

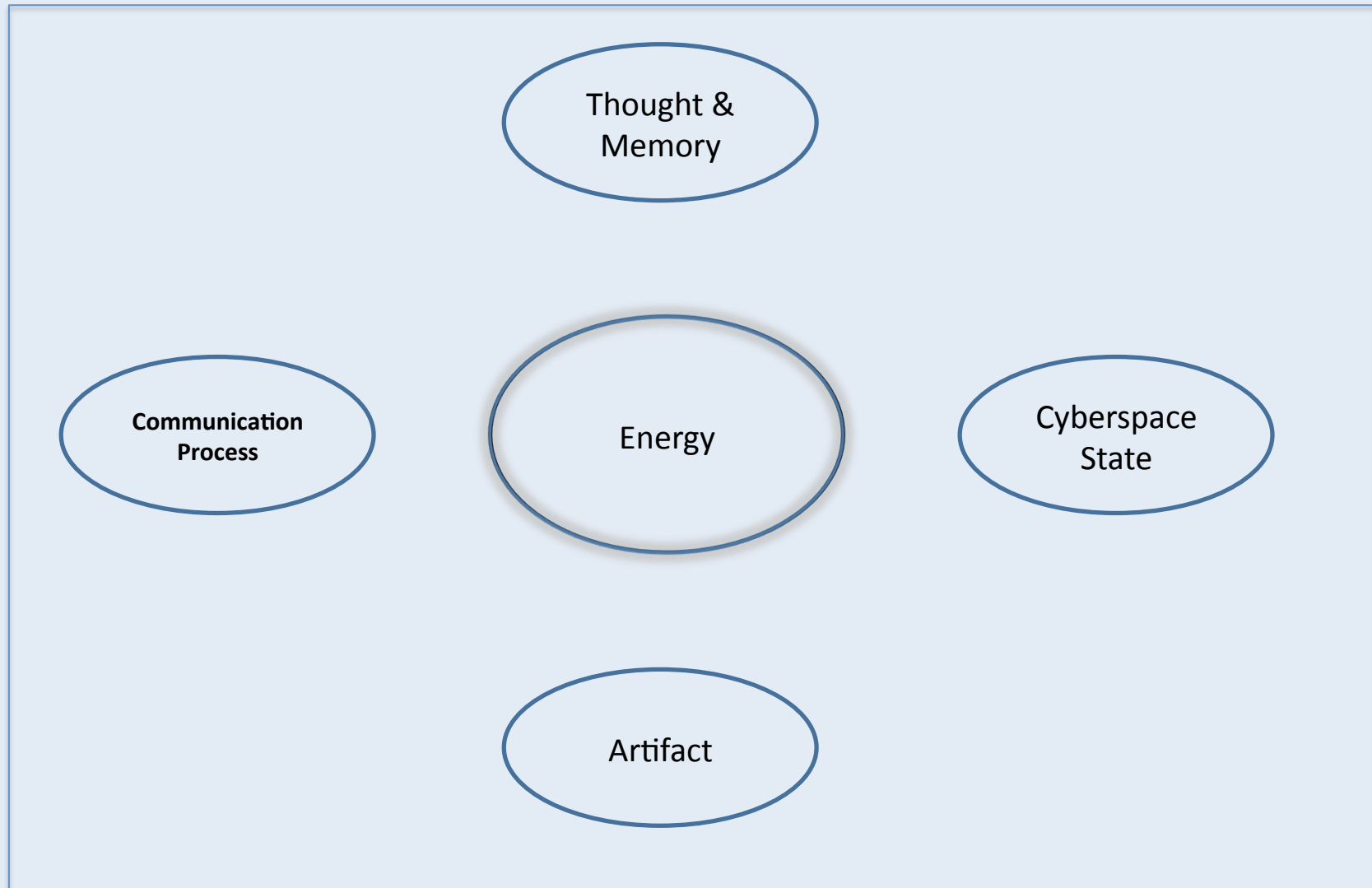
# Proflections in Cyberspace: A New Kind of Information

Palmer School of Library and Information Science  
Long Island University  
March 29, 2011

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University of North Carolina at Chapel Hill  
gary@ils.unc.edu

