

“Understanding the Identity concept with definitions and cases”

A decorative graphic consisting of a horizontal blue line with five yellow stars of varying sizes positioned above and below it, arranged in a slightly descending sequence from left to right.

## An input from the Fidis NoE

IST Conference 2004, The Hague, The Netherlands)

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# Summary

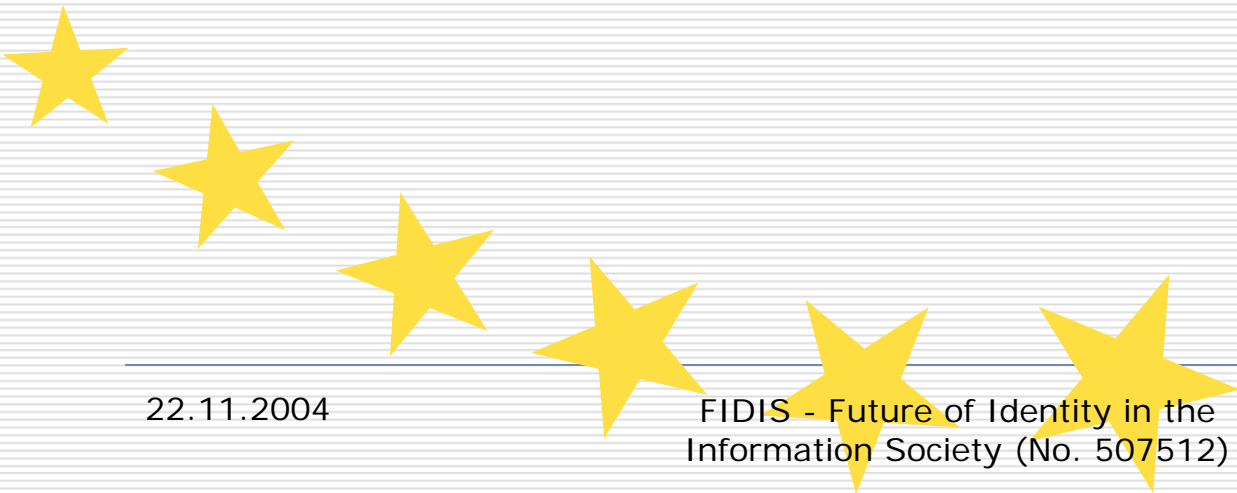
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- A variety of perspectives
  - Technical, legal, security, philosophical, ...
- A variety of approaches to manage Id
  - tools, laws, police, education, ...
- No unique approach works
  - The limits of uni-disciplinary approach
- ★ □ FIDIS: the convergence of disciplines
  - ★ ■ Combining forces to create holistic solutions for Managing Id.



# A variety of perspectives

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# Identity intervenes all the time in people life

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- When people travel
- In the personal life
- Family life
- Social life
- Health
- Work
- Business
- Shopping
- ...



# Identity: a variety of perspectives

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- Technical:
  - The Digital Id, the Id tools
- Legal:
  - Freedom (of expression), liability
- Security (police, etc.)
  - Id Thief, controlling access, ...
- Philosophy
  - the Human being and the society
- Biology
  - The Human as a living entity (DNA, ...)



# Identity: a variety of perspectives (2)

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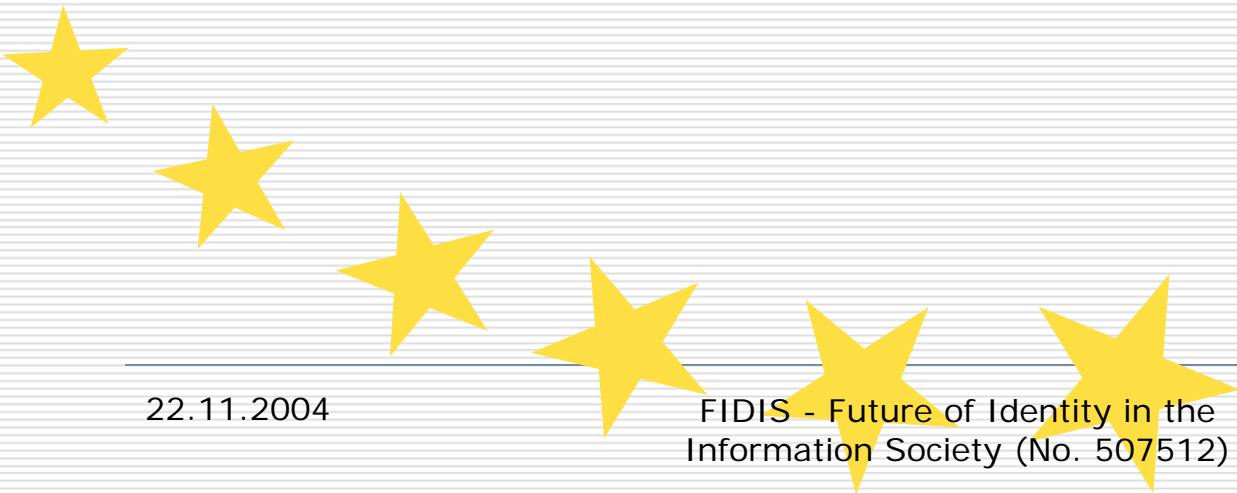


