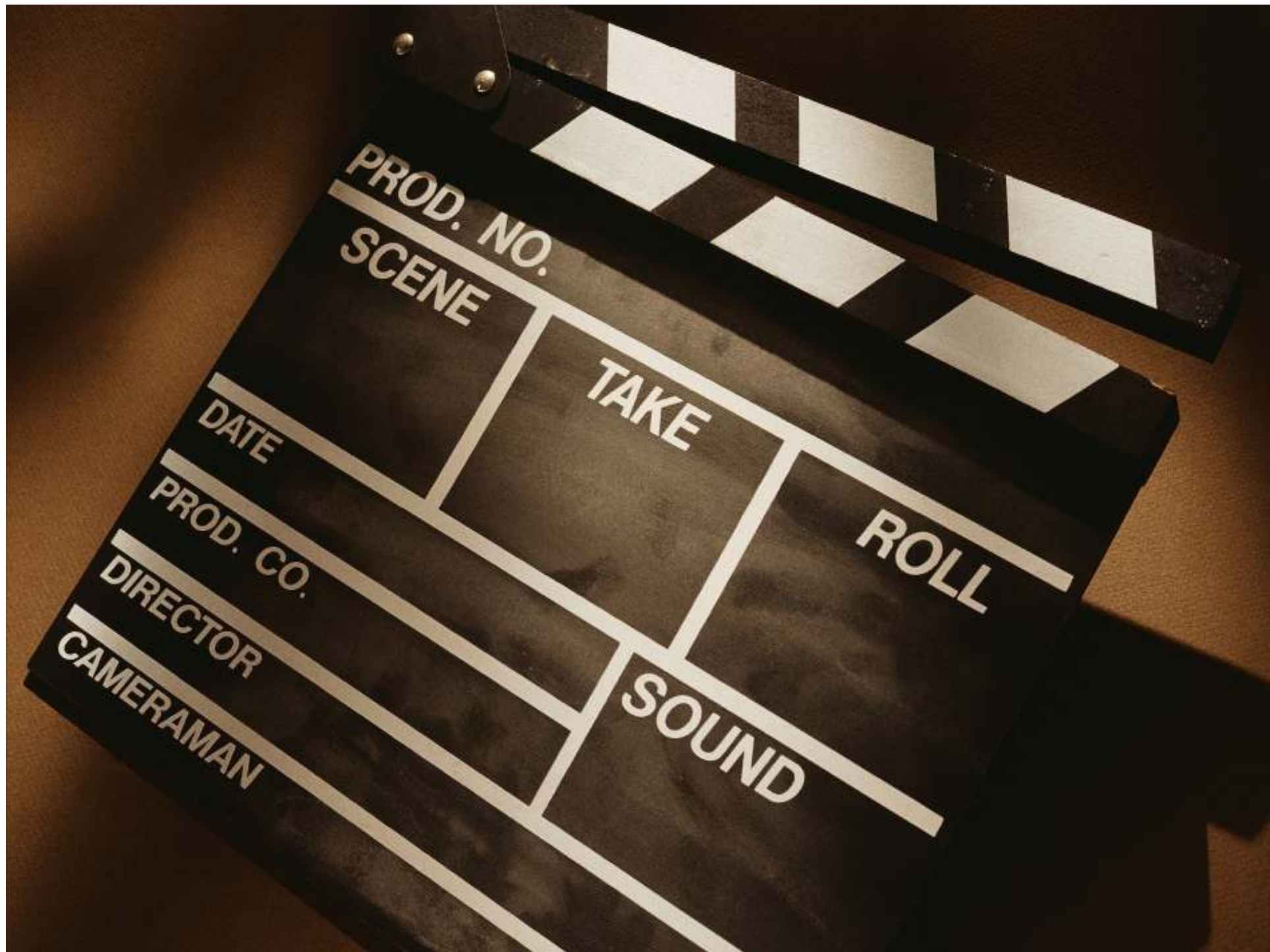


Digital or real

- Somebody may choose to keep an online identity separate from real life for many reasons
- He may be more concerned about how one will perceive him upon search
- Some would just rather others get to know them from a face-to-face encounter rather than a possibly misconstrued opinion via the Internet
- Many of those who work hard to develop a secret online identity eventually are exposed



- Identity continues to be managed via a simple login with a username and a password
- The control of my identity is in my own hands. If a site requires that I reveal my email address to them, it remains my choice whether or not to reveal it. If my identity is authenticated by means of hardware address, then I am unable to control the release of my identification information; every site gets it. And if every site gets it, then it follows that, if I release *any* additional information to any site, every site could get it as well, because the site has a 'trusted' association between a hardware address and an email address.



