# STAGECRAFT

An exploration into online role identity-based management.

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**Final Project**

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# WHAT IS IDENTITY?

"Distinct components of self... for each of the role positions in society that we occupy." - Hogg

# STORY

Stagecraft

## Melissa Soladad

- Social Butterfly
- Active in the Online Librarian Community
- Writes Fiction Based in the Harry Potter World

- Self-Presentation
- Identity Theory
- Social Identity Theory

"Frontstage"
Performance

"Backstage"
Retreat

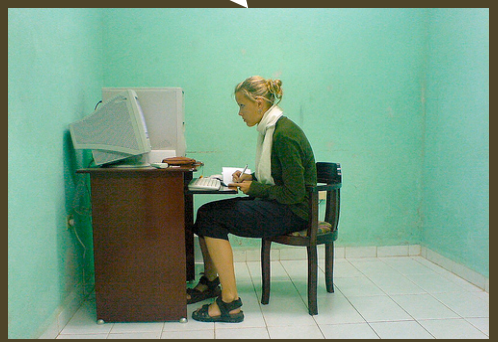
# SELF-PRESENTATION

Stagecraft

## Performances Tailored to Audience

Performer

Audiences



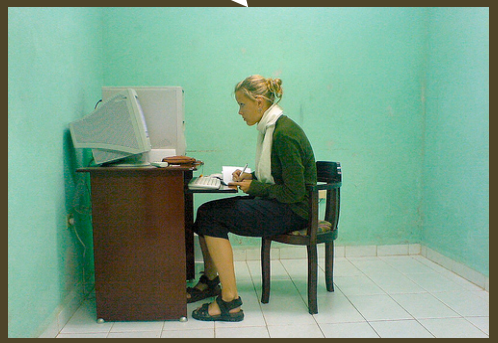
# IDENTITY THEORY

Stagecraft

## A Self Divided by Roles

Roles

Expectations



# SOCIAL IDENTITY THEORY

## A Self Defined by Associations

Roles

Relationships

# INTERVIEWS

- Two Rounds of Exploratory Interviews:
    - First Round: *Game Players, Avatar and Identity*
    - Second Round: *Information School Students*

- Noticed 3 Screen Name Usage Behaviors Emerging:
    - Singularity
    - Shedding
    - Chameleon

# SURVEY



- 151 Respondents
- Online Survey
- Convenience Sample (Snowball)
- Issues of Self-Presentation, Identity, and Identity Management in “Online Community Systems”

