Slide 1

Digital Footprints:
Online Identity Management
2009 Careers in IS/IA and Digital
Forensics Workshop

Davina Pruitt-Mentle, Ph.D.
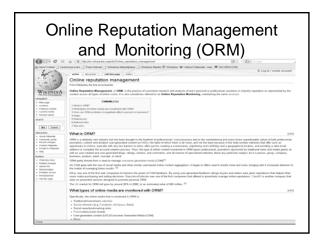Director
Ed Tech Policy, Research and Outreach

Slide 2

Overview

- Protecting and Promoting Your Digital Footprints
- Difference Between Digital Footprints and Digital Fossils
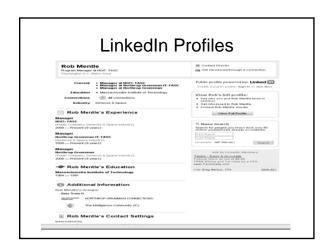- Connection Between Footprints and Fossils and STEM Career Paths

Slide 3

Online Identity Management: Another Dimension to Digital Literacy?

Today most individuals' lives are being crafted, digitalized, collected, recorded, archived and are searchable
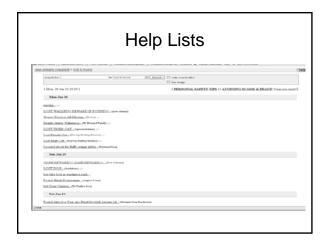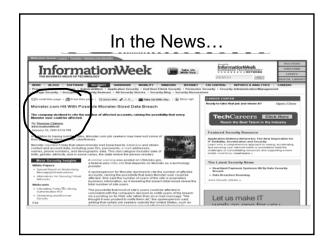
Digital Mining is IN!

Slide 4

Online Reputation Management and Monitoring (ORM)

Slide 5

Professional Bios

Slide 6

LinkedIn Profiles

Personal Blogs

Community Blogs

MySpace Pages

Help Lists

Puppy Cam

In the News…

Few Secrets

Organizations Footprints
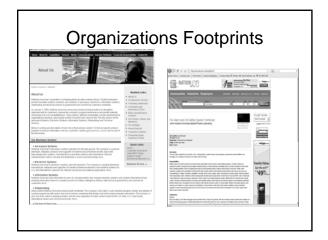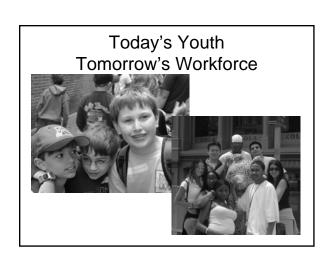

Who's Online?

- 75% of adults in the U.S. use the internet
  - up from 46% in 2000

- 93% of teens ages 12-17 use the internet
  - up from 73% in 2000

Pew Internet & American Life Project (2008)

Today's Youth
Tomorrow's Workforce

What we know about our footprints

% of internet users who say the following is available about them online:	
Home address	35
Company or employer	35
Email address	32
Home phone number	30
Things you've written that have your name on it	24
Photo of you	23
Groups or organizations you belong to	23
Political party or affiliation	11
Cell phone number	6
Video of you	2

Pew Internet & American Life Project (2008)

Who we look for online

% of internet users who say they have searched for information about the following groups:	
Someone from your past or someone you have lost touch with	36
Friends	26
Family members	23
Co-workers, professional colleagues or business competitors	19
Neighbors or people in your community	17
Someone you just met or someone you were about to meet	12
Someone you are thinking about hiring or working with	11
Someone you are dating or in a relationship with	9
Yes to at least one:	53

Pew Internet & American Life Project (2008)

Other Key Findings

- Just 3% of self-searchers say they make a regular habit of it and 74% have checked up on their digital footprints only once or twice

- 38% of those who search for their names don't find relevant information about themselves

- **One in ten** internet users have a job that **requires them to self-promote** or market their name online

Pew Internet & American Life Project (2008)

Digital Footprints

- Personal blogs
- Professional blogs and websites
- Social networking sites
- News
- Recruiting efforts
- Presentations

Amount of Digital Data made, collected, stored, archived is growing

Shape your message….

Self-literacy:
A new dimension to digital literacy

- Blogging
- Flickr
- YouTube
- Digg
- Wikipedia
- Facebook
- Twitter

What message do you want the world to see? friends/family teachers/coaches employment/internships

How do/will you manage your online reputation?

Don't forget others can tag, comment, link, archive & copy

Understand
Your Content is Not an Island

Content doesn't happen or stay in a vacuum

- Content published interests others who also use content- - tag or tie to name, organization, school clubs etc…

- Extending beyond the intended audience to a broader network is the norm
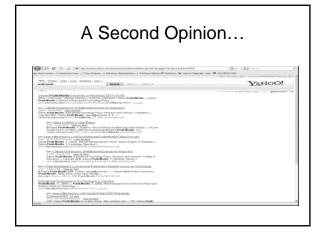
Understand the Technology

In the era of search, context is king

- When individuals publish blog posts, podcasts, videos or other digital media, that content may be understood/misunderstood within the context of the top search results tied to that person's search intentions
  - I search for research on programs to reduce drunken behavior
  - I get… a news article or SNS blog with my next door neighbors kids blog post regarding this weekends activities

- Most of us have histories online

Know your story online…

- Search well and search often
- Don't wait until something bad or embarrassing happens

Who am I? Self-Googling 101…

A Second Opinion…

Wait a minute…

Sounds like a full-time job…

Alerts are your friend

- Many users are naive or unaware of their own digital footprints

- Setting up automatic alerts saves time and keeps you in the know

Manage your Online Reputation (ORM)

- Positive
  - Sell yourself
- Check
  - Google Alerts
  - Technorati (blogs)
  - Board Tracker (forums)
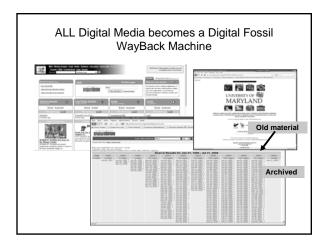
- Co.mments
- MonitorThis

(Suggestions from LifeHacker)
http://lifehacker.com/357460/manage-your-online-reputation

Enter in a person's e-mail address, and the site will conduct a search

Questions

- Can't I just delete it?

Digital Footprints vs. Digital Fossils

ALL Digital Media becomes a Digital Fossil
WayBack Machine

Old material

Archived

Digital Mining is IN!

Build, Protect and Manage your
Online Identity

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