



Manage your online identity.

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SILS @ UNC-CH
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- 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.

claimID | 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?

claimID | Our Goal

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

claimID | 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

claimID | Scope

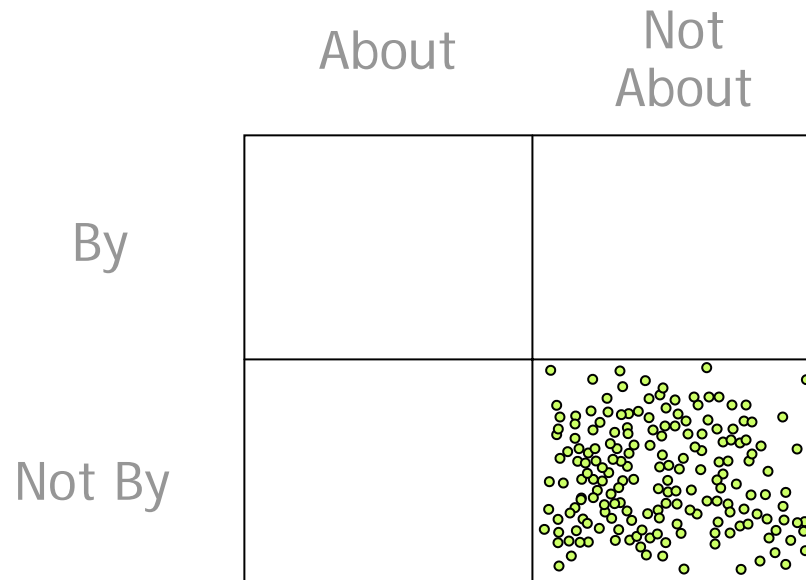
- What claimID is:
 - Relevant
 - Personal
 - Public
 - Harvestable
- What claimID is not:
 - Authenticated
 - Secure
 - Enterprise
 - Private

Internet Identity Model

	About	Not About
By		
Not By		

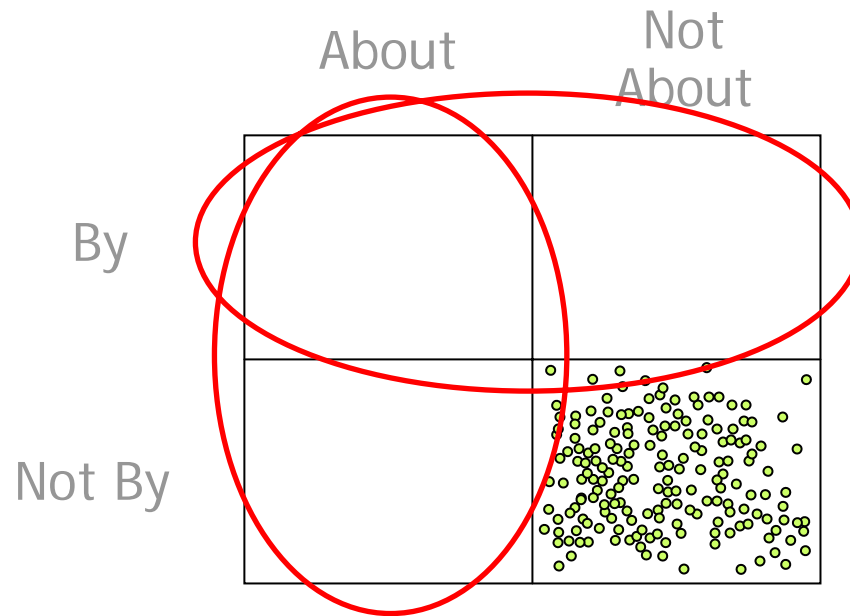
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- Every person's model of the internet is personalized.

