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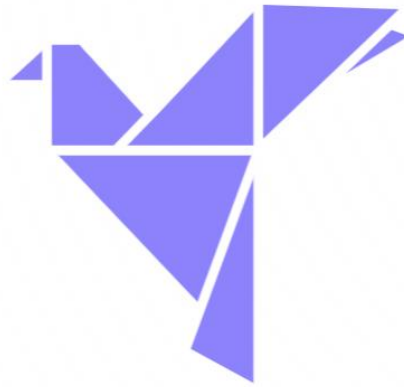
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DIALCS

DIGITAL IDENTITY & LIFE-COURSE STUDY



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
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standardisation committees*



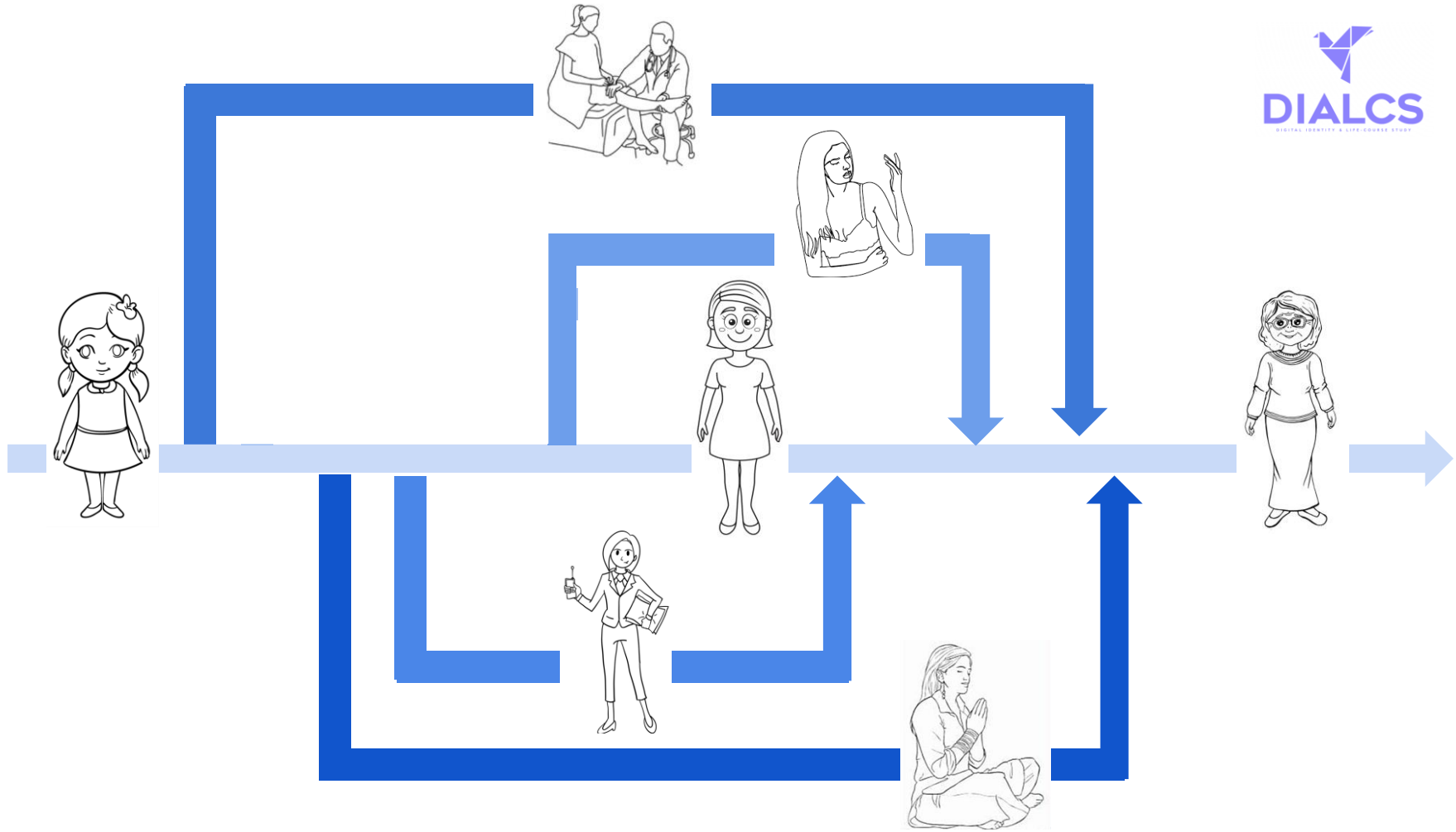
Maria Limniou, University of Liverpool
*Psychology with expertise in
cyberpsychology*



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

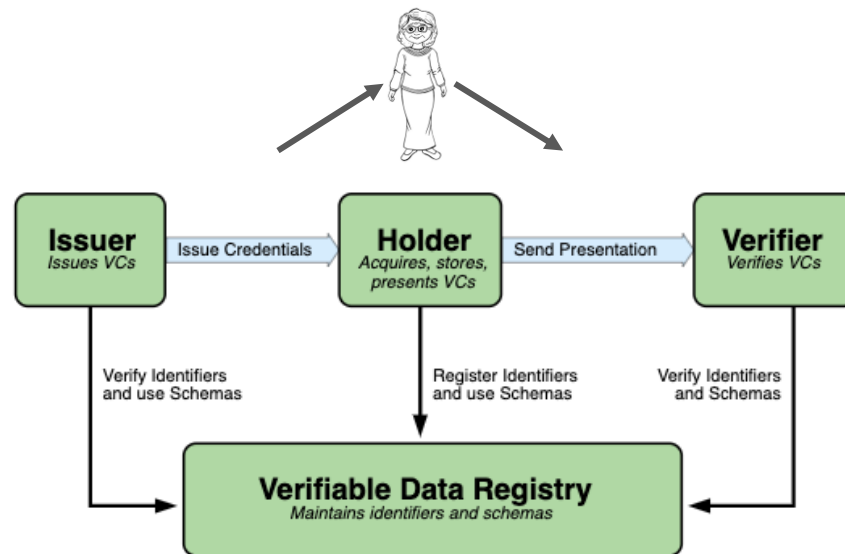
Phase 1 study to **map theories of 'self' to digital identity standards** to (a) understand gaps between the technology and theoretical frameworks and (b) propose a **methodology for DIALCS Phase 2**

- 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)

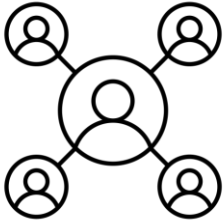
Preliminary Mappings of “Digital Identity”



Actual/real self (Higgins, 1987).



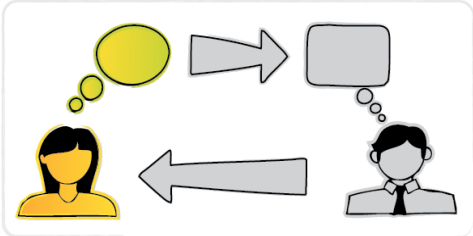
Digital Identity



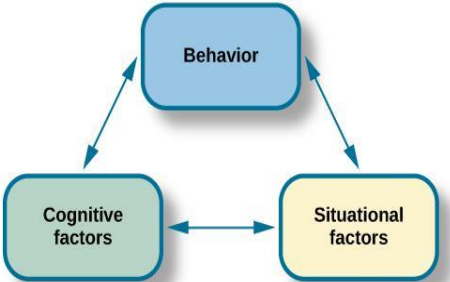
Identity
Self-concept (Baumeister, 1999, 2011);
Interpersonal being (Baumeister, 1999)



Self-Presentation



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