STAGECRAFT
An exploration into online role identity-based management.

U.C. Berkeley School of Information
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Final Project

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

“Frontstage” Performance

“Backstage” Retreat
Performances Tailored to Audience

Performer

Audeiences
Identity Theory

A Self Divided by Roles

Roles

Expectations
A Self Defined by Associations

Roles

Relationships
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
• 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
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)
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

How many systems in the past 3 months?

N = 136

Number of community systems the user participated in during last three months
Survey

Screen Names

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

• “I try to use the same, single screen name” (Single)

• “I have a few screen names I regularly use” (Multiple)
Screen Names

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

N = 129
How many screen names have you used in the past 3 months?

N = 135
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)*
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

Multiple Audiences

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

<table>
<thead>
<tr>
<th></th>
<th>Estimate</th>
<th>Std. Error</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercept</td>
<td>-3.20</td>
<td>1.12</td>
<td>0.004 **</td>
</tr>
<tr>
<td>Multiple audiences metric</td>
<td>0.53</td>
<td>0.17</td>
<td>0.002 **</td>
</tr>
<tr>
<td>Length since first participation</td>
<td>0.85</td>
<td>0.31</td>
<td>0.001 **</td>
</tr>
<tr>
<td>Gender (Female)</td>
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<td>0.53</td>
<td>0.052   .</td>
</tr>
<tr>
<td>Age</td>
<td>0.16</td>
<td>0.19</td>
<td>0.391</td>
</tr>
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</table>

Signif. codes: *** 0.001, ** 0.01, * 0.05, † 0.1, †† †
The more consideration given to privacy, the higher likelihood of multiple screen names.
## Model in Context (Multiple Audiences)

<table>
<thead>
<tr>
<th>Other Factors</th>
<th>Gender: Male</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Age: 23-28</td>
</tr>
<tr>
<td></td>
<td>Participation: 7-10 years ago</td>
</tr>
<tr>
<td>Multiple Audiences</td>
<td>0 - Not Important</td>
</tr>
<tr>
<td></td>
<td>5 - Very Important</td>
</tr>
<tr>
<td>Multiple Screen Names</td>
<td>34%</td>
</tr>
<tr>
<td></td>
<td>88%</td>
</tr>
</tbody>
</table>
### Model in Context (Privacy)

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<tr>
<td></td>
<td>5 - Very Important</td>
</tr>
<tr>
<td>Multiple Screen Names</td>
<td>28%</td>
</tr>
<tr>
<td></td>
<td>86%</td>
</tr>
</tbody>
</table>
Survey

Concept Model

Multiple Audiences

Privacy

Number of Screen Names
LIMITATIONS

• Results and Analysis is Limited to Our Convenience Sample

• Not Generalizable to Other Users of Online Community Systems
• 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
• 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

### Character Alts

<table>
<thead>
<tr>
<th>Name</th>
<th>Guild</th>
<th>Race</th>
<th>Class</th>
<th>Artisan Class</th>
<th>Server</th>
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</thead>
<tbody>
<tr>
<td>Adra</td>
<td>N/A</td>
<td><img src="image1.png" alt="Image of Race" /></td>
<td><img src="image2.png" alt="Image of Class" /></td>
<td>?</td>
<td>Permafrost</td>
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<tr>
<td>Lothij</td>
<td>N/A</td>
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<td><img src="image4.png" alt="Image of Class" /></td>
<td>?</td>
<td>Unrest</td>
</tr>
</tbody>
</table>
COMPARATIVE ANALYSIS

Comments

Renew said:
zomg r u a girl? /stalk

Posted 5 days ago
Identity Management

Many Systems

User Account → [Person's Image]
Many Systems

Identity Management

User Account → User Account → User Account
Identity Management

Stagecraft System

User Account

Stagecraft
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
Hermione4Ever

School: Gryffindor

Biography:
Asdk asdkfasd asdkjasdkflj askfjlasdklf asdfkaskdf sd sdf sklfklasdfj askldjf asdkjkl asdkflasdd faskdf asdfkjask fasdfk asdfkkasfd kjsdflj sd sdklslsd sdfkjsld ds ds ss ds e sd sdf sd fsdf wkkldfkaj sd asjdf aksdfkjl askldfl askldfl sdfkl aksdfkla sl sdfkl sklfdklsdf kaksdkflj akl;sdjkfl faksdlfnkkjasdjflka kjsd ksjdflkj asdkf; akjsdflkj asdkfl sd sdjkjl jksjdf kjskdjhjksdfkjk dfjkjkj kjsdfljk kaskflk kjasdjkf jkasdf jkasdf jkjasdkj fasdfsdf sdfk sdksldsf sd kasd ksd klsdfklj sl fbskr asdjkflsdf

more...
Prototype

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 asdf asdf sdf asd a sdfas df asdf asdf sdasdasd a sdfas df asdf asdf asdf sd
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*.

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<table>
<thead>
<tr>
<th>Name</th>
<th>Level</th>
<th>Class</th>
<th>Rank</th>
<th>Date Joined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scry</td>
<td>70</td>
<td>Rogue</td>
<td>Guild Master</td>
<td>1/14/2006</td>
</tr>
<tr>
<td>Murk</td>
<td>60</td>
<td>Druid</td>
<td>Rank 1</td>
<td>1/12/2006</td>
</tr>
<tr>
<td>Glaze</td>
<td>64</td>
<td>Mage</td>
<td>Rank 1</td>
<td>3/14/2006</td>
</tr>
<tr>
<td>Rikea</td>
<td>31</td>
<td>Warrior</td>
<td>Rank 2</td>
<td>1/14/2007</td>
</tr>
</tbody>
</table>
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
OpenID

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

OpenID Provider

OpenID Consumers

LiveJournal

Menuism

Wikitravel

The Free Travel Guide
Stagecraft System

Stagecraft

OpenID Consumers

LiveJournal

Menuism

Wikitravel
Post a comment in response:

From:  
- Anonymous
- OpenID
- LiveJournal user

Identity URL: hermione4ever.stagecraft.pyen.com
Log in? 

Don't have an account? Create one now.

Subject: Me too!

Don't auto-format: 

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