Manage your online identity.

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SILS @ UNC-CH
CRADLE Seminar
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What is claimID?

- ClaimID is a web-service that lets you manage your online identity.

- With claimID, you can track, classify, annotate, prioritize and share the information that is about you online, giving people a better picture of your online identity and influencing search engine results.

- ClaimID gives people a voice in how their online identity is portrayed by the search engines.
Why?

- We’re trying to raise the bar of awareness about online identity.

Consider:

- How is the various information out there about you being aggregated and made available through the search engines?
- Are you happy with your “egosurfing” results?
Our Goal

- To provide a service that is:
  - Simple
  - Understandable
  - Standards-based
  - Useful to many people
Development

- **Team**
  - Fred Stutzman, SILS doctoral student
  - Terrell Russell, SILS doctoral student

- **Technology**
  - Ruby on Rails
  - MySQL
  - Ajax

- **Timeline**
  - From idea to public beta in 5 months
  - In spite of class
What claimID is:
- Relevant
- Personal
- Public
- Harvestable

What claimID is not:
- Authenticated
- Secure
- Enterprise
- Private
<table>
<thead>
<tr>
<th>By</th>
<th>About</th>
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- Every page on the internet can fit into one of these boxes.
- Every person’s model of the internet is personalized.
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Every person’s model of the internet is personalized.
He has written many articles on a variety of topics.

But not too many things are online about him personally.
- Pro Athlete

- Doesn’t create much on the internet herself.

- But she’s the subject of lots of discussion.
She has created multiple sites and found modest notoriety within her field.

A more balanced distribution than Reporter and Pro Athlete.
Average Joe Internet User

- Very sparse information: might be hard to find, might not be.
- Easy to be misrepresented since each relevant site ‘weighs’ more.
- The result of how to categorize those eight links might not be the same if Joe revisits his decisions again later.
Internet Identity Model

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claimId Microformats

- Currently supporting
  - hCard
  - rel-tag
  - rel-nofollow

- Imminently supporting
  - rel-home
  - rel-license

- Investigating
  - xoxo
  - xmdp
  - MicroID
- http://claimID.com/terrellrussell
Benefits of claimID

- Priority in presentation and ordering
- Relatedness via groupings
- Name disambiguation

Description / Explanation
- Self description is different from others’ descriptions
- Not better or worse, different

- Gets people thinking about how they’re being viewed online
Current Status

- **Web**
  - Public Beta
  - 1000s of users
  - No advertising
  - Glowing sporadic coverage
  - We’re very pleased

- **Academic**
  - Poster accepted for JCDL2006
Future Work

- **Web**
  - Feature request evaluation/implementation
  - Code audit
  - Payment gateway
  - Generate (some/any?) revenue

- **Academic**
  - Paper submission expected early Summer 2006
  - Ongoing investigation concerning perception of and actions surrounding online identity
http://claimID.com/about
http://claimID.com/bestpractices

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