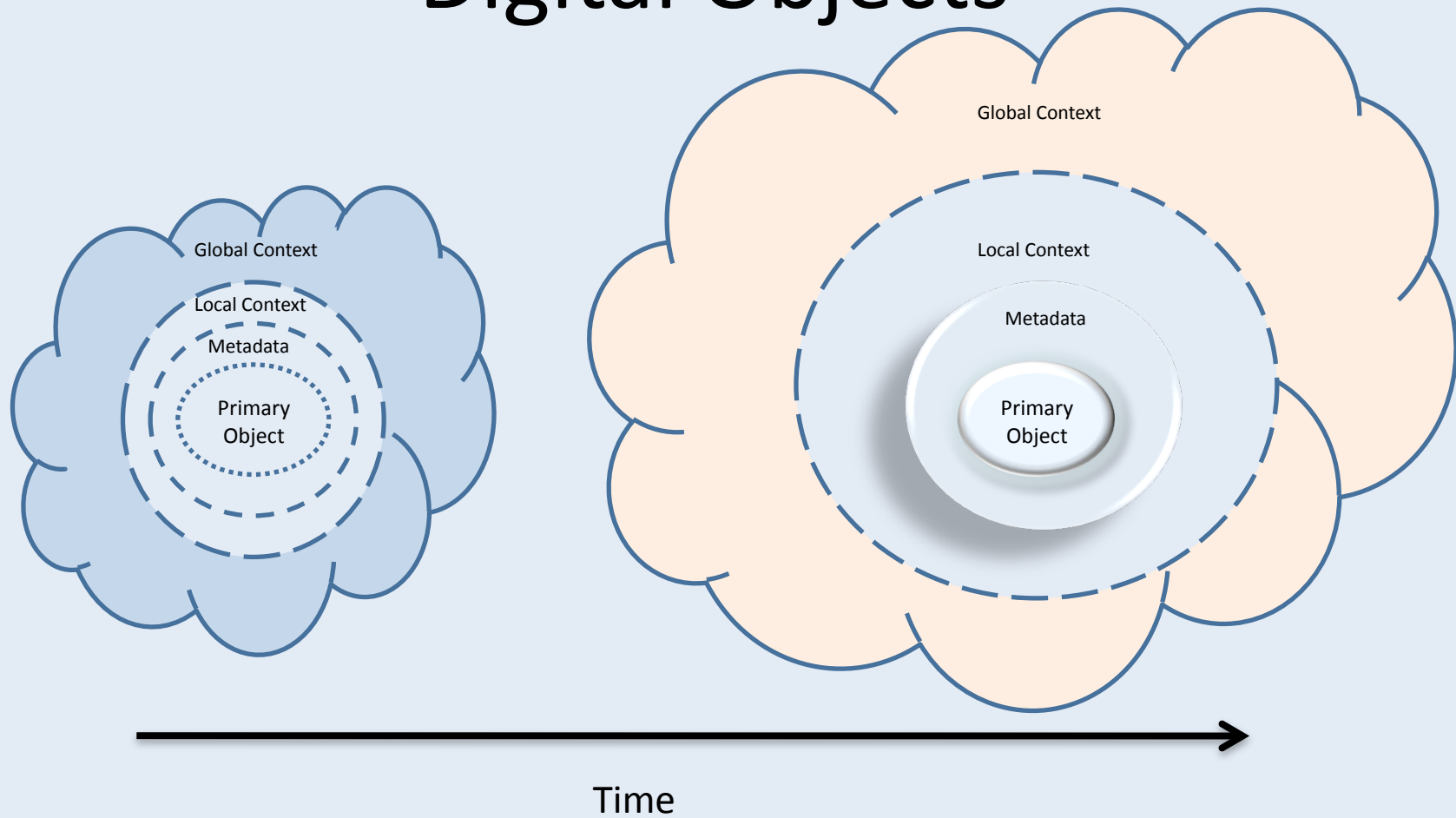


# Senses of Information





# Digital Objects



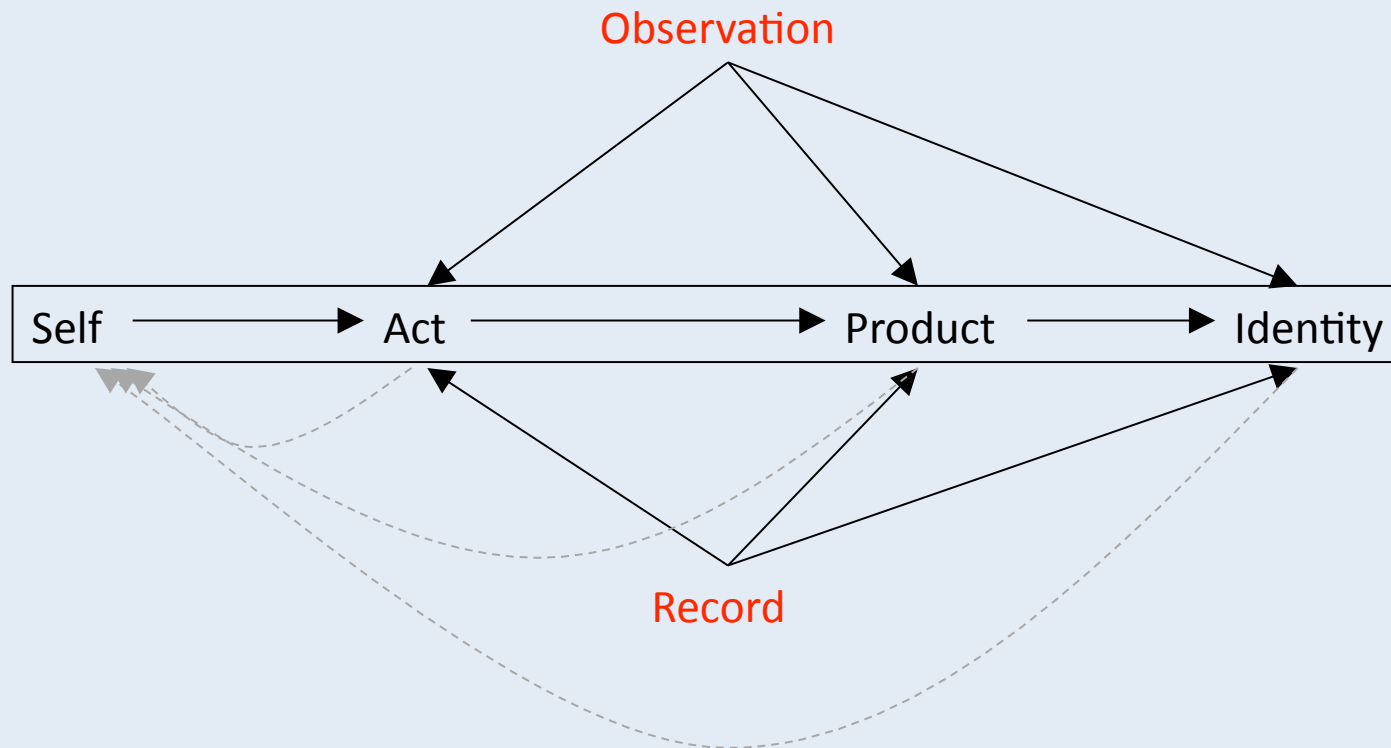


# Electronic Blurring

- 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



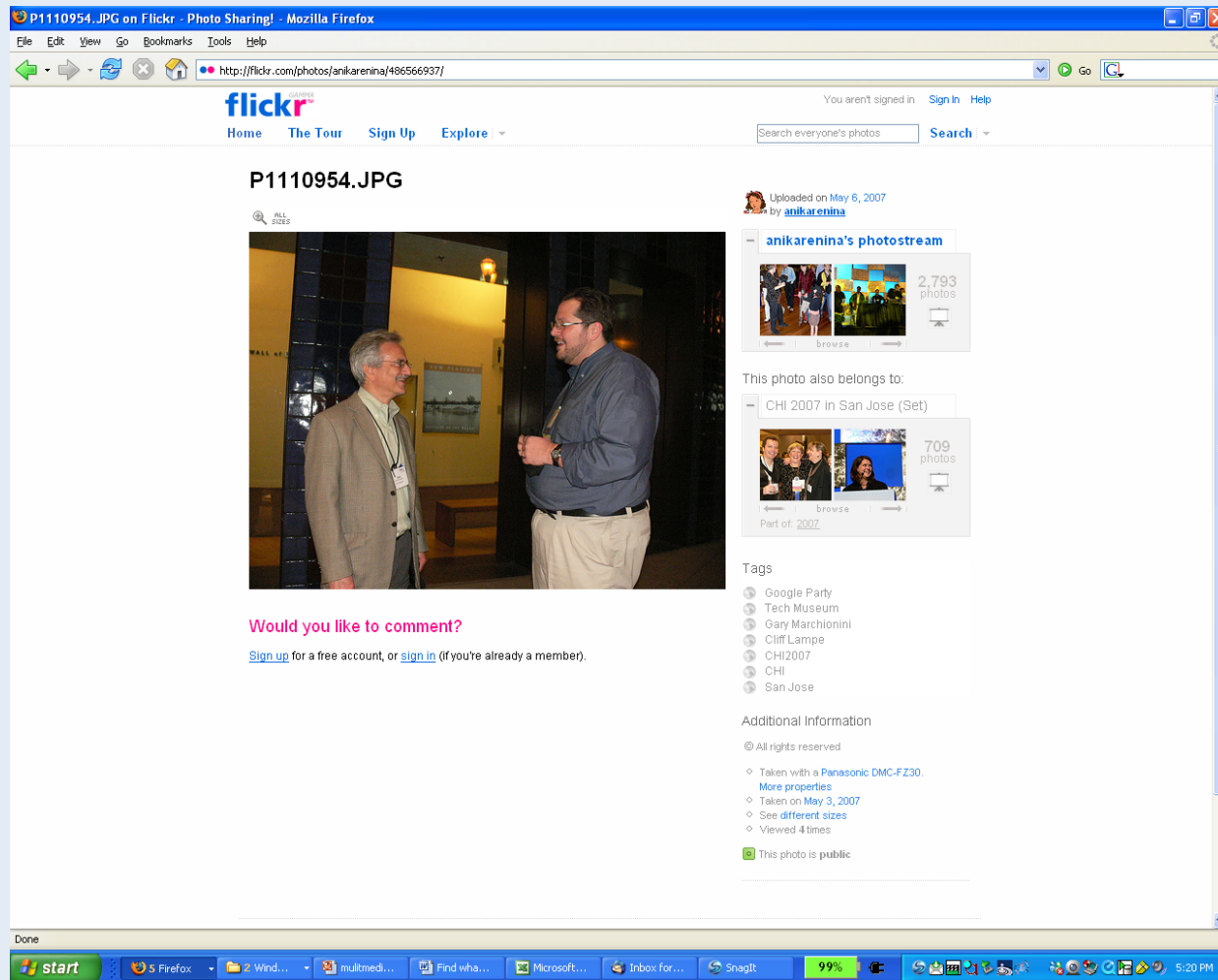


# Personal Identity: Your Proflection

- 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

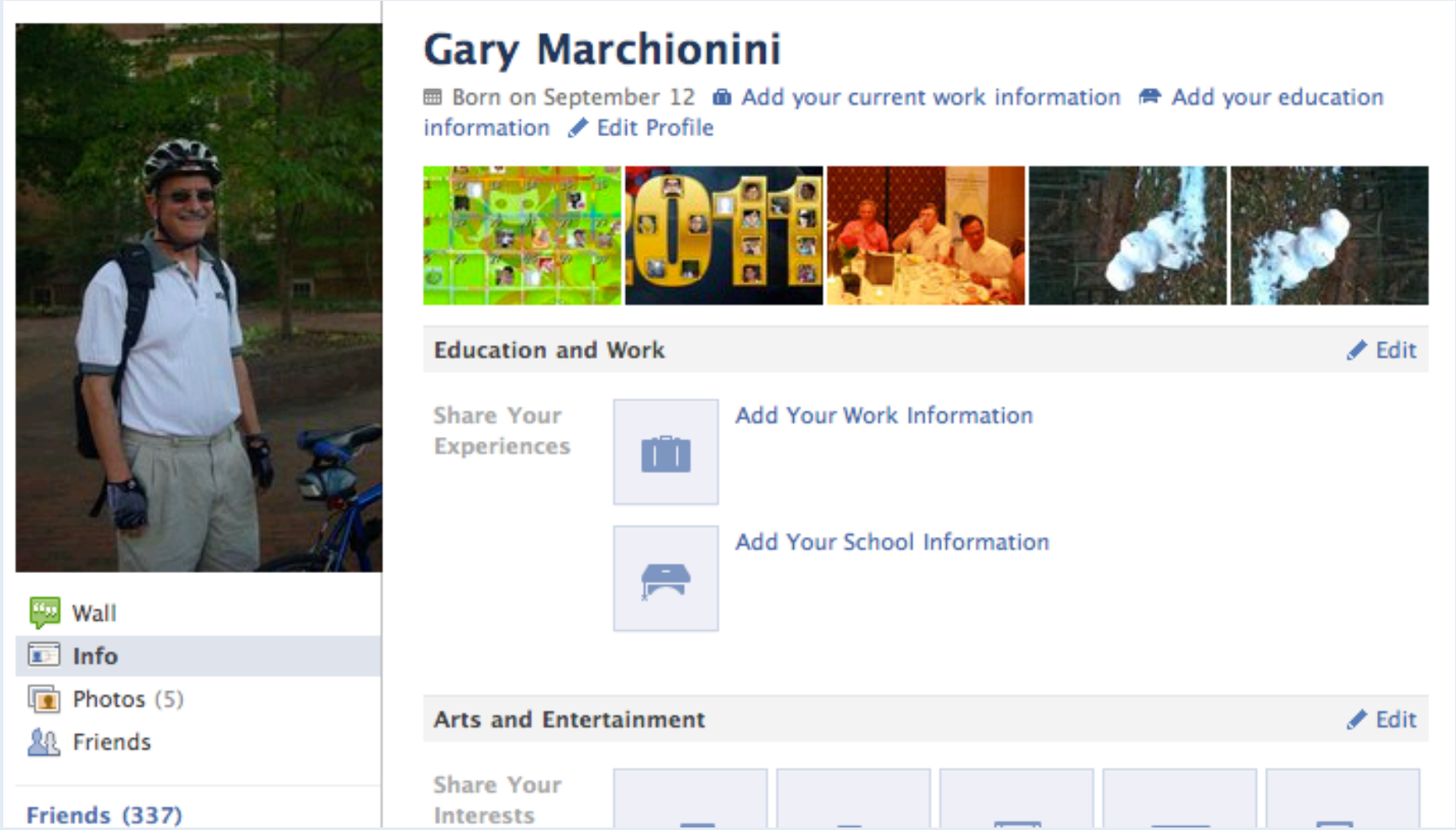


# Digital Surrogates are Malleable





# Facebook Profile



**Gary Marchionini**  
Born on September 12 Add your current work information Add your education information Edit Profile

Education and Work Edit

Share Your Experiences Add Your Work Information Add Your School Information

Arts and Entertainment Edit

Share Your Interests

Wall  
Info  
Photos (5)  
Friends  
Friends (337)

The screenshot shows a Facebook profile for Gary Marchionini. On the left is a profile picture of a man wearing a white polo shirt, khaki pants, a bicycle helmet, and a backpack, standing next to a blue bicycle. Below the photo is a navigation menu with icons for Wall, Info, Photos (5), Friends, and Friends (337). To the right of the photo is the profile header with the name 'Gary Marchionini', a birthday icon, and links for 'Born on September 12', 'Add your current