the Digital Self

Personality in the Age of DiSoMe

@giannicatalfamo

KEYS

How many passwords do you have?

How many of your passwords are identical?

KEYS

How many of your PINs are your birthday?

KEYS

(c) Gabrielle Gawne-Kelnar

CONNECTIONS

Here comes Facebook, these are my friends

...and my business contacts on LinkedIn

CONNECTIONS

and my followers on Twitter, Quora, Pinterest, ...

CONNECTIONS

CONTENT

Text I write...

CONTENT

Pictures I take...

Movies I shoot...

CONTENT

SOCIAL GRAPH

UGC

the Digital Self

the
Digital
Self

Extended Personal

the
Digital
Self

Data Domain

Mine

Portable

Safe

Mine

XML-like markup language

Portable

Trustees

Safe

CONSUMERS will own every right to their Digital Self, entrusted in custody to a third party exposing only an ID API

CONSUMERS will reward **BRANDS** by allowing controlled access to portions of their Digital Self

BRANDS will reward **CONSUMERS** by using the information in therr Digital Self to create a better user experience

CONSUMERS (or **ORGANIZATIONS**) will use their unique "lens" to tune out all the data that do not resonate with them

Thank you !