# SURVEY



## Gender

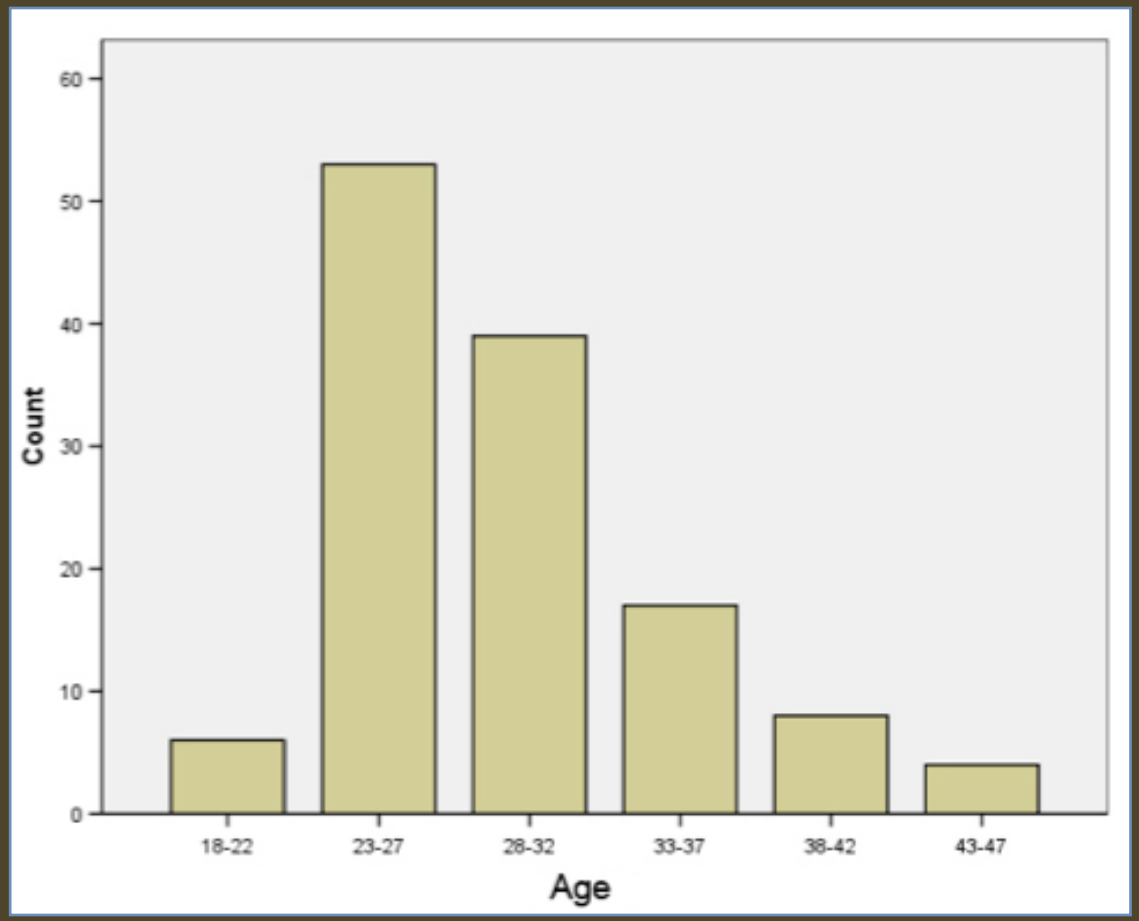
- 56% Male
- 44% Female

N = 128

# SURVEY

Stagecraft

## Age




Ages 23-32 (77%)

N = 127

# Online Community Systems

- Message Boards
- Newsgroups (Usenet)
- Chatrooms (IRC Channel)
- Blogs (Wordpress)
- Wikis (Wikipedia)
- Social Networking Sites (e.g., MySpace, Friendster)
- Media Sharing (Flickr, YouTube)
- Email Lists
- Online Games (Poker, World of Warcraft)

# SURVEY

When did you first use online community systems?

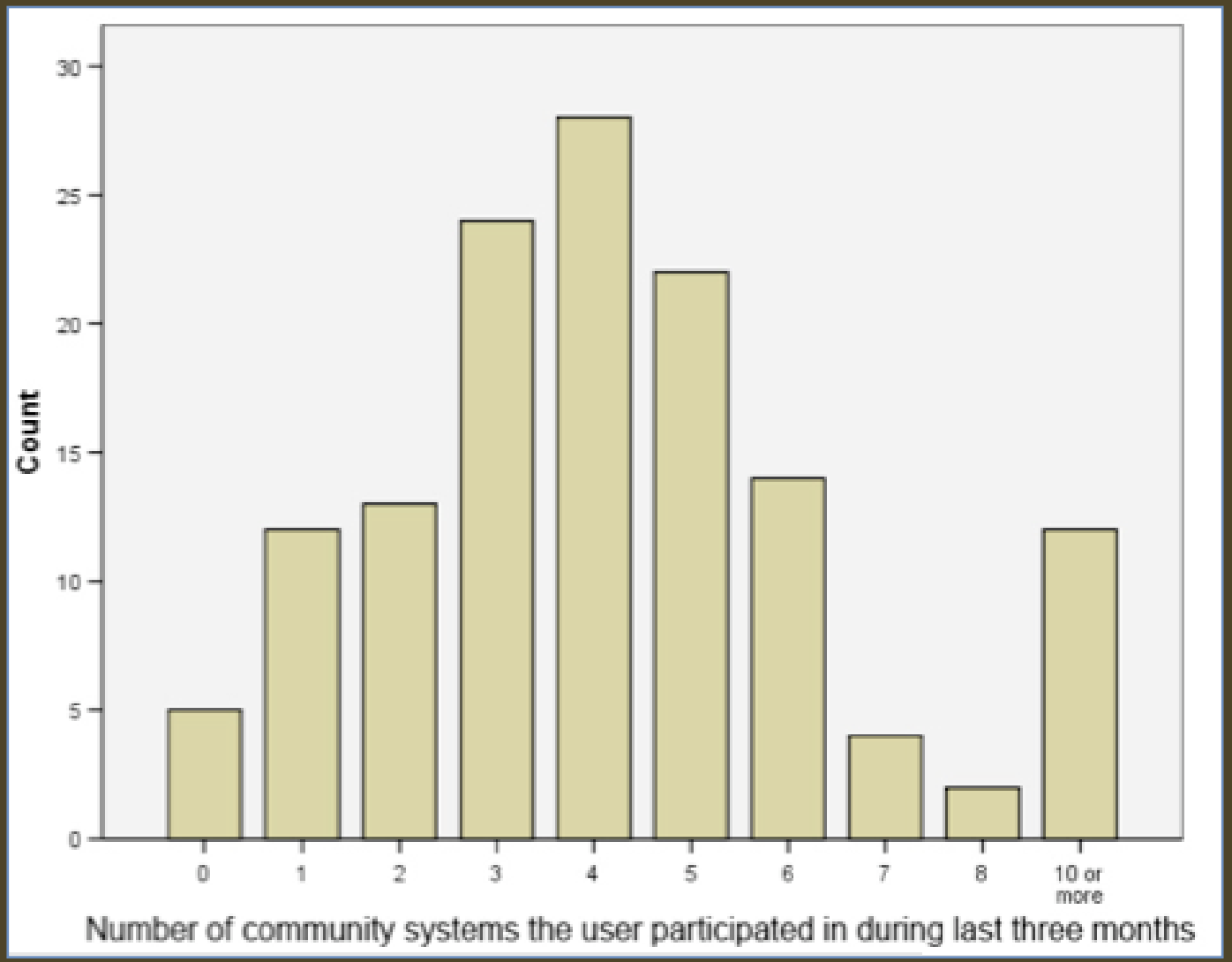
- 0-6 years ago (27%)
- 7-10 years ago (34%)
- 11 years ago or more (40%)