work information', 'Add your education information', and 'Edit Profile'. Below the header is a horizontal strip of five photo thumbnails. Underneath is a section titled 'Education and Work' with an 'Edit' link. This section contains two options: 'Share Your Experiences' with a briefcase icon and 'Add Your Work Information', and another with a desk icon and 'Add Your School Information'. Below that is an 'Arts and Entertainment' section with an 'Edit' link and five empty placeholder boxes for interests.






# A Surrogate for You?

**flickr** GAMMA You aren't signed in [Sign In](#) [Help](#)

[Home](#) [Learn More](#) [Sign Up!](#) [Explore](#) |  [Search](#) | [▼](#)

 **Flickror's photos**  
[Sets](#) | [Tags](#) | [Archives](#) | [Favorites](#) | [Profile](#)

Jump to:  [GO](#)

100v10r 1906earthquake 1906greatearthquakeandfireparade agra apricot argentina aris autumn autumncolors  
banaras berkeley **blue** buddhism bus **california cameraphone**  
**cameraphoneusers canada** cellcellid2343324947589 cellcellidcingular31038060291716  
cellcellidcingular31038060387085 celllac6045 **cellmcc310 cellmnc380 cellnetworkcingular**  
**celltagged cemetery chi2006 chile cliff cloud clouds cotopaxi cuyabeno**  
earthquake **ecuador edinburgh** edinburghintlconfcentre eicc fire flower flowers fog ganges  