- Psychology
  - Who I am? (behaviours, personal life)
- Sociology
  - Who are they? (groups & relationships)
- Organisation, business
  - Position, affiliation, reputation
- Marketing
  - The abstract identity (profiling, datamining)
- Commerce
  - The customer (transaction)

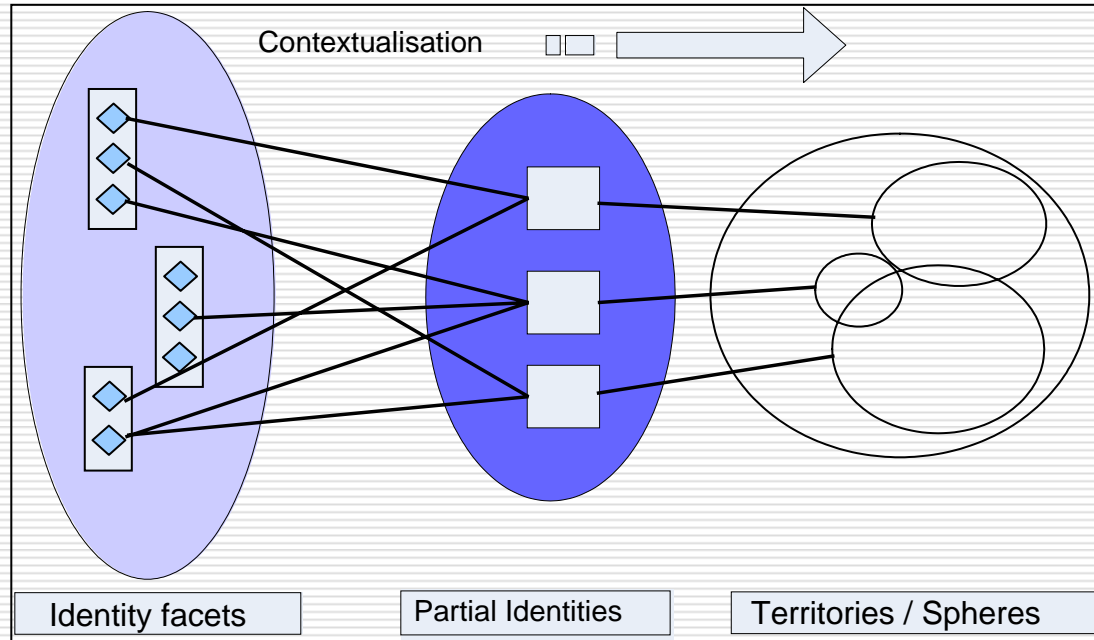


# Some concepts and issues

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# Partial Identities used in Contexts



- Several partial identities (activated in context)
- Need to isolate these partial identities



# Identity and the Information Society



- Many Identity concepts & issues existed before the advent of the Information Society (ISoc)
  - Id fraud, democracy, etc.
- But the ISoc has magnified their importance:
  - Possibility to record everything (technically and economically)
  - Possibility to analyse this information (profiling)
  - Possibility to do massive personalisation



# Identity and the Information Society



- Opening of new pure digital territories:
  - Virtual community systems, MMORPG, electronic market place, collaborative e-learning platforms, blogs, wikis, ...
- Digitalisation of real world territories
  - Enhanced reality (mixing real/digital), ubiquitous communication, RFID, "Cyborgnetic", blended learning
- ★ □ New usages
  - ★ ■ Profiling / Personalisation, support for social networks, geographically informed systems, ...
  - ★ ■ Extreme mobility