N = 136

# SURVEY

Stagecraft

## How many systems in the past 3 months?




N = 136

## Screen Names

- Contributions are Attributed to Screen Names
- Base Indicator of Identity in Online Community Systems
- Tangible Proxy for Online Identity (*with limitations*)

# SURVEY

Stagecraft

## Screen Names

- “I try to use the same, single screen name” (Single)
- “I have a few screen names I regularly use” (Multiple)

N = 129

# SURVEY

Stagecraft

## Screen Names

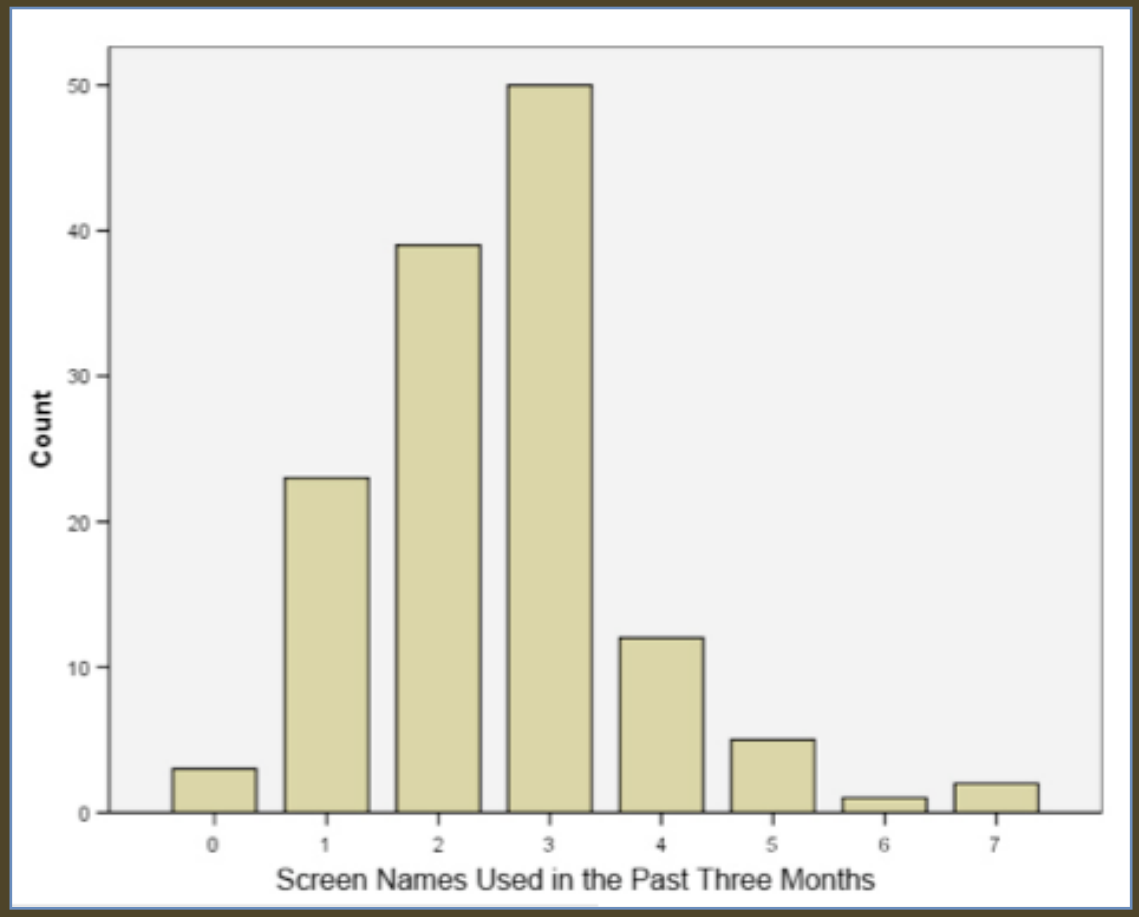
- Single (28%)
- Multiple (72%)

N = 129

# SURVEY

Stagecraft

How many screen names have you used in the past 3 months?