geolat33908193 geolon76828148 **geotagged** glacier **gompa grandteton**  
**grandtetonnationalpark graveyardgames gray green hemkundtrek** hiking  
**india** islamagalena israel **jungle** kargilpadum kargilpadumroad karsha kids  
**ladakh lake** lehkargil lehkargilroad **lehmanali lehmanaliroad lehmanalitrek**  
**light** lingshed **lingshot mandala** me merced **mobilephone monestary monks**  
montreal **mountain** mountainpass **mountains** newyearseve **newzealand orange oriente**  
**padumwanla padumwanlatrek patagonia** pearlake **pearlaketraill** penguins  
**phototaking pichincha portraits** quake quebec quito red **reflection** rick rishikesh river  
roadblock **sandmandala sanfrancisco** sanfranciscoearthquake scotland sengeilla  
**sequoianationalpark sflickr sflickr1007** sfquakecentennial **sierranevada sikh sky**  
**snappingphotos snow storm sunrise sunset** tamir **tetoncresttrail** thelivingroom  
**themission tombstoneholdem torresdelpaine tree trees trek trekday1 trekking**  
truck trucks **trucksinthemud unitedkingdom USA uttaranchal** varanasi **water** wildflowers  
www2006 wyoming yahooparty **zip94110** zip94114 zip94704 **zonetag**



From candyschwart...



