Proflections in Cyberspace: A New Kind of Information

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Senses of Information

- Thought & Memory
- Communication Process
- Energy
- Artifact
- Cyberspace State
Digital Objects

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Electronic Blurring

• Electronic digital technology strongly affects information artifacts
  – Multimedia
  – Physical size
  – Power and device requirements
  – Behavior

• Electronic digital technology strongly affects information acts
  – Reach
  – Malleability

• Electronic digital technology may affect information in the brain/mind

• Electronic digital technology enables digital identity
Personal Identity: Your Proflection

• What are the surrogates for you?
• What are your surrogates in cyberspace? (there are more than you might think)
• Proflection as surrogate for self
  – Projection of surrogates into cyberspace
    • Conscious (e.g., your webpage, Facebook profile)
    • Implicit (your click streams, your exoinformation)
  – Reflections of self in cyberspace
    • What others say/link about/to you
      – You are aware or not
    • What machines and algorithms say/link about you and all of your projections and reflections
• A fundamental issue of cyberinfrastructure
  – It is a stimulating and challenging new world for information professionals—the curse of interesting times and the euphoria of life in these times
Digital Surrogates are Malleable
Facebook Profile

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A Surrogate for You?
Search Engine Results Pages

Videos for gary marchionini

YouTube, Open Video and digital video repositories
2 min - 14 Oct 2008
Uploaded by uskala
youtube.com

Gary Marchionini: Informatics in Action ...
20 min - 24 Oct 2007
Uploaded by UNCCChapelHill
youtube.com
What does YOUR avatar say about you?

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Academic Networks
YouTube reflections: A cascading set of reverberations

- Example 1. U2------------------------BOA
  - Bank of America sings U2’s One  http://youtube.com/watch?v=0qAuqq1LFnU
  - David Cross covers Bank of America guy covers U2  
    http://youtube.com/watch?v=KC4cn-GleGM&mode=related&search=
  - Johnny Marr & David Cross - One - Bank of America Cover  
    http://youtube.com/watch?v=nGGChOuCyJk&mode=related&search=

- Example 2. Original video: Ninja Assessment  
  http://youtube.com/watch?v=2Ote_x2C6CE
- Response: The Twins Watch "Ninja Assessment“ http://youtube.com/watch?v=39rEBkyGGi0&watch_response
- Response (spam?) Verizon commercial http://youtube.com/watch?v=sQe05PYuzYo&watch_response

- How many Lady Gaga or Charlie bit my finger reflections are there?

How might we understand this over time (e.g., 50 years)?
How can we trace the provenance of each layer? (especially as services morph and disappear)?
**Purposeful**

- aware
- unaware

**Incidental**

- aware
- unaware

**Human Created**

- aware
- unaware

**Agent Created**

- aware
- unaware

**Projections**

**Reflections**

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Identity Views
Implications for ILS

• Training and Support
  – Privacy and security strategies
  – Preservation techniques
  – Technical services (e.g., ClaimID, public keys, trusted intermediary)

• Participatory Libraries
  – Public—semi-public—private stores

• Libraries of People
  – Personal collections
  – networks
ClaimID vs PeekYou
Participatory Trend

Institutional DL(1)
Institutional DL(n)

Personal DL(1)
Personal DL(2)
Personal DL(n)

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Challenge: Managing Blurred Boundaries

Applications, Interfaces, Security

Open WWW

Curated Web

Private Web

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Libraries of People

• Digital Assets
  – Private, secure
  – Selectively shared
  – Digital afterlife

• Quid pro quo services
  – Trust, authority
  – Shared interests
  – Customized apps
The Lifetime Library

• Trusted repository
  – Storage for life
  – Applications platform

• Shared Resources
  – Member resources
  – Connection to institution and community

• Pilot test in Fall 2010 and Spring 2011 at UNC-CH; iRods middleware, consortium grid

• All incoming SILS students Fall 2011, alums

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Not a Trivial Shift

• Cultural shift in thinking
  – Library goals
  – Privacy vs public goods
  – Resources
  – Our responsibility to help students/patrons manage their digital assets

• LL example
  – ~$200M for 20 year commitment for a medium sized university (e.g., UNC-CH, 25K students)

• The Curse and Challenge of Interesting Times!
Thank You

Information Concepts: From Books to Cyberspace Identities


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