N = 135

# SURVEY

Stagecraft

## Screen Name Considerations

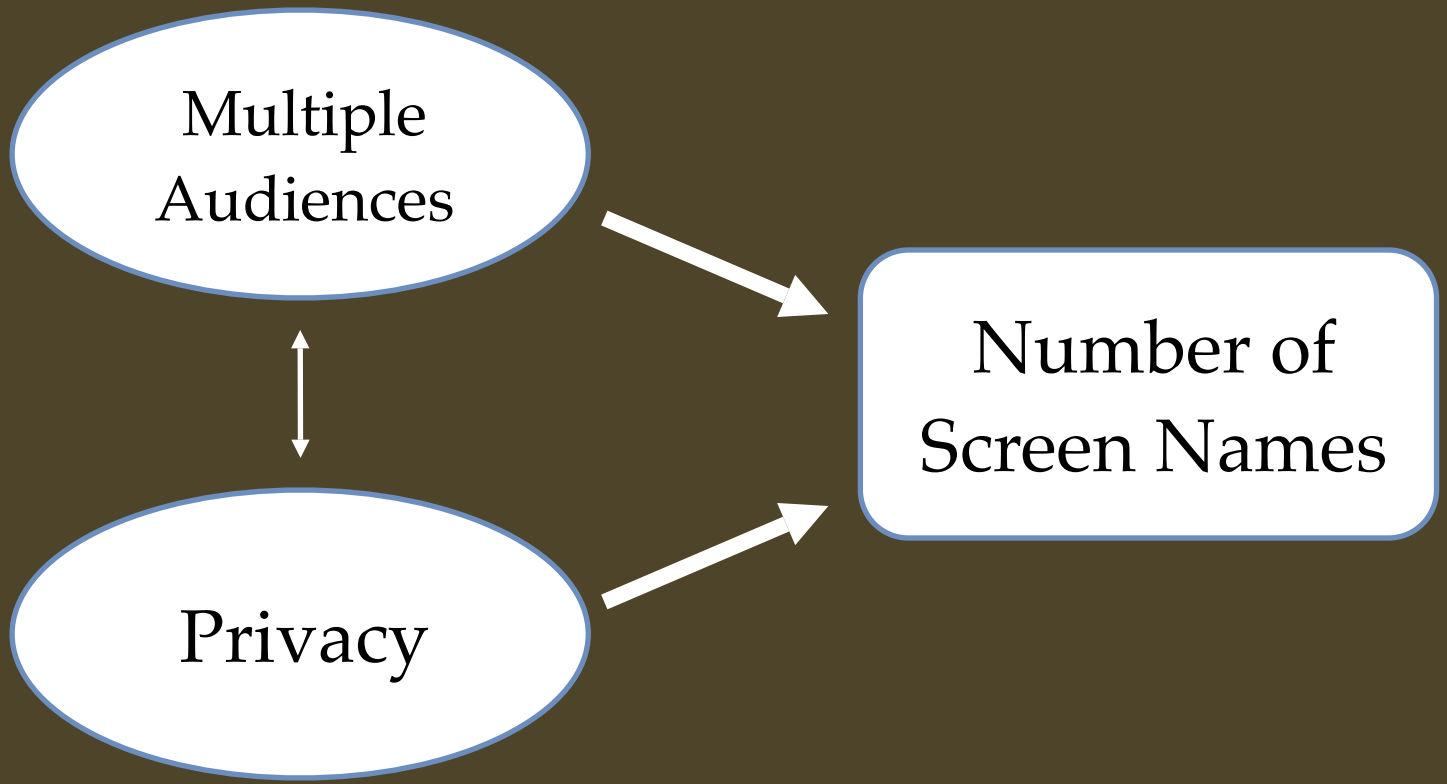
- **Multiple Audiences** (Social Circles, Interest Communities, Professional vs. Personal Life)
- **Privacy** (Privacy, Anonymity, Revealing Personal Information)

*Scale 0-5 (0 = Not Important, 5 = Very Important)*

# SURVEY

Stagecraft

## Concept Model



# SURVEY

## Logistic Regression

- Model That Estimates the Effect of Factors on the Likelihood of Using Multiple Screen Names
- Controlled for Age, Gender, First Participation
- Ran Separate for Analysis for Multiple Audiences and Privacy
- For Analysis Only (*not predictive*)

# SURVEY

Stagecraft

## Multiple Audiences

The more consideration given to separating multiple audiences, the higher likelihood of multiple screen names.

| | Estimate | Std. Error | P-Value |
|---|---|---|---|
| Intercept | -3.20 | 1.12 | 0.004 ** |
| Multiple audiences metric | 0.53 | 0.17 | 0.002 ** |
| Length since first participation | 0.85 | 0.31 | 0.001 ** |
| Gender (Female) | 1.02 | 0.53 | 0.052 . |
| Age | 0.16 | 0.19 | 0.391 |

| | | | | | |
|---|---|---|---|---|---|
| Signif. codes | '***' 0.001 | '**' 0.01 | '*' 0.05 | '.' 0.1 | ' ' 1 |

# SURVEY

Stagecraft

## Privacy

The more consideration given to privacy, the higher likelihood of multiple screen names.