From ario\_



From candyschwart...



From MC-IGN



From SIGIR2006



From david.portab...



From EvaMen



From ario\_



From fstutzman



From anikarenina



From Flickrmor



From anikarenina



From ECDL 2009



From jcdl2009



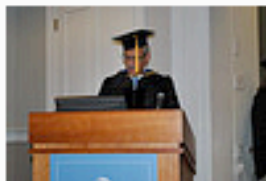
From ECDL 2009



From anderbill



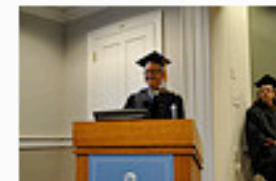
From UNC SILS



From UNC SILS



From UNC SILS



From UNC SILS

Gary Marchionini, UNC-CH



# 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?





# Academic Networks



Academic > Author > Gary Marchionini > Visual Explorer

[Embed](#) | [About](#)

Gary Marchionini



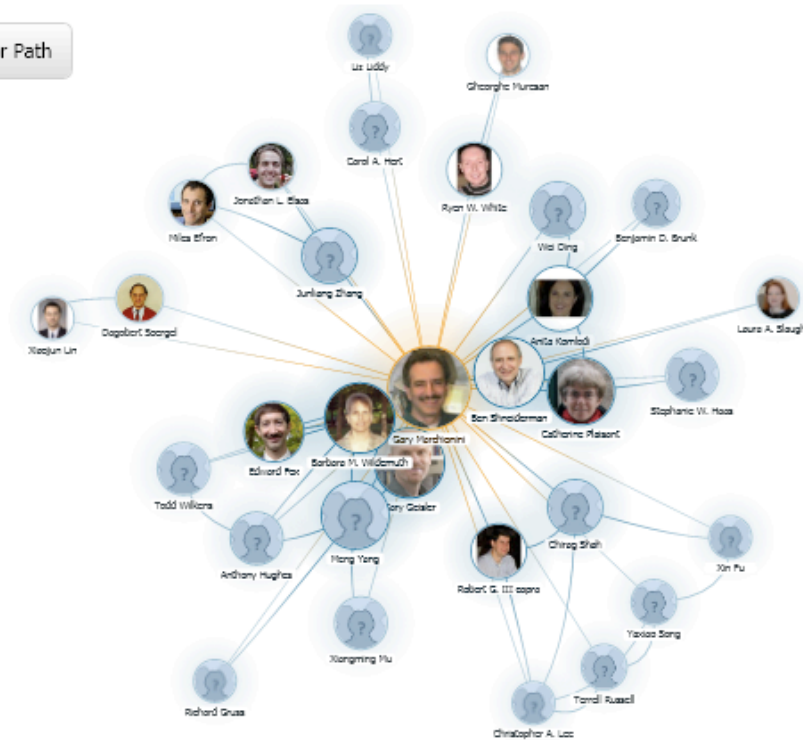
Co-author Graph

Co-author Path

Result



Gary Marchionini  
University of Nor...



