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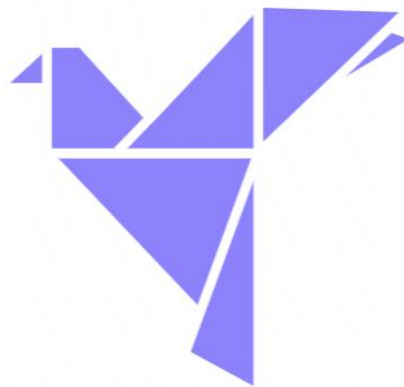
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DIALCS

D I G I T A L I D E N T I T Y & L I F E - C O U R S E S T U D Y



Who We Are - A Multidisciplinary Team



Yongyu Zeng, Lancaster University
(Principal Investigator)
Social scientist with expertise in organisational trust, behaviour and deviance



Robin Renwick, Trilateral Research
Privacy researcher and technical member of CEN/CELEC JTC 19 and ISO TC 307 standardisation committees



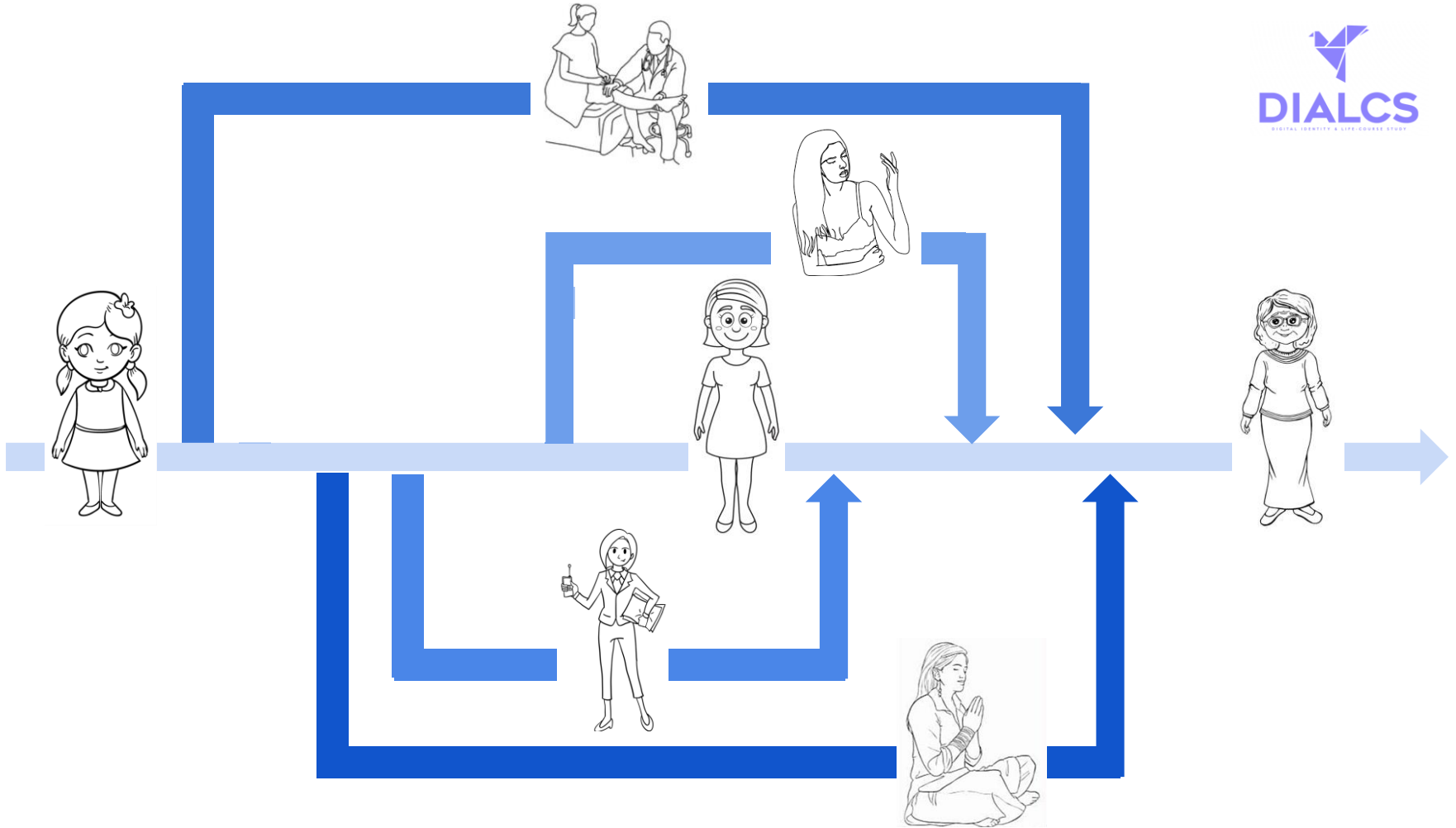
Maria Limniou, University of Liverpool
Psychology with expertise in cyberpsychology



Yang Lu, York St John University
Computer scientist with expertise in Trust, Privacy and Data Protection



David Buil-Gil, The University of Manchester
Criminologist with expertise in survey methodology



Project aims (short- and long-term)

Long-term vision

A **life-course study** to measure changes in individuals' attitudes and behaviours through the use of identity technology in an online realm

- What is the impact of identity technology on online presentations of the self?