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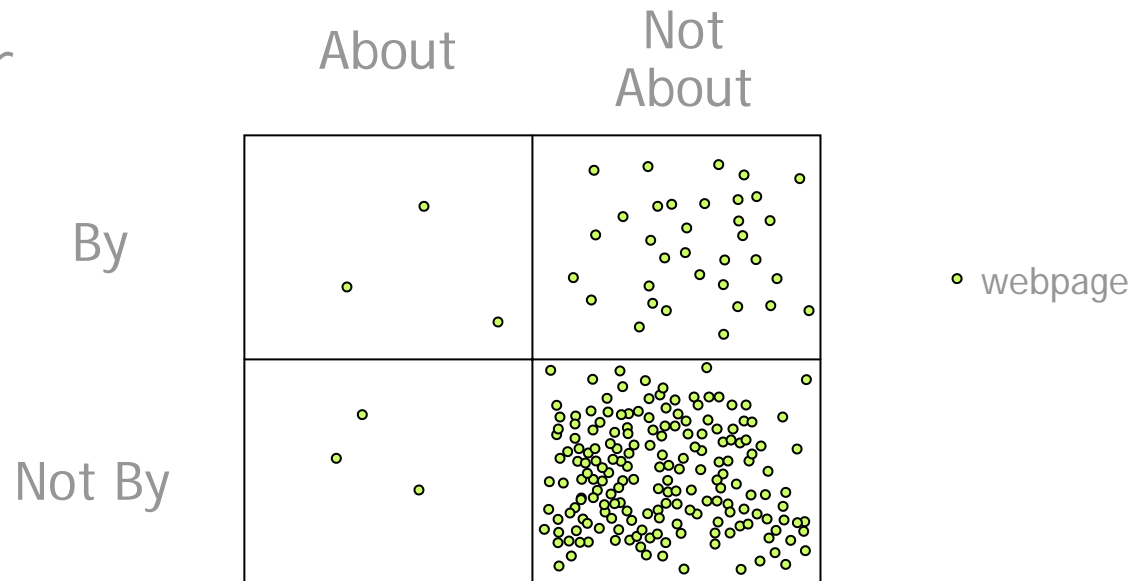
Internet Identity Model



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claimID | Internet Identity Model

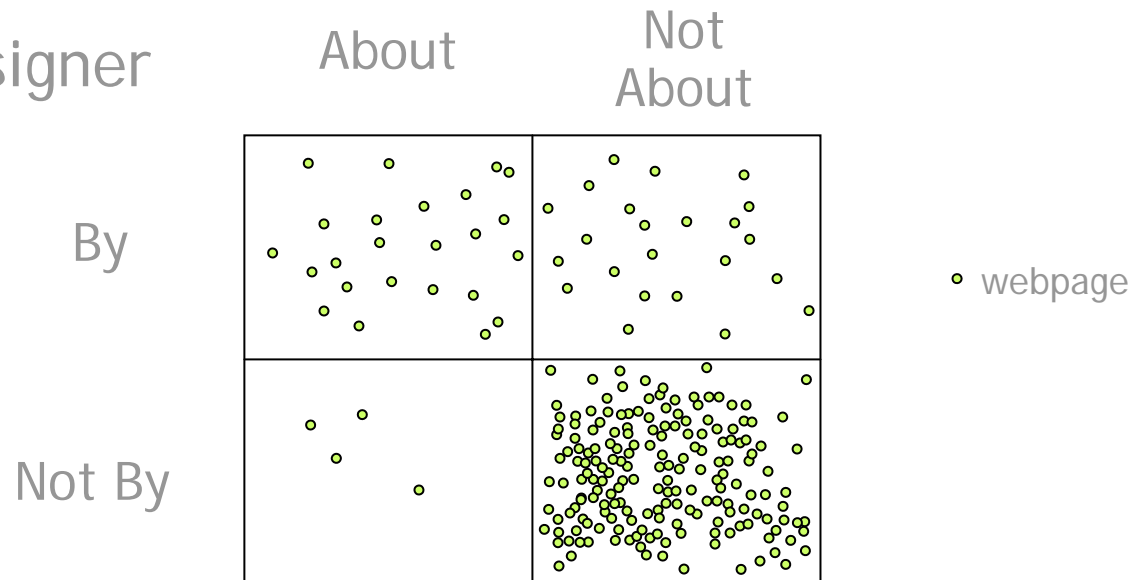
- Reporter



- He has written many articles on a variety of topics.
- But not too many things are online about him personally.