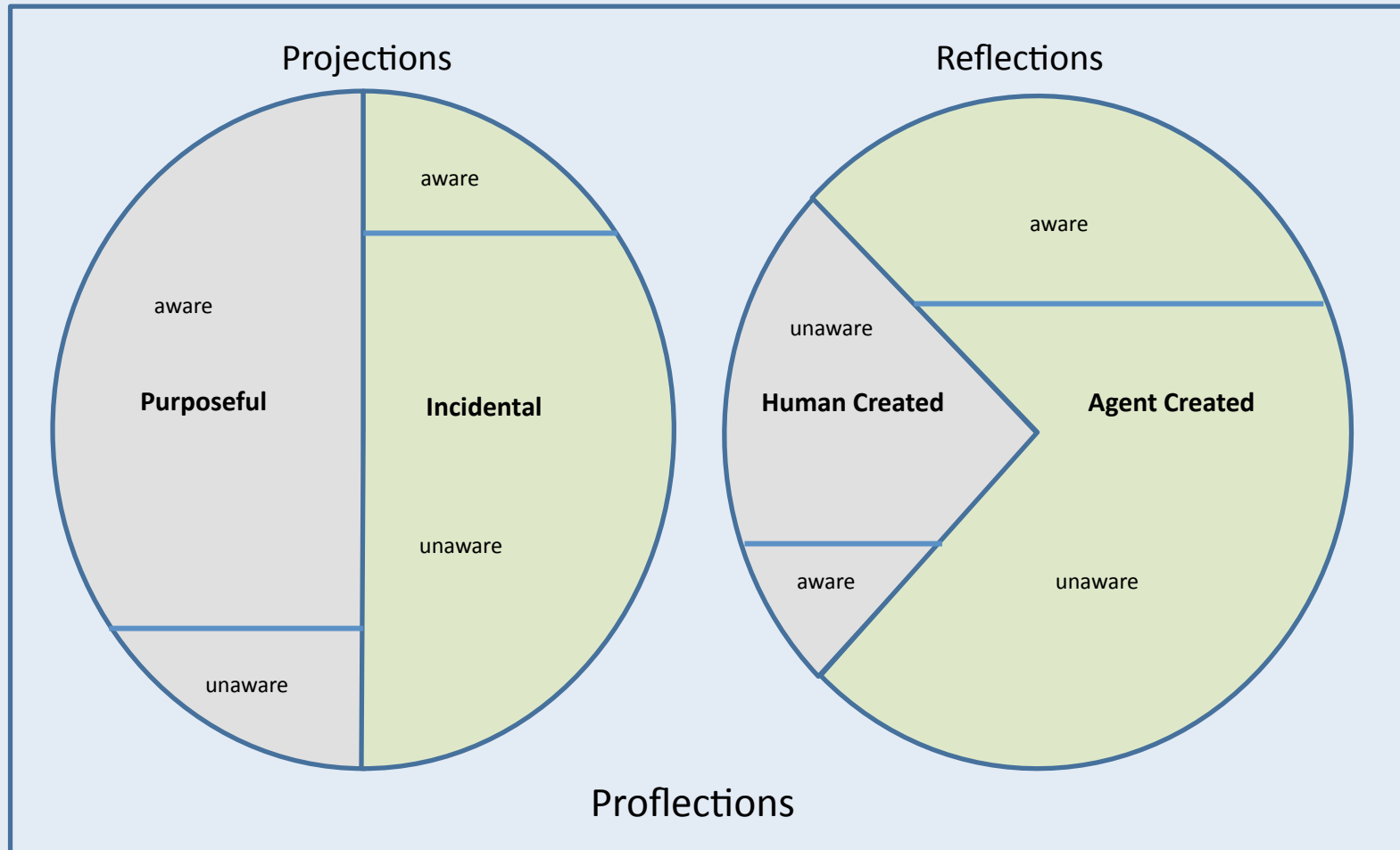


## YouTube reflections: A cascading set of reverberations

- 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](http://youtube.com/watch?v=2Ote_x2C6CE)
- Response: The Twins Watch "Ninja Assessment"  
[http://youtube.com/watch?v=39rEBkyGGi0&watch\\_response](http://youtube.com/watch?v=39rEBkyGGi0&watch_response)
- Response (spam?) Verizon commercial  
[http://youtube.com/watch?v=sQe05PYuzYo&watch\\_response](http://youtube.com/watch?v=sQe05PYuzYo&watch_response)
  
- How many Lady Gaga or Charlie bit my finger reflections are there?

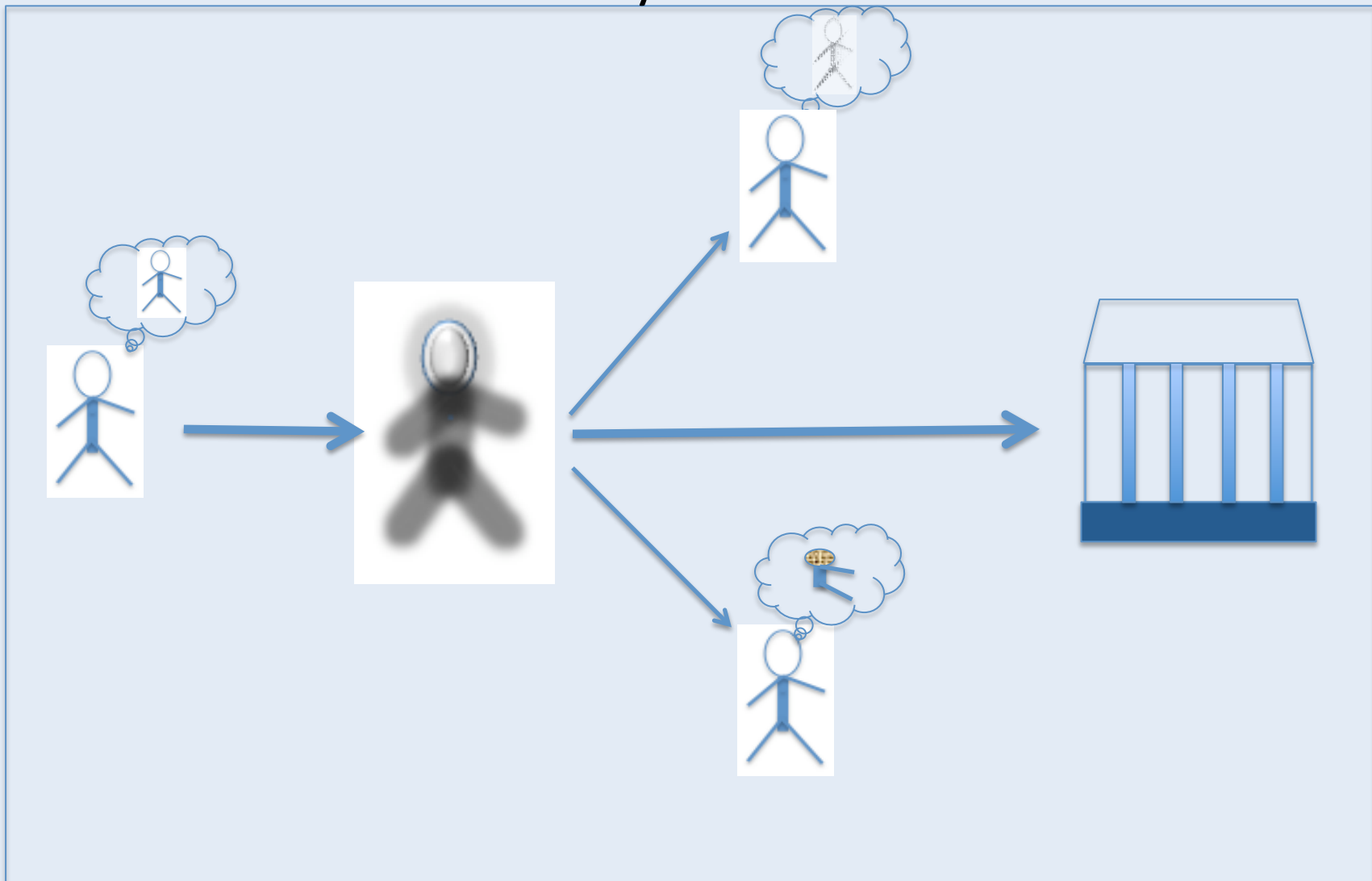
How might we understand this over time (e.g., 50 years)?

