

Identities & personality

*All the world is a stage,
And all the men and women merely players.
They have their exits and entrances;
Each man in his time plays many parts.
William Shakespeare*

“Identity means some of the characteristics of a self exhibited in a social setting; while digital identity means simply the part of these characteristics that can be coded so that they can be electronically manipulated” (Deighton, 2004). To be identified in any system, service or even in real life means to recognize that one is observed or at least observable: “I can be identified but also you”; inside a community every member has their unique and self characteristics that represents him/her.

Identity is an expression of preferences and an influence upon preferences. Identity is continuous and always changing. The members of a community can collect new parts of identity (i.e. now I also like photography) every time they meet new members, a new space, or discover new interests.

Nowadays every individual has more than one identity; they can manage, select, or use them depending on the context or situation. Identities are: Name, credit cards, interests, physical appearance, bank accounts, religious preferences, cultural backgrounds, emails, nicknames, online personas (msn, yahoo, Coroflot, Pandora, del.ici.ous, flickr, etc), experiences, trust, phone number , etc. Professional and personal identities can become multiple and overlapping within a community. “A self exists only within what I call webs of interlocution; the self and presentation of the self can only be understood through a person’s interaction with others” (Lamb & Davidson, 2002). Identities are not only the sum of the face work we pursue selfishly, but include the face-saving we engage in to maintain our place in a network of social affiliations (Deighton, 2004). Within a community members perform their roles more vigorously because the actions of other individuals draw them into the performance.

Identities are shaped by technologically enhanced interactions. Self-presentation always involves some expectations about who the audience will be. In a postmodern sense, these technologies have become essential extensions of ourselves, without which it is difficult to interact effectively. Computer applications that allow for interaction, reciprocity and co-construction are highly influential in shaping identity (Lamb & Davidson, 2002).

Online applications have different way to do profiling or capturing and showing parts of a community members identity. The context of each of this web applications encourage/discourage different aspects of how the user wants to be perceived.

The right mood and context provided from the service or application is necessary to encourage the community for sharing valuable parts of their self relevant to the community.

The screenshot shows the Coroflot website interface. At the top, there is a navigation bar with the Coroflot logo and links for 'People', 'Jobs', and 'My Account'. Below this, there are sub-links: 'Browse Profiles', 'Advanced Search', 'Browse Images', and 'Create a Profile'. A 'LOG IN' button is also visible. The main content area features a profile for 'Hector Ouilhet'. On the left, there is a vertical menu with options: 'OVERVIEW', 'PORTFOLIO', 'PROFILE' (highlighted with a red dot), 'CONTACT', and 'NETWORK'. The profile itself includes a profile picture, a title 'Happy Interaction Designer n_n', a bio describing him as a specialist in creating and materializing ideas, and a 'Resume' section with personal details: 'Héctor Ouilhet. 1980, single, México city', 'A: Via Cassala 9 Milan, Italy 20143', and 'M: +039 34.07.96.55.25'. To the right of the bio, there are three sections: 'Status' (Interested in Fulltime Employment and Freelance Projects), 'Location' (Milan, Italy), and 'Specialties' (Interaction Design, Art Direction, Print).

Coroflot: site focused on online portfolio and job search. Captures and shows community members personal data.

Hector Quilhet
 Master student at Interaction Design Institute Ivrea & Domus Academy
 Italy

Profile | Connections

- Current**
- Co-founder, designer at **The jaguar house**
- Past**
- Interaction Designer intern at Experientia
 - Senior Designer at Big Green
 - Marketing Communications Specialist at Hewlett Packard
- [see all...](#)
- Education**
- IDII & Domus Academy
 - Fundación Universidad de las Américas, Puebla, A.C.
 - Universidad Iberoamericana, Puebla
- [see all...](#)

Connections 31 connections

Industry Design

- Websites**
- My Portfolio
 - My Blog
 - My Website

Public Profile <http://www.linkedin.com/in/daemoni>

Hector's Connections (31)