# The self-identity concept



## The I

- The indeterminate first person perspective

## The implicit Me

- The potentially representable identity

## The explicit Me

- The identity managed by digital infrastructures



# The self-identity concept

## Issues



- Acknowledging and addressing the Imperfection of representation
  - Right to correct
- The question of Control
  - By the individual
  - By trusted third parties
  - By external parties (companies exploiting this information)



# True, Assign and abstracted Identity

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- The personal Identity (inner and timeless)
  - Exists all the time.
- The corporate Identity
  - Attached to a particular context only
- The abstracted identity
  - No attached to an individual (profiling)



# True, Assign & abstracted Identity Issues

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- Temporality

- To be strongly protected

- Conditionality

- To be detachable from the Individual

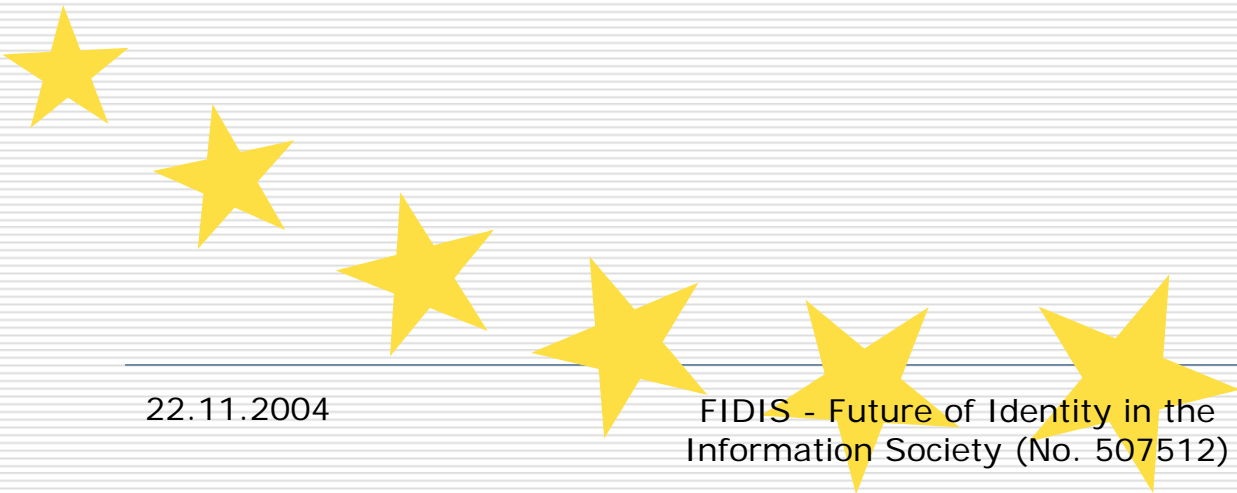
- The abstracted identity

- Abstract, but real consequences for people. (to set some boundaries of what can be done).



# A variety of approaches and their limitation

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# Identity: a variety of approaches and their limitations

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- The technical approach:
  - Let's create some tools
- The legal approach:
  - Let's legislate (forbid or allow)
- Security
  - Let's control (procedures)
- Pedagogy
  - Lets educate (how to behave)



# The limits of the technical approach



- Risk of rejection by people
  - "When it comes to radio frequency identification tags for humans, the people have spoken: They hate it"
- The Human factor ("Human" is "in the loop")
  - How to integrate the human error?
- Does it work?
  - The Tampas case (face recognition).
- Overconfidence: What happen when it is broken?
  - False feeling of security
- Do we have the right, do we want it?
  - The big brother syndrome



# The legal approach

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- The regulation approach
  - Providing some rules
- But ...
  - it takes time
  - it can be heavy (Bureaucracy)
  - It can be difficult (national specificity?, culture?)
- What about the execution?
  - Multiple "interpretation", criminal behaviours, ...
  - enforcement with police, judge, technology?
- Cases (fighting crime):
  - Money laundering, spamming, id Thief, phishing

# The security approach, and the limits



- The setting-up of Processes & mechanisms
  - Understanding & defining processes (anonymity ↔ observability)
  - Processes to address “deviance” (fighting crimes)
- But ...
  - Can become extremely complex
  - How to balance the protection of the individual (freedom) and the defence of the society?
- Also (integrating the human dimension)
  - The human dimension is to be integrated (**social engineering** is used to conduct criminal activities)
  - Controlling the Social? **example: Blogging & Identity**



# Education

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