How can we trace the provenance of each layer? (especially as services morph and disappear)?





# 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



Welcome to claimID.

claimID Login:  
  
 Password:

[Log in to claimID](#) | [Need help?](#)

[Secure Login](#)

You might also wish to:

- [Recover your password](#)
- [Log in with your claimID](#)
- [Log in with your OpenID](#)

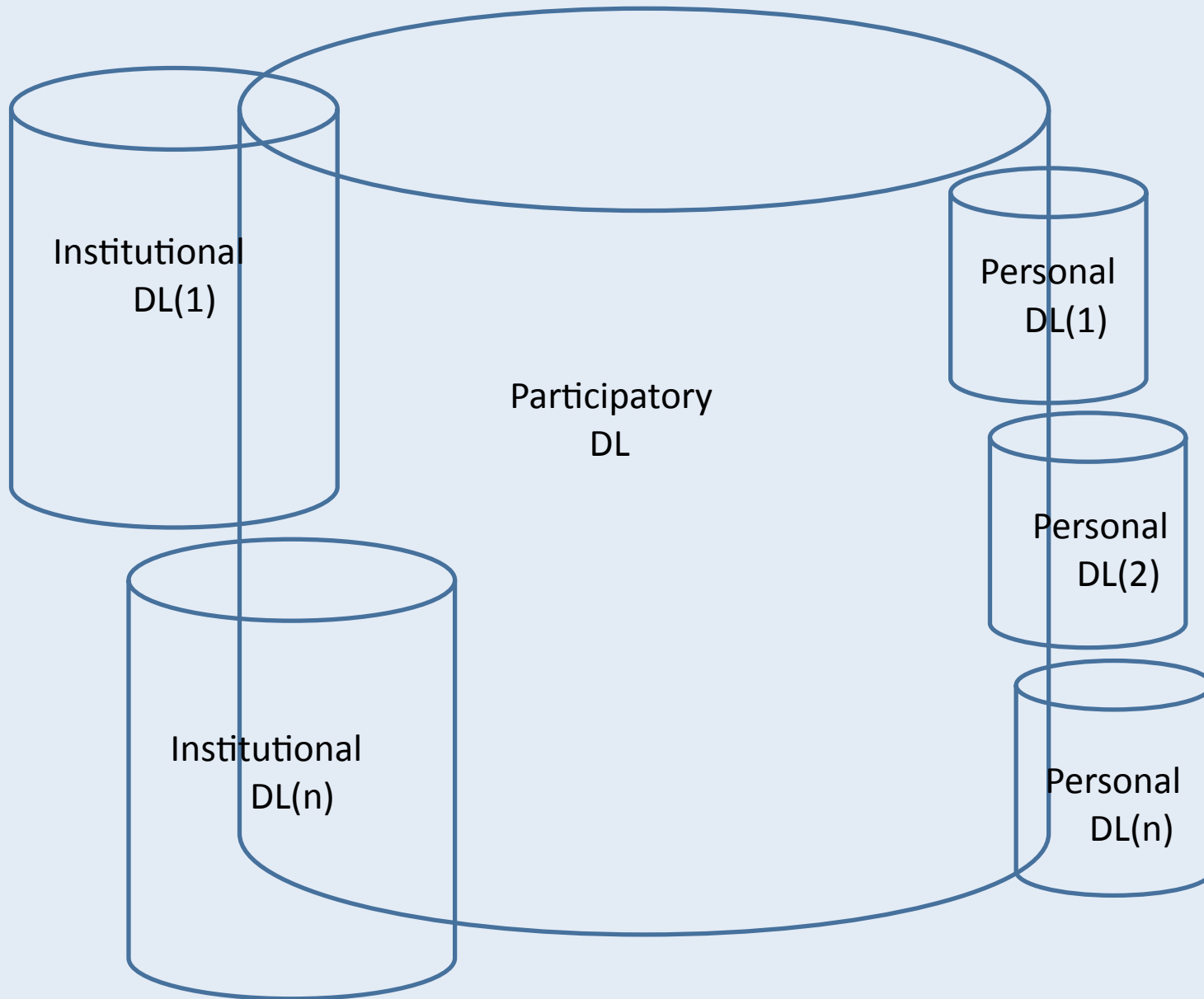
### Public Records Search & Background Checks

