

# Archiving Identity



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“The individual in ordinary work situations presents himself and his activity to others, the ways in which he guides and controls the impression they form of him and the kinds of things he may and may not do while sustaining his performance before them.”

*Presentation of Self in Everyday Life,*  
Erving Goffman, 1959.

“Identifiers are facts that distinguish people and entities from one another. What we often call a ‘characteristic’ or an ‘attribute’ becomes an identifier when it is used for sorting and organizing people and institutions in our thoughts and records.”

*Identity Crisis: How Identification is Overused and Misunderstood, Jim Harper, 2006.*



# Why I'm Interested

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# How Many for You?

Email addresses

Instant messenger IDs

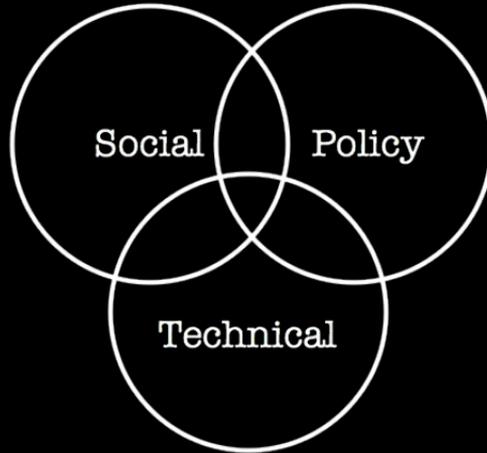
Domain names

Web site logins

Social network profiles

Phone numbers/voicemail

# Why More Than One?



# Numbers of Identifiers

	<u>Email</u>	<u>IM</u>	<u>Both</u>	
	3.6	1.5	5.2	<b>Mean</b>
<b>Financial</b>	1-10	0-4	2-12	<b>Range</b>
	5.4	1.8	7.2	<b>Mean</b>
<b>Design</b>	2-20	1-4	4-22	<b>Range</b>

# Half a Million Users

“...average user has 6.5 passwords, each of which is shared across 3.9 different sites. Each user has about 25 accounts that require passwords, and types an average of 8 passwords per day.”

Dinei Florêncio and Cormac Herley. *A Large-Scale Study of Web Password Habits*. WWW '07

# Many Forms

@bengross

<http://bengross.com/>

bengross@gmail.com

[http://www.google.com/  
profiles/bengross](http://www.google.com/profiles/bengross)

[http://sites.google.com/  
site/bengross/](http://sites.google.com/site/bengross/)

[http://www.google.com/  
search?hl=en&source=hp  
&q=ben+gross&aq=f&oq=  
&aqi=g-p3g7&btnI=1](http://www.google.com/search?hl=en&source=hp&q=ben+gross&aq=f&oq=&aqi=g-p3g7&btnI=1)

sip:bengross@192.168.5.1

2.1.2.1.5.5.5.5.1.e164.arpa

# Data Evaporation

<b>Service</b>	<b>Inactive</b>	<b>Del</b>	<b>Recycled</b>
AOL	30 days	?	Yes please
Gmail	6 months	N	+3 months
Hotmail	30-270 days	Y	+90 days
Yahoo!	4 months	Y	Rarely

# Data Evaporation After Death

<b>Service</b>	<b>Memorial</b>	<b>Access</b>	<b>Deletion</b>
Google	No	Yes	Yes
Facebook	Yes	No	Yes
Hotmail	No	No*	No
MySpace	No*	No	Yes
Yahoo	No	No	Yes

THERE'S MORE PRIVACY IN HERE  
THAN THERE IS ON THE INTERNET.

[ConnectInPrivate.com](http://ConnectInPrivate.com)

connect private



“We’re an information economy. They teach you that in school. What they don’t tell you is that it’s impossible to move, to live, to operate at any level without leaving traces, bits, seemingly meaningless fragments that can be retrieved amplified...”

*Johnny Mnemonic*, William Gibson, 1981

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