

(Digital) Self Revealing

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"Self Revealing".

I call the user's **"self revealing" process,** a process by which a person allows traits of his self or presumed self, to appear, be visible and be traceable through his background and present experiences, both in real situations and in a digital context.

Background Experiences & Digital Traces

I call **background experiences** any situations a person has experienced, which have happened before a given point in time.

Background experiences are very relevant when we consider the **user behavior** and the **user decision process**. The fact that, now days, a part of the person's background experiences occur in a **digital** world, allows their digital Traceability. I call this, **digital traces**.

Foreground Experience

Combined with what I call the **foreground experience, that is the current context in which a decision process occurs, such experiences do influence the local choice.**

When **part of the background experiences** occur in a **digital world, digital traces are left and can be stored permanently in a digitalized format. They can then be seen, analyzed, processed and interpreted.**

Digital Traces: Real Self or Presumed Self?

The digital traces the user “*allows*” to leave, characterize a part of his real self or presumed self.

Most often the user is not aware of what kind of digital traces he/she is leaving....

Digital traces

Digital traces are characterized by a number of factors related to the experiences the users had in the digital world.

For example the actions the user has performed on a given web site, the time spent on specific web pages, the links to other pages or web sites the user has followed.

User profiles

The internet is full of such digital traces.

When a person is making a decision, we can look at the digital traces he has left in his digital background experiences, and at the information we might have for his non-digital background experiences and relate them together into a user profile.

User interaction

The user profile can be enhanced by the user interaction with his context, be the context non-digital and or digital.

Any interaction the user is “willing” to have with his context reveals traits of his self or presumed self.

User interaction, Digital Traces, Intention

Sharing photos with selected friends in a web social networks, is one example of such interactions.

It is therefore possible to use the digital traces left by a user as a result of background experiences and present interactions, for a number of purposes.

Q: What is the intention?

The interesting thing is that digital background experiences merge with non-digital background experiences to form a coherent set of information related to a user, for a given period of time.

Present user interactions, alters these background information to form a new set of background experiences.

The process repeats itself over time, and reveals traits of the user's self.

Therefore the name "Self Revealing" process.

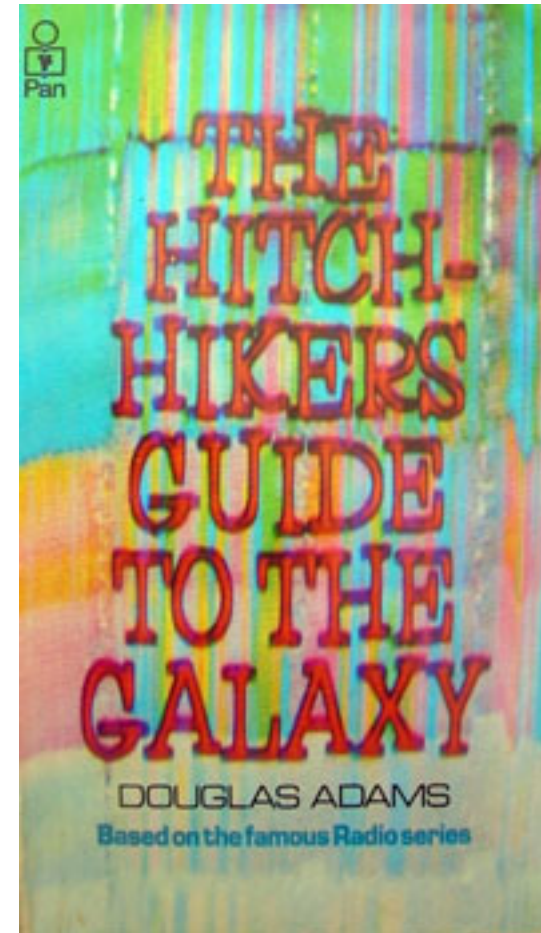
Making Sophistication look simple.

The Hitchhiker's Guide to the Galaxy
science fiction series created by
Douglas Adams.—

BBC Radio 4 in 1978,
"trilogy" of five books published
between 1979 and 1992,

Applied to Digital-Businesses, e.g.