- Gary J Marchionini, age 62** 919-929-4xxx  
1xx Hxxxxxx Pl, Chapel Hill, NC
- Gary Joseph Marchionini, age 61**  
Known Cities: Chapel Hill, NC  
Possible Relatives: Brian, Deanna, Suzanne
- Gary Marchionini, age 61**  
Chicago, IL
- Gary Marchionini, age 61**  
Pittsburgh, PA
- Gary Marchionini, age 61**  
Saint Clair Shores, MI
- Gary Marchionini, age 61**  
Chapel Hill, NC
- Gary J Marchionini, age 61, Chicago, IL 60607**  
[Click here for street address and phone number](#)  
Possible Relatives: Deanna
- Gary J Marchionini, Silver Spring, MD 20910**  
[Click here for street address and phone number](#)
- Gary J Marchionini, age 61**  
Known Cities: Chicago, IL; Burtonsville, MD; College Park, MD ...  
Possible Relatives: Brian G, Suzanne Marie, Deanna Marie
- Free Background Check on Gary Marchionini**  
5 Days of Unlimited Access to all our Searches. Over 1 Billion Records and counting: Criminal Records, Marriage/Divorce Records, Legal Judgments, Address Records, Phone Numbers, Email Addresses, Relative Records, Court Records, Property Records, Photos, Social Profiles and much more!

[claimID](#) | [OpenID](#) | [About](#) | [Press](#) | [Terms](#) | [Privacy Policy](#) | [Contact](#) | [claimID Blog](#)



# Participatory Trend



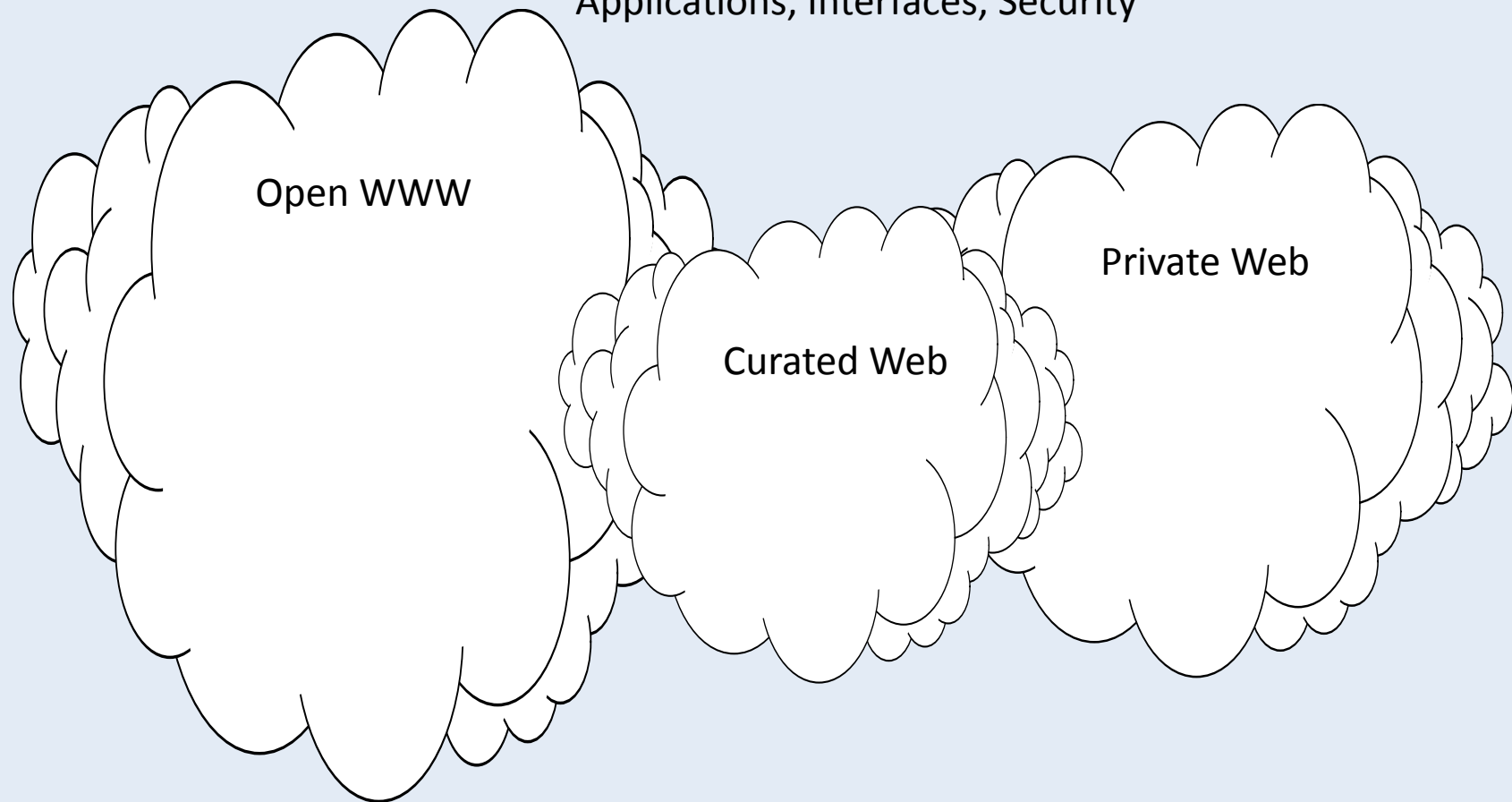


© Gary Marshwood, UNC-CH



# Challenge: Managing Blurred Boundaries

Applications, Interfaces, Security





# 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



# 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

[Synthesis Lectures on Information Concepts, Retrieval, and  
Services2010, 105 pages, \(doi:10.2200/  
S00306ED1V01Y201010ICR016\)](#)

[gary@ils.unc.edu](mailto:gary@ils.unc.edu)

<http://ils.unc.edu/~march>