Imran Ali
Emerging Technologies Jedi

Linked In: site focused on professional relationships. Captures and shows community members personal data

PANDORA™
 created by the Music Genome Project™

Search | Radio | Blog

You can get to this page directly at <http://www.pandora.com/people/daemoni>

About daemoni [edit](#)

This is your space to write something about yourself. [Edit now.](#)

Bookmarked Songs [+BLOG](#)

Song Name	Artist	Date
Roll With It	Oasis	11-08-06
Falls On Me	Fuel	11-08-06
Soco Amaretto Lime	Brand New	11-08-06
Play Crack The Sky	Brand New	11-08-06
The Quiet Things That No One Ever Knows	Brand New	11-07-06
Staplegunned	The Spill Canvas	11-07-06
Sunflowers	Everclear	11-07-06
Soco Amaretto Lime	Brand New	10-25-06
Romeo And Juliet (Live)	Matt Nathanson	10-25-06
Wake Up (Acoustic)	Coheed & Cambria	10-24-06

Pandora: site focused on music. Captures and shows community members interests.

People recommendations are based on their perception of the other members of the community, the first impression works as filter to what to say and how to behave. In “person to person“ interactions the face in an interface. How can this face be mapped in a digital realm?

“Personality is a collection of emotional, thought, and behavioral patterns unique to a person. Persona is Latin word for “mask”...it’s all about that face that we put on in different situations.” (Wikipedia, 2006). Personality within this thesis refers to a unique touch or enhancement that can summarize in a quick glance what or how a member of a community can be. Currently, there are several community behaviors that bring singularity to each of their profiles like adding: a personalized message (i.e. Microsoft MSN, Skype, etc.), an avatar or even music to bring a sense of mood in that specific moment.

In Wanderlust, the approach taken was to blend or intensify these behaviors with a “creative” shade. The main inspiration towards this approximation is Japanese term Purikura. Purikura means either a type of photo booth, first developed and most popular in Japan, or the product (a decorated

photograph) of such a photo booth (Wikipedia, 2006). Purikura is a form of Graffiti photo that consists of adding graphical decorations (pictures, illustrations or texts) to real photographs.



“Graffiti photos, photographs supplemented with written words, are a widely popular “art form” in Japan mainly among teenage and college-age girls. In a perceptive essay, Miller argues that these photos provide a creative and powerful forum for girls engaged in a struggle over their autonomy and self-identity to forge social bonds and influence the trajectory of Japanese aesthetic sensibilities, language and technology “(Miller, 2003). The result of graffiti photos is a personalized visual representation that besides of working as identification, it communicates a mood or personal “touch” of the user in that instant.

In this thesis, several illustration-artists¹ have been invited to collaborate with a set of icons or illustrations to demonstrate the construction of a Graffiti Photo. The styles and design of these illustrations cover a vast range of styles in order to exemplify the potentiality and adaptability of Graffiti photo. In addition to these illustrations, photographs of each member of the community (either previously stored on the service or in situ) will be added to represent their personality.



2

- 1 Kasumi Yasuda.- <http://amejika.com/>
- Wabisabi.- <http://www.homeinc.jp/wabisabitop.html>
- Matteo Sedile.- <http://essediedizioni.it/index.htm>
- Silja Göetz.- <http://www.siljagoetz.com/>
- Pascal Champion.-<http://www.pascalchampion.com/>
- Edtsuwaki.- <http://edtsuwaki.com/>
- Ailadi Cortelletti.- <http://www.ailadi.it/>
- Sigmund.- <http://aljaz.org/>
- Junetic.- <http://www.evermode.com/wordpress/>
- missyasmina.- <http://www.bananeira.net/school/>
- si scott.- <http://siscottdesign.com/homeframeset.htm>

- 2 Illustrations by Pascal Champion, Ziga Aljaz, and Héctor Ouilhet