claimID | Internet Identity Model

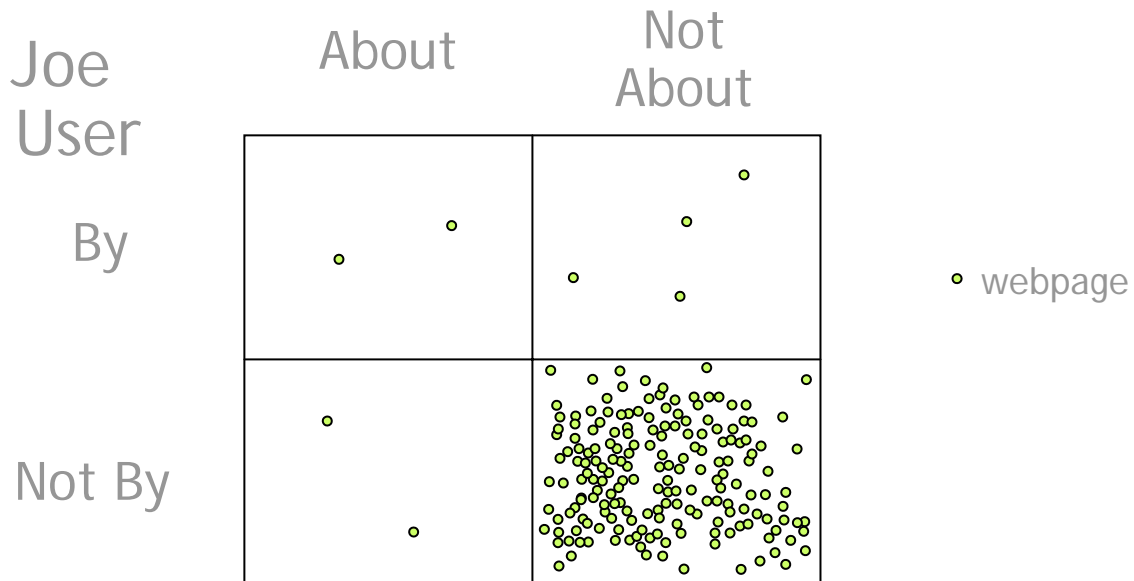
- Web Designer



- She has created multiple sites and found modest notoriety within her field.
- A more balanced distribution than Reporter and Pro Athlete.

claimID | Internet Identity Model

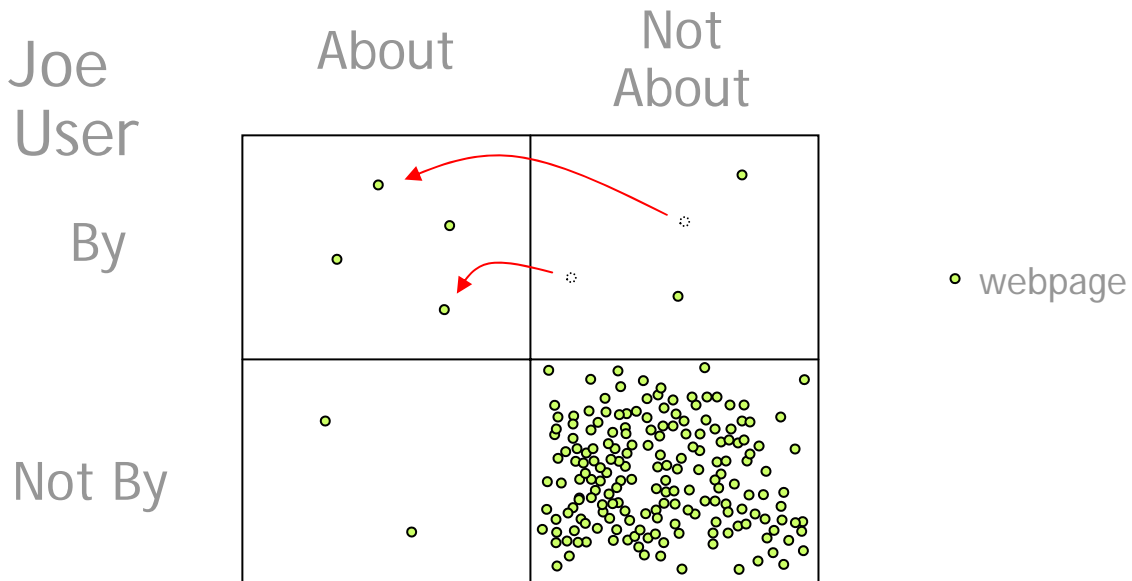
- Average Joe Internet User



- 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.

claimID | 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

claimID | Demo

- <http://claimID.com/terrellrussell>

- 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

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

- Academic
 - Poster accepted for JCDL2006

claimID | 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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