| | Estimate | Std. Error | P-Value |
|---|---|---|---|
| Intercept | 3.13 | 1.0536 | 0.003 ** |
| Privacy metric | 0.55 | 0.1537 | 0.000 *** |
| Length since first participation | 0.70 | 0.3053 | 0.022 * |
| Gender (Female) | 0.85 | 0.5124 | 0.095 . |
| Age | 0.12 | 0.19 | 0.536 |

| | | | | | |
|---|---|---|---|---|---|
| Signif. codes | '***' 0.001 | '**' 0.01 | '*' 0.05 | '.' 0.1 | ' ' 1 |

# Model in Context (Multiple Audiences)

| Other Factors | Gender: Male<br><br>Age: 23-28<br>Participation : 7-10 years ago | |
|---|---|---|
| Multiple Audiences | 0 - Not Important | 5 - Very Important |
| Multiple Screen Names | 34% | 88% |

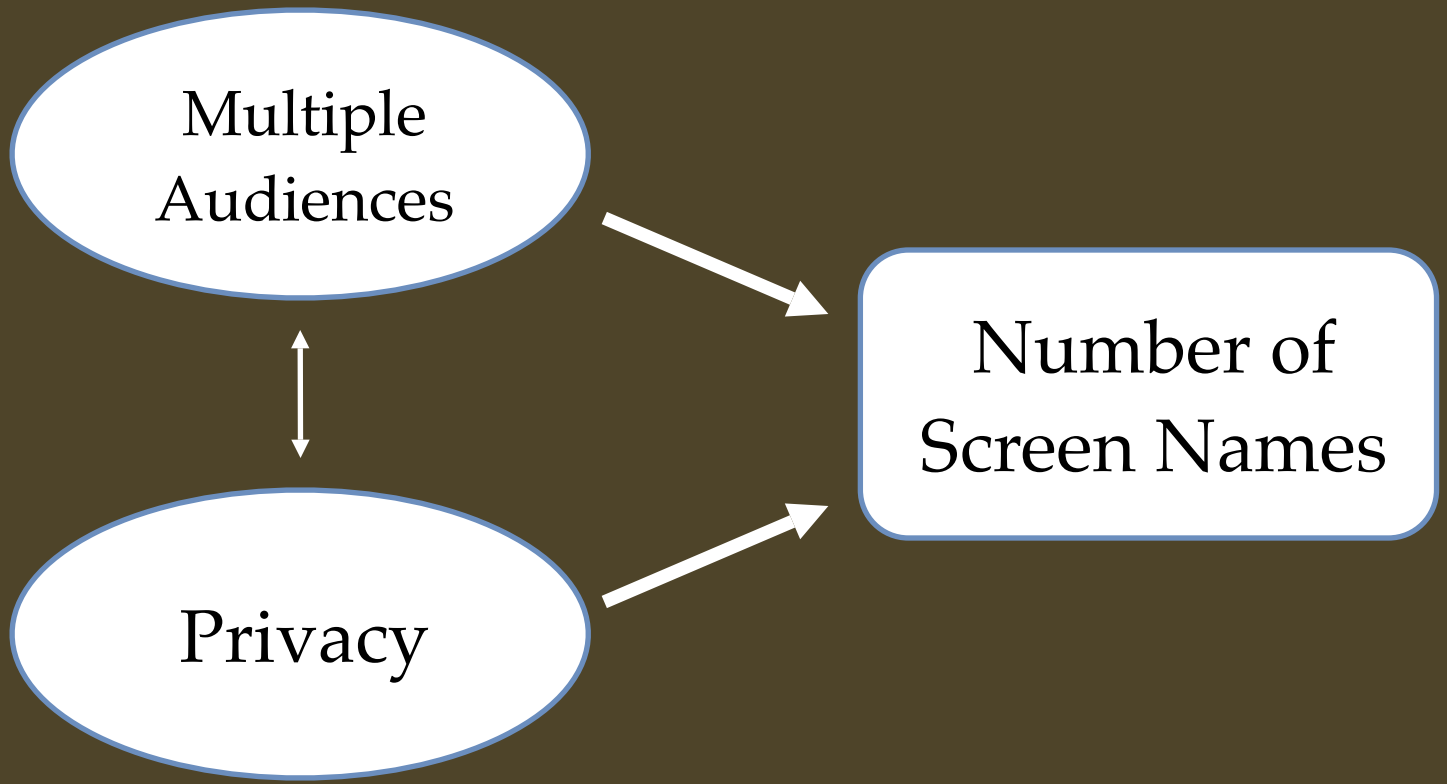
# Model in Context (Privacy)

| Other Factors | Gender: Male<br><br>Age: 23-28<br>Participation : 7-10 years ago | |
|---|---|---|
| Privacy | 0 - Not Important | 5 - Very Important |
| Multiple Screen Names | 28% | 86% |

# SURVEY

Stagecraft

## Concept Model



# Limitations



- Results and Analysis is Limited to Our Convenience Sample
- Not Generalizable to Other Users of Online Community Systems

# DISCUSSION

- 72% Managing Multiple Screen Names
- People concerned with separating multiple audiences, or privacy, were more likely to manage online identity with multiple screen names.

