

Casting online shadows

**Who defines who you are
online?**

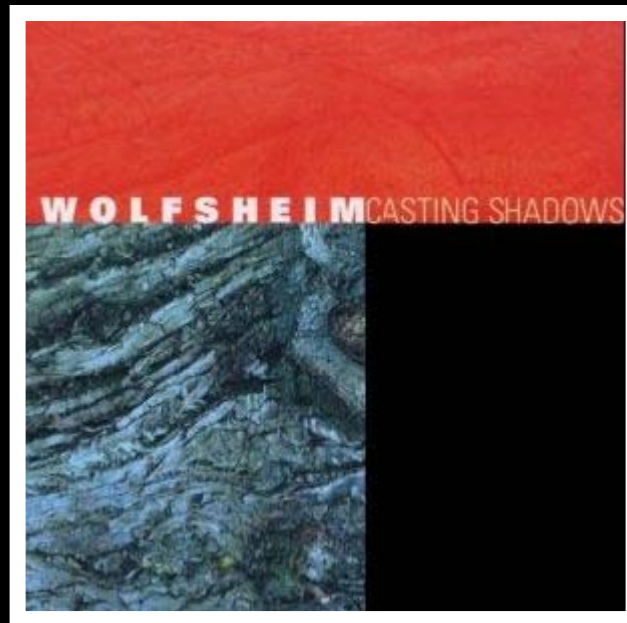
Christian Heilmann, BarCamp Paris 12.05.2007

<http://icant.co.uk/articles/parismay07>

Lyrics: Wolfsheim

Album: Casting Shadows

Title: Everyone who casts a shadow





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**Everyone who casts a shadow
seem to stand in the sun**

**And when your step leaves a
track you seem to be going on.**

- **The internet, the final frontier.**
- **A new media, with new rules**
- **Amazingly easy to get into**

- **Getting known is harder though**
 - **First you need something to make you unique or at least interesting**
 - **Then you need to get out there**

- **Self-Promotion**

- **Blog comments**

- **Mailing list and forum posts**

- **Linking to others**

- **Tagging and aggregating other people's findings and commenting on them**

- **Blogging**

- **your web presence > you**

- **Your are a blip on the online radar.**
 - **People visit your site**
 - **People comment about your stuff / quote you**
 - **You get the chance to write articles**
 - **You start leaving tracks while advancing**

- **Smile for the camera – you are being recorded**
 - **As you become a part of the big linked internet search engines index you**
 - **Archive.org index you**
 - **Technorati index you**

- **Smile for the camera – you are being recorded**
 - **Mailing list archives index you**
 - **Blogs archive your comments**
 - **People get a first impression of you and you are being typecasted**

**I know myself... I know my shades...
but I don't see no light**

**And if there's a track, it means: no
turning back... no matter what you
try!**

- **The impression you make online is not you.**
- **You perceive yourself through your own filters – others have theirs.**
- **It can be scary to hear what people think you are like when all they got to judge you upon is what you put online.**

- **Online communication is a terribly inhuman thing.**
- **Humans communicate via:**
 - **Language**
 - **Facial expressions and body language**
 - **Tone of voice**

- **Humans also change meaning of a message using their voices, body language and tone.**
- **They add human microformats**
 - **Irony**
 - **Humour**
 - **Sarcasm**
 - **Concern**
 - **Anger**
 - **Frustration**
 - **Annoyance**
 - **Pity**

- **All of these emotions don't come across in online communication.**
- **They are the true User Generated Content – your readers add them to your content.**
- **The dangerous aspect is that this also affects your online identity, as emotions spark comments and follow-up blog posts.**

- **There are some attempts – mostly pitiful ones – to work around this problem**
- **One of them is adding emoticons.**

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In some cases they even replace the text.

(.)(.) @>--- |_|o

- **Their failure is visible when you realize that IM systems start turning them into images – and fail.**

- **“Mood” settings seem to work better, but are still a cheap shot.**
- **Acronyms are another quick way to try to add emotion:**
- **LOL, O RLY?, XOXO, YMBSBYCWIFSAL**
- **They can work but expect knowledge on the recipient’s side.**

- **This all means that you need to be very careful how you write online.**
- **Your output will**
 - **be misunderstood,**
 - **be misquoted,**
 - **appear out of context**
 - **allow for hacking attempts**

- **Everything will be recorded and come back to haunt you.**
- **In a lot of cases, this is your own fault for mis-using the media internet.**