Short-term aim

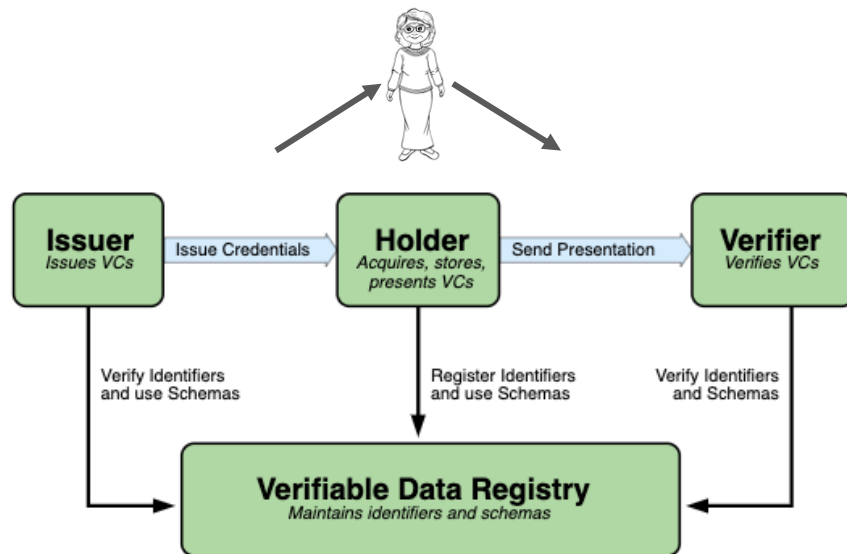
Phase 1 study to **map theories of 'self' to digital identity standards** to (a) understand gaps between the technology and theoretical frameworks and (b) propose a **methodology for DIALCS Phase 2**

- How do the technological and social psychology perspectives conceptualise digital self-identity?
- What is the best methodology (i.e., design, items, sampling, etc.) for a life-course study to measure the impact of identity technologies on presentation of the self?

Who am I? (Technological Framework)

UK Trust Framework (beta)

- UK digital identity and attributes trust framework *beta* version (0.3)
 - Baseline reference architecture
- UK Consultation outcome Digital Identity: Call for Evidence Response
 - Public opinion and perspective



Roles and information flows
(<https://www.w3.org/TR/vc-data-model/>)

Social Psychology-Literature

Physical environment

Personal or Individual identity is one's identity which cannot be interfered with other people's identities (Oyserman, Elmore & Smith, 2012).

Social Identity which is one person's identity related to his or her position in the social community or group membership (Tajfel & Turner, 1986).

Digital environment

?

?

Who am I? (Relevant Social Psychology Theories)

Self was introduced in a physical environment



- Maslow's Hierarchy of needs (Maslow, 1943)
- Conceiving the Self (Rosenberg, 1965, 1979)
- Self theory and personality (Roger, 1959)
- Theory of Self-Presentation (Goffman, 1959)
- Impression Management Theory (Arkin, 1981)
- Theory of Self-Discrepancy (Higgins, 1987)
- Social-cognitive model (Berzonsky, 1988, 1990)
- Self and Identity (Baumeister, 1999, 2011)
- Self-Determination Theory (Deci & Ryan, 1985)
- Uses and Gratification theory (Blulmer & Katz, 1974)

Self has been discussed in a digital environment



- Hyperpersonal communication model (Walther, 1992, 1996)
- Self-Determination Theory (Deci & Ryan, 1985)
- Uses and Gratification theory (Blulmer & Katz, 1974)

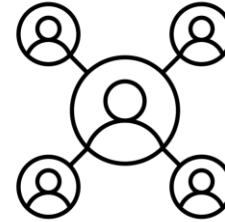
Preliminary Mappings of “Digital Identity”



Actual/real self (Higgins, 1987).



Digital Identity

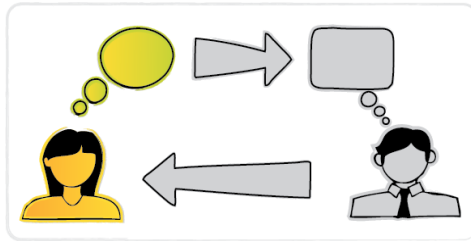


Identity

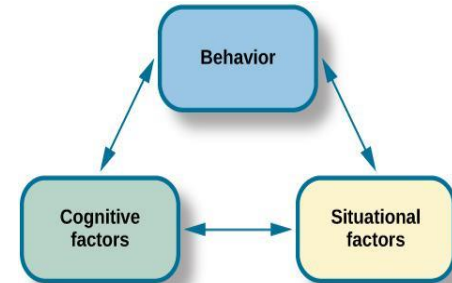


Self-Presentation

Self-concept (Baumeister, 1999, 2011);
Interpersonal being (Baumeister, 1999)



Hyperpersonal Communication (Walther, 1992, 1996)



Social-cognitive model (Berzonsky, 1988, 1990)

Next Steps

- Developing **methodology** for Phase 2 to measure Digital Identity over Life-Course with input from:
 - Theoretical framework of online self-presentation
 - REA of life-course study and digitalisation
 - Expert consultations on key variables and measurement

Scan me and give us feedback and/or volunteer for the expert consultation. Thank you!



Ethics application number: 3645