# DISCUSSION

- Current Privacy Controls are not Adequate for These Respondents
- Self-presentation is Tailored for Different Audiences for These Respondents

# CONSIDERATIONS

- Developers might want to consider if some of their users would like to have multiple screen names within one system.
- Consolidation of online community system applications (YouTube, Flickr) might result in users being required to have a single self-presentation across multiple applications with possible multiple audiences.

# COMPARATIVE ANALYSIS

- To Discover How Identity Management was Currently Supported Online
- Looked at 5 Sites; 3 Game Related, 2 General Purpose

# COMPARATIVE ANALYSIS

Stagecraft

# COMPARATIVE ANALYSIS

# COMPARATIVE ANALYSIS

Stagecraft

## Comments

Post Comment...

Renew said:

zomg r u a girl? /stalk

Posted 5 days ago

# Melissa Soladad

*Mel-Mel*

*DeweyDamsel*

*Hermione4Ever*

# IDENTITY MANAGEMENT

Stagecraft

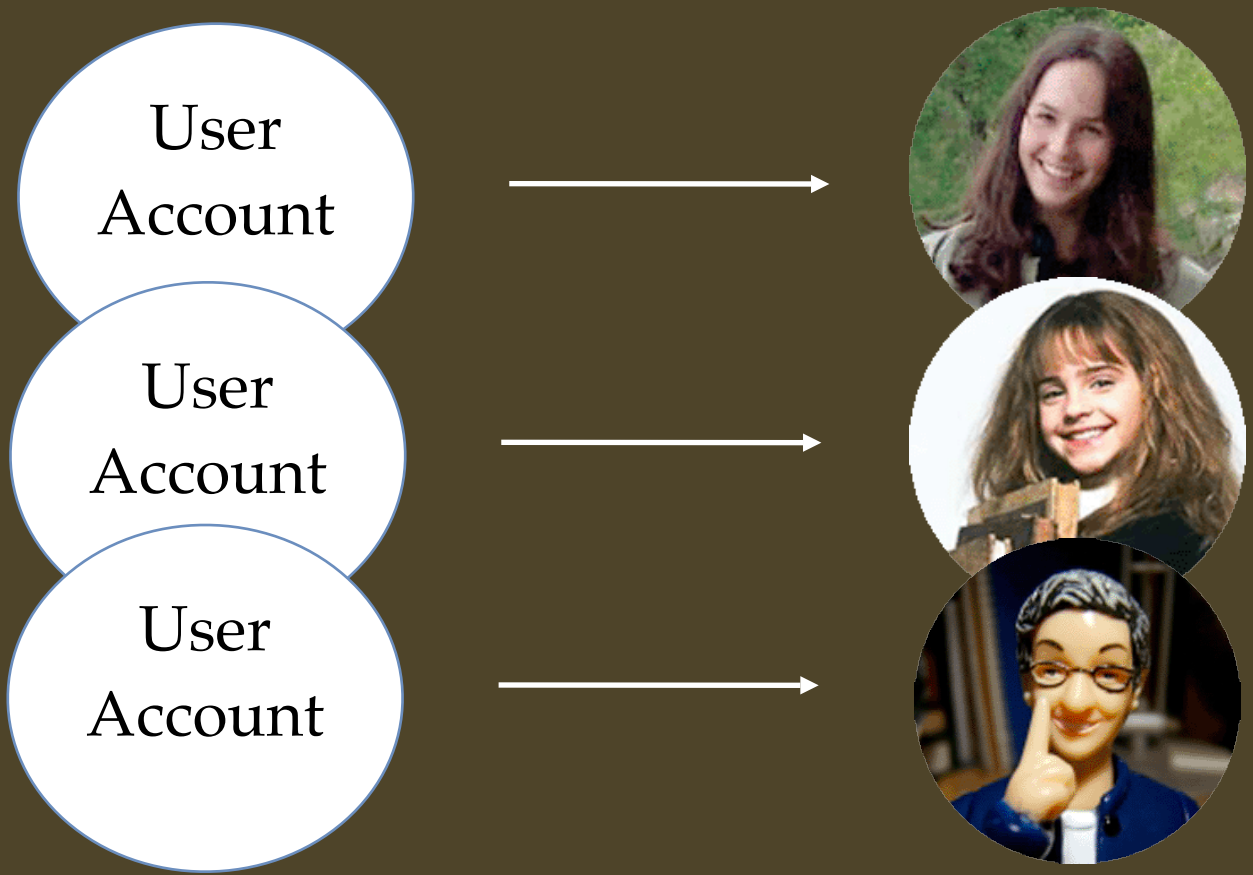
## Many Systems

User Account

# IDENTITY MANAGEMENT

Stagecraft

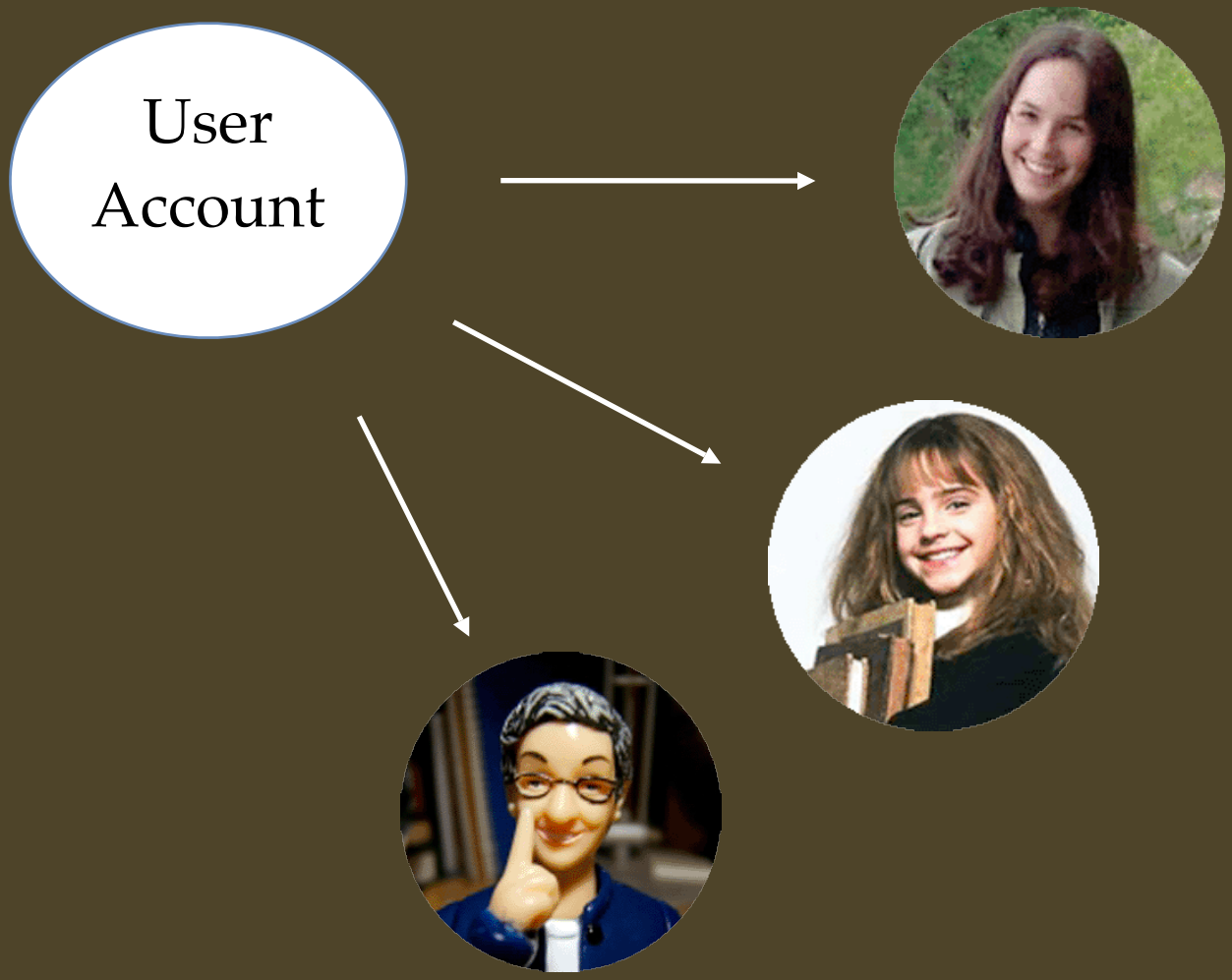
## Many Systems



# IDENTITY MANAGEMENT



## Stagecraft System



# STAGECRAFT

## WELCOME TO SIGN-UP

1 PICK A USERNAME:

2 PICK A PASSWORD:

RE-ENTER PASSWORD:

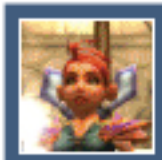
3 ENTER EMAIL:

SIGN-UP

# Welcome, Melissa

*Account news*:
Welcome home! From this page you can create and manage all of your identities. We are still very much in the alpha phase of this project, but look for more features to come!