PROD. NO.

SCENE

TAKE

ROLL

DATE

PROD. CO.

DIRECTOR

CAMERAMAN

SOUND

Why we put personal information on web?

- Social approval
- Liberation from norms, pressure
- Making friendship
- Reciprocity
- Replacement of other means

These data will stay accessible for eternity in different context for which person who put information did not decide

Digital Identity Mapping

Expression

What I say



Publication

What I share



Profession

Where I work



Opinion

What I like



Details

How and where to join me



Reputation

What is being said on me



Hobby

What passionate me



Certificates

Who can certify my identity



Purchase

What I buy



Knowledge

What I know



Avatars

What represent me



Audience

Who I know



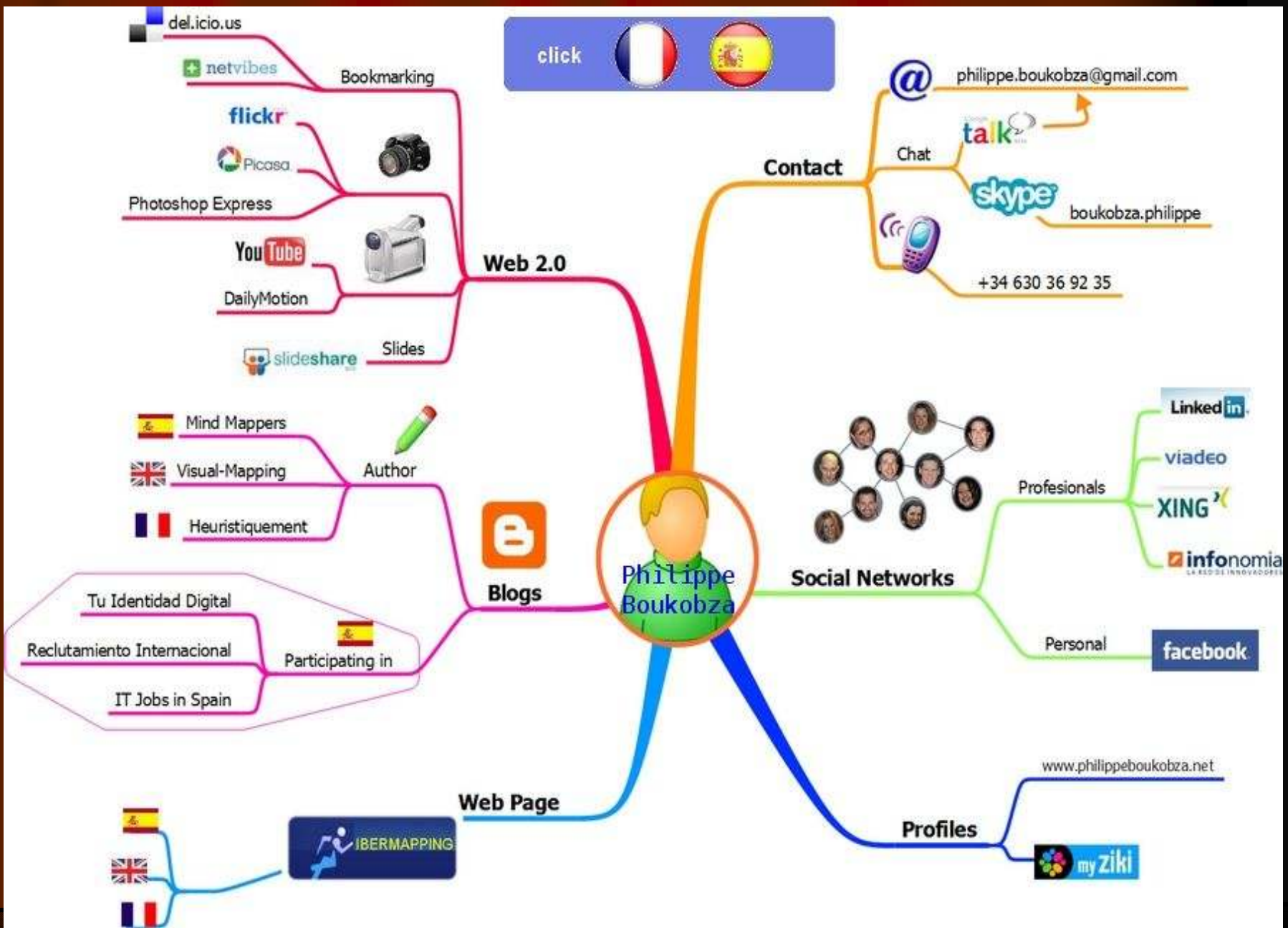
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Who will win