Google
Twitter



Digital Archeology : Twitter

It`s short- 140 characters

Japan's banking system is designed to siphon off revenue at every turn. Businesses switch to bitcoin. [<http://on.wsj.com/1oLmfWH>

Digital Archeology: Twitter



Wall Street Journal @WSJ 4m

Japan's banking system is designed to siphon off revenue at every turn. Businesses switch to bitcoin. <http://on.wsj.com/1oLmfWH>

Reply Retweet Favorite More

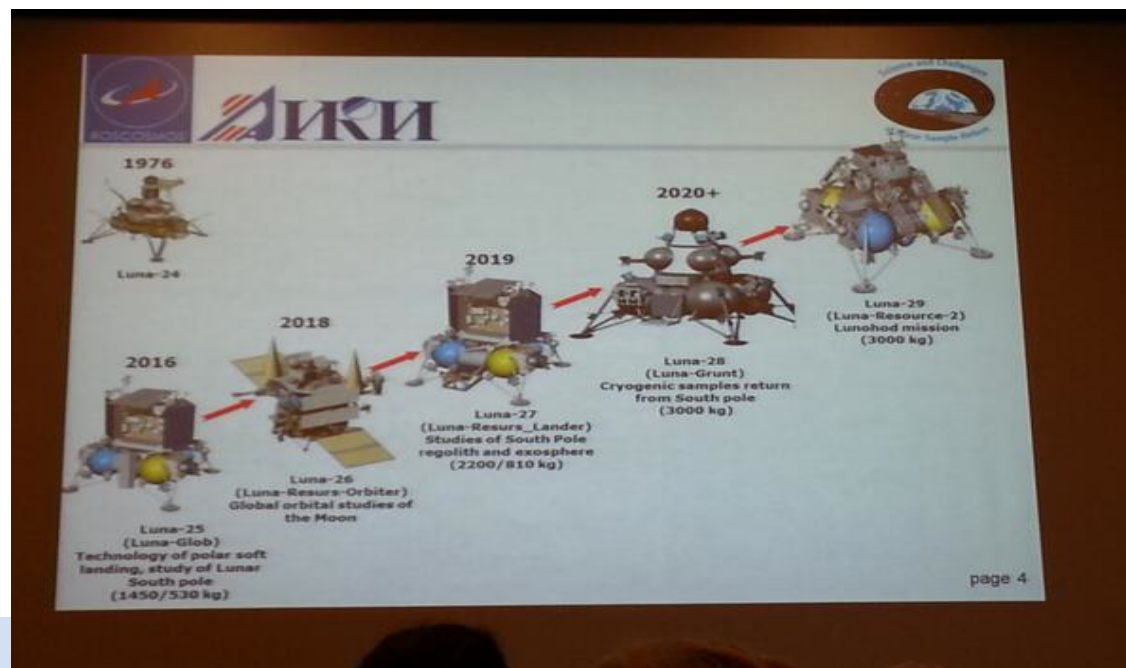
Digital Archeology : Twitter



Retweeted by DLR – English

Jane MacArthur @Jane_MacArthur 38m

Russia plan to return to the moon 40 years after they were last there. Mission road map to #LunarSR by 2020+
pic.twitter.com/9XwqWRsnRT



Digital Archeology : Twitter

If you open one up one Tweet and look inside....

You find (via an “*Application Programming Interface*”, API), e.g:

- Identity of the creator (bot or human)
- Location from which it originated
- Date and time it went out
- Number of people who read the tweet, “fav`d” a tweet, number of retweets, etc.

... we call it “*metadata*”

You can access this info requesting a “API key” from Twitter (fast automated procedure), you get a Web address, and access it as raw data for computers to read....

Digital Archeology : Twitter

Example of metadata

“*Coordinates*” part of the tweet:

This value contains geographical information- latitude and longitude (in a format called GeoJSON-public open standard)

“*Place*” part of the tweet:

Specific, named locations. (multiple coordinates-polygons over the surface of the earth).

Digital Archeology : Twitter

With this metadata (places and time), by applying some math one can reveal, for example ...

how far one tweeter is from another

learn when people are active in “social media engagement”

Digital Archeology : Twitter

More metadata ...

“*withheld copyright*” – if set to true...trouble over copyright

“*withheld_in_countries*” list of countries in which the tweet is banned

“*possibly_sensitive*” –if set to true links to potentially offensive things : nudity, violence, or medical procedures (a user can check a box in his profile, automatically flagged)

The information on Twitter in this presentation is taken from:

What Twitter`s Made Of

By Paul Ford,

Bloomberg Businessweek, November 11-17, 2013.

Self Revealing and the Future of Retail.

This Self Revealing process, when properly handled, can be used as the base for a different shopping experience for the customers.

Opportunities and challenges for both the owner of a retail business (chains, department stores and Internet retail firms), and the customers.

A recent report by PricewaterhouseCoopers and TNS Retail Forward examines major changes that could hit the retail industry between now and 2015. The aging of the Baby Boom generation and coming of age of Generation Y will cause a change in consumer demand and spending habits, the report says. Retail stores that are able to adapt to the new consumer demographics will thrive while those unable to adjust will fail.

The report says: "Retailing will become an industry that realizes, more and more, that it must tailor its offerings to select customers, as opposed to the mass appeal approach of the 1980s, in order to win over customers and foster greater customer loyalty".

Better understanding of the consumers therefore, become imperative.

For me the most important question remains

Q: What is the intention?