**Hermione4Ever** **Last updated: 1/30/07**
View | Edit



**Scry** **Last updated: 1/11/07**
View | Edit

**Murk** **Last updated: 1/28/07**
View | Edit

+ Create New Identity

PROFILE | WRITINGS

## Hermione4Ever

+ ADD AS CONTACT

SCHOOL: GRYFFINDOR

BIOGRAPHY:

Askd asdkfasd asdkjasdkflj askfjlasdklf asdfkaskdf sd sdf sklfklasdfj askldjf asdkjkl asdkflasd faskdf asdfkjask fasdfk asdfkkasfd kjsdfj sd sdklsd sdfkjlsd ds ds ss ds e sd sdf sd fsdf wkkldfkaj sd asjdf aksdfkjl askldf akljsdfkla l;sdfkl aklsdfkla sklfaklsdlf kaksdfkl; akl;sdkjl faksdlfkkjasdjfka kjsd ksjdfkj askdf; akjsdfkjl aksdkf sd sdjkl jksjdf kjskdjf jksdfkj kjsdf jksdkjf kjaskjf kjasdjkf jkasdf jkaskd jfkjasdkj fassdf sdfk sdklsdf sd kasd ksdf klsdfkjls dfsdk asdjkflsdf more...

# PROTOTYPE

Stagecraft

EDIT

## Hermione4Ever

SCHOOL: Gryffindor

GENDER: None Selected

BIOGRAPHY:

From a humble beginning arose such a mighty asdfasdasd a sdfas df asdf asdf asdf sd fasdfa sd asd a sdfas df asdf asdf asdf sd fa sdf asdf asd a sdfas df asdf asdf asdf sd sdfasd sdf asdf asd fas asd a sdfas df asdf asdf asdf sd asd a sdfas df asdf asdf asdfsdf asd a sdfas df asdf asdf asdf sdasd a sdfas df asdf asdf asdf sd

Cancel Save

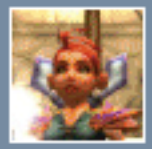
An acute infectious disease of the small intestine, caused by the bacterium *Vibrio cholerae* and characterized by profuse watery diarrhea, vomiting, muscle cramps, severe dehydration, and depletion of electrolytes. Also called *Asiatic cholera*.

An acute infectious disease of the small intestine, caused by the bacterium *Vibrio cholerae* and characterized by profuse watery diarrhea, vomiting, muscle cramps, severe dehydration, and depletion of electrolytes. Also called *Asiatic cholera*.

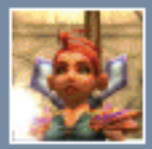
| Name | Level | Class | Rank | Date Joined |
|---|---|---|---|---|
| Scry | 70 | Rogue | Guild Master | 1/14/2006 |
| Murk | 60 | Druid | Rank 1 | 1/12/2006 |
| Glaze | 64 | Mage | Rank 1 | 3/14/2006 |
| Rikea | 31 | Warrior | Rank 2 | 1/14/2007 |

## Guild: The Nemesis
## Server: Medith

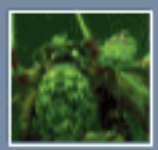
GUILD BLOG | GUILD MEDIA



**Look What I Won! - 1/24/07**
Aasd asdfjk asdkf asdk asdkj sdkf a
asdkj sdj asdf ksf asdfkj asdf asdfjkl
asdf asdfk [Dragon Bone Ring] lf a
sdf sf askflkas faskf asdf sdk asdf ks



**New Image Added - 1/24/07**
Aasd asdfjk asdkf asdk asdkj sdkf a
asdkj sdj [Alksong] asdfkj asdf asd
asdfk asdfjk;lasdf asdklf asdf asdklf



**Durmageon Slain!! - 1/24/07**
Aasd asdfjk asdkf asdk asdkj sdkf a

# PROTOTYPE

Stagecraft

## POST COMMENT

Formating Help

We look to establish a concrete system design that can used for computer-based self-presentation. We will develop a multifaceted system that supports

both character management as well as avatar presentation. In addition, we intend to support avatar groups and organizations as well as events and

both character management as well as avatar presentation. In addition, we intend to support avatar groups and organizations as well as events and

both character management as well as avatar presentation. In addition, we intend to support avatar groups and organizations as well as events and

both character management as well as avatar presentation. In addition, we intend to support avatar groups and organizations as well as events and

Post as:

Glaze

CANCEL

POST

# OPENID

- A Lightweight Decentralized Identity System
- Single Sign on of ID (OpenID Provider)
- Use as ID on Other Sites (OpenID Consumer)

# OPENID

Stagecraft

## Many Systems

OpenID Provider

LiVEJOURNAL

beta menuism

Wikitravel
The Free Travel Guide

OpenID Consumers

# OPENID



## Stagecraft System

LiVEJOURNAL

beta menuism

Wikitravel
The Free Travel Guide

OpenID Consumers

## Post a comment in response:

From: **Anonymous**

**OpenID**

Identity URL: hermione4ever.stagecraft.pyen.com

Log in?

**LiveJournal user**

*Don't have an account? Create one now.*

Subject: Me too!

Don't auto-format:

Message: Doe you think the rumors are true? Is professor Snape really Harry's father?

Post Comment Preview Check spelling during preview

Questions?