- **How many emails do you get without a proper subject?**
- **How many email threads have you encountered where the topic of the thread changed but the subject stayed the same?**

• **Email posting styles**

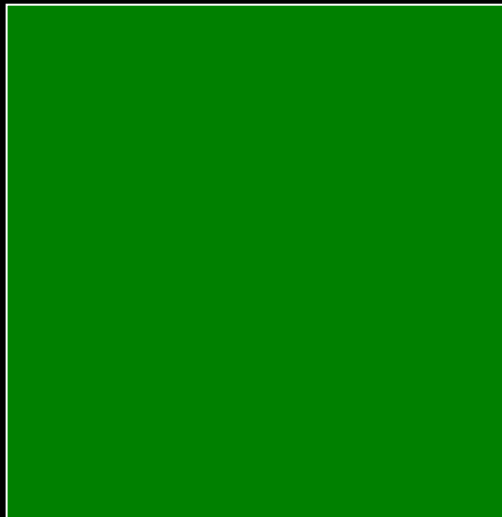


Original

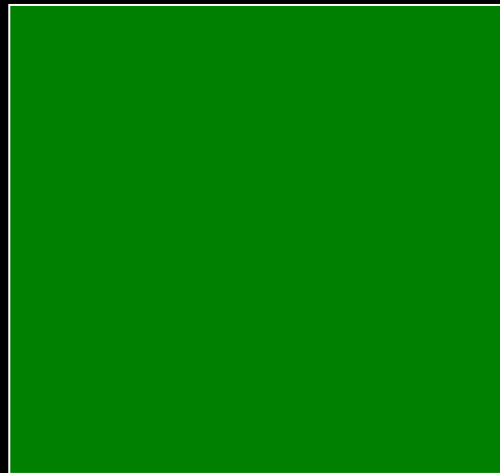
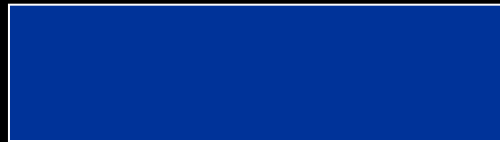


You

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- **Horror Stories:**

- **The laptop repair request by a PA**

- **The logo for the marketing site**

- **FTPWelt**

- **Out of Office – into your system**

- **HotNLonely32**

- **The internet has no rewind button**
- **What you did is done, and it will be remembered.**
- **P2P cannot be stopped.**
- **There is no such thing as “anonymous surfing”.**

**Everyone who feels his heartbeat
seems to be still alive**

**And by a look into your eyes i seem
to know if you're lying.**

- **The great, but also dangerous thing about the internet is that it is driven by passion.**
- **The constant availability, speed and instant answering option makes it great for quick discussions.**

- **The danger of that is that it cheapens communication.**
 - **When you write a letter you spend a lot of time formulating it. It costs money and effort to send it and there will not be an immediate answer.**
 - **With an email you tend not to care as much – mistakes can be remedied immediately.**

- **The constant urge to go and participate can result in pretty good content.**
- **However, the danger is a loss of context.**
- **Best example: Twitter**
 - **Fast, very available and built for quick updates.**
 - **Yet indexed by technorati as a blog!**

- **One trend is visible lately:**
 - **People start being themselves online.**
 - **Real names replace nicknames**
 - **Real mugshots replace funny or cryptic or cool avatars.**
 - **This could be a sign that people take what they put on the web more serious, and take full responsibility for it.**

- **It also makes people more approachable.**
 - **I can spot the person behind the blog on summits and conferences.**
 - **I can search for them in more “human” systems like skype**
 - **It could and already did result in bad situations – but this is life, there are bad people out there and life goes on after the happy end.**

**But from time to time there is more
to life than just a muscle working
deep inside**

**And to find the truth it needs much
more than just a look into an eye!**

- **The big task for us – if we want to make us our online persona – is to take responsibility.**
 - **Passion is great but too easy to misinterpret on the web.**
 - **Commenting should be married with research and not with the urge to participate by all means necessary.**

- **Feelings should be real and backed up by human interaction.**
- **You cannot have 12234 friends and care for each of them.**

- **You are not protected by anonymity on the web.**
- **Just ask yourself before publishing:**
 - **Would you shout the thing you just wrote on the web in a pub – and would you be up for dealing with the consequences?**

- **The other question is of course how you can really know who you come across as to other people.**
- **The answer to that is to stand up and talk to them.**
- **It also means asking people you like and people you don't like for their opinion before you publish.**

Merci beaucoup...

rel="me"



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