

# Online Identity & Social Media



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# What is Online Identity?

- Online identity management (OIM) - Online personal/business branding also known as personal reputation management
- The created presence of a person on the Internet.

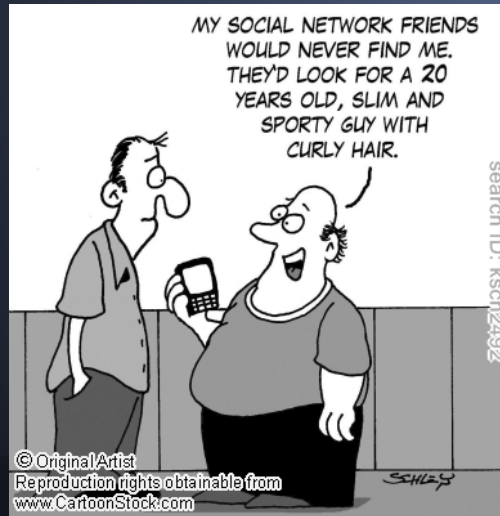
Reflected by content: ex. news, participation in blogs and forums, personal websites , social media presence, pictures, video, etc. (Marcus, Machilek & Schütz 2006)



# Who do you want to be?

Social Media platforms, allow end users to create their own online identity:

- One have multiple identities across different platforms, ex: LinkedIn vs. Facebook
- Profiles/information can be tailored for certain audiences
- Online representation can be true to the self, or can be an idealized-version of self

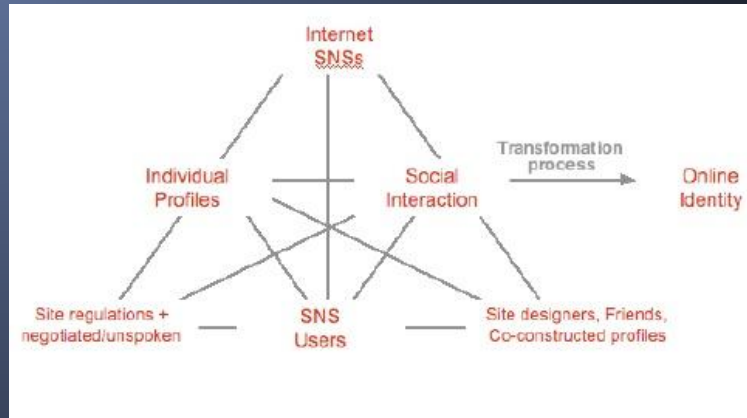


# How much control do you have over your identity?

SNS profiles help create your personal identity...

Yet many other factors help to create this image as well:

- Your peer network
- Site regulations
- Unspoken rules

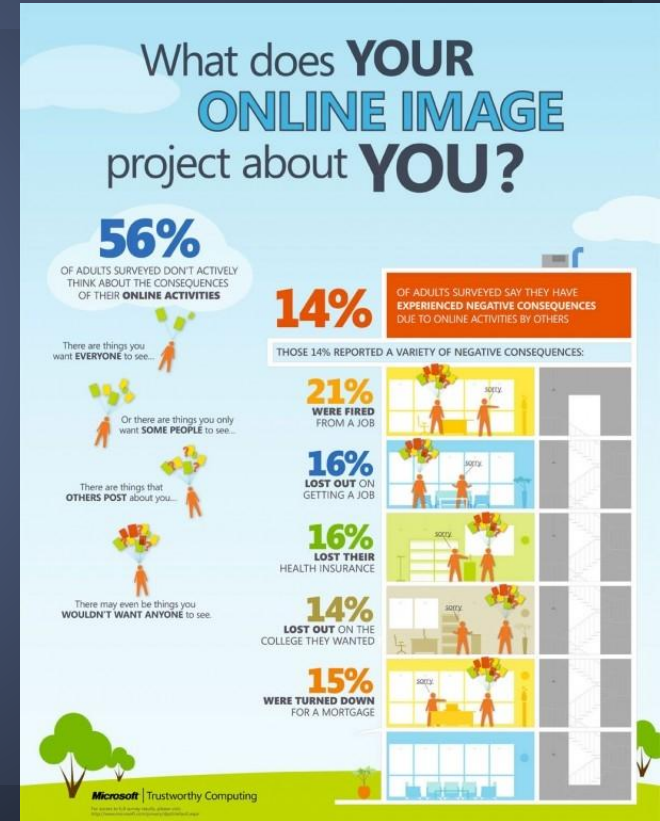


# Is your online image positive?

Keep in mind...

- Posts from others (pictures/comments)
- How can posts effect your image? Consequences
- Stay active on Social Media (at least check)
- Consider privacy settings

<https://www.youtube.com/watch?v=PBdEA1ubKrw>



# Transparency or lack of choice?

Is anonymity an option?

- Most social media platforms are non-anonymous.
- Removal of suspicious accounts

Other options:

- Tor Browser
- Japan: 3 main social networks use pseudonyms Ex: 4Chan
- However, information can be traced

Benefits for individuals and companies:

- Opportunity to promote brand of authentic identity
- Reach new audiences, segmentation



The image shows a screenshot of the Tor Project website. At the top left is the Tor logo, a purple onion. To its right is a navigation menu with links for 'Home', 'About Tor', 'Documentation', and 'Projects'. The main content area has a green background with the text 'Anonymity Online' in white. Below this, it says 'Protect your privacy. Defend yourself against network surveillance and traffic analysis.' There is a purple button that says 'Download Tor'. To the right of this button is a list of bullet points: 'Tor prevents anyone from learning your location or browsing habits.', 'Tor is for web browsers, instant messaging clients, remote logins, and more.', and 'Tor is free and open source for Windows, Mac, Linux/Unix, and Android'. Below the green section, there is a section titled 'What is Tor?' with a small onion icon. The text describes Tor as free software and an open network that helps defend against network surveillance. Below that is a section titled 'Why Anonymity Matters' which explains that Tor protects by bouncing communications around a distributed network of relays.

**Tor**

Home About Tor Documentation Projects

## Anonymity Online

Protect your privacy. Defend yourself against network surveillance and traffic analysis.

Download Tor

- Tor prevents anyone from learning your location or browsing habits.
- Tor is for web browsers, instant messaging clients, remote logins, and more.
- Tor is free and open source for Windows, Mac, Linux/Unix, and Android

### What is Tor?

Tor is free software and an open network that helps you defend against a form of network surveillance that threatens personal freedom and privacy, confidential business activities and relationships, and state security known as [traffic analysis](#)

[Learn more about Tor](#)

### Why Anonymity Matters

Tor protects you by bouncing your communications around a distributed network of relays run by volunteers all around the world: it

# References

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# Questions?

