the Digital Self

Personality in the Age of DiSoMe



KEYS

How many passwords do you have?

(c) Gabrielle Gawne-Kelnar

How many of your passwords are identical?

KEYS

(c) Gabrielle Gawne-Kelnar

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, ...

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XML-like markup language

Portable

Trustees



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 !