- Collecting of information about individuals done by companies or government is always much quicker than methods or regulatory mechanisms which society is developing in goals to protect individual liberty and rights



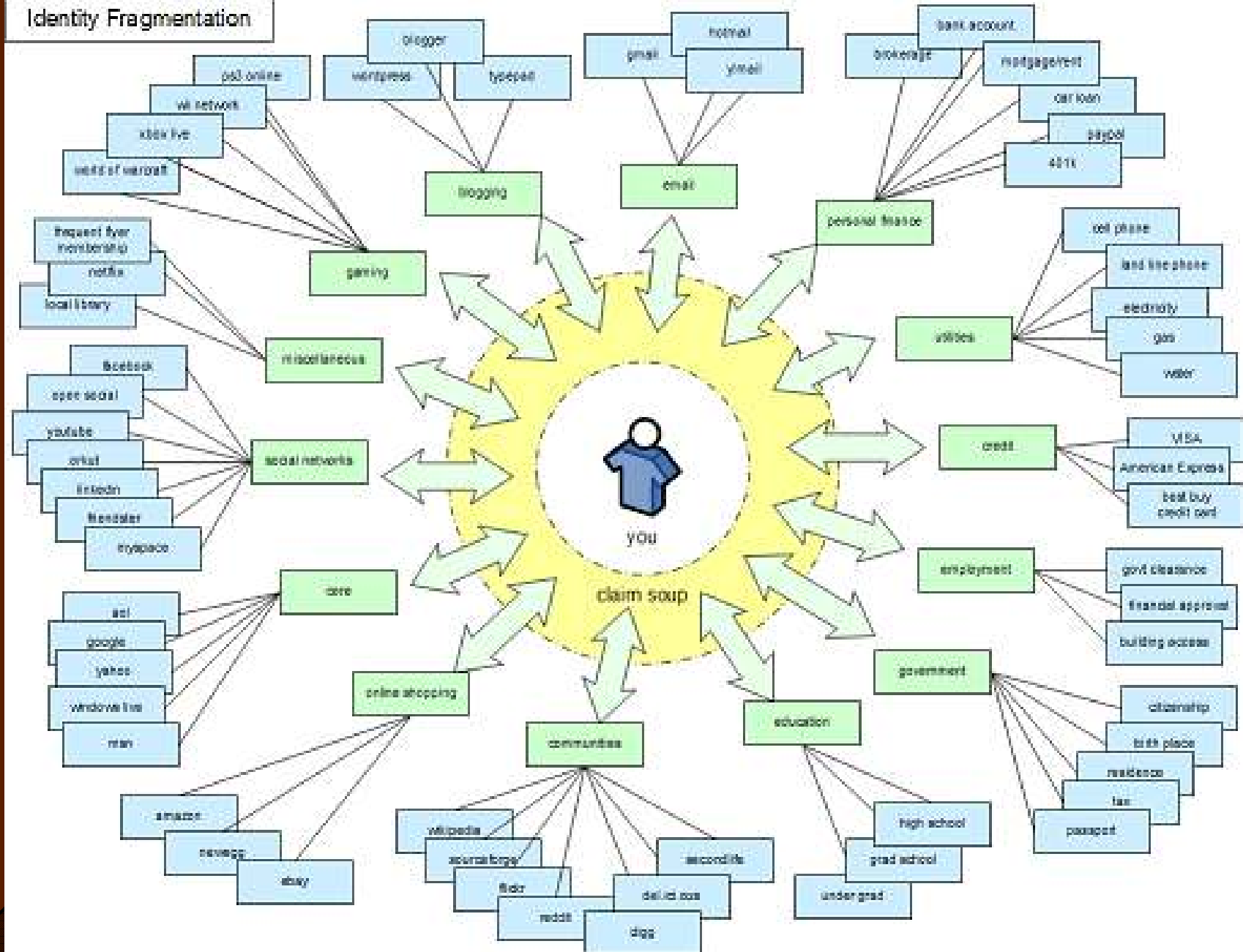


Not so easy



- The virtual presence is corpus-free. There is no body to present to a third party as evidence that we are indeed who we say we are
- On the internet, no identity claim can *ever* be self-verifying

Identity Fragmentation



- While we may not be able to identify the person using the computer, we can establish the identity of the *computer*, we now have a legion of authentication schemes:
 - *IP-based authentication* - a computer accesses internet through a limited range of IP addresses; IP addresses are owned, and it is difficult to spoof an IP address, a computer reporting to be connected through the appropriate IP address is deemed to be authenticated
 - *Trusted computing* - a computer is deemed to be authenticated if and only if it provides credentials obtained from a 'trusted' programming space within the computer, that is, a part of the computer's program that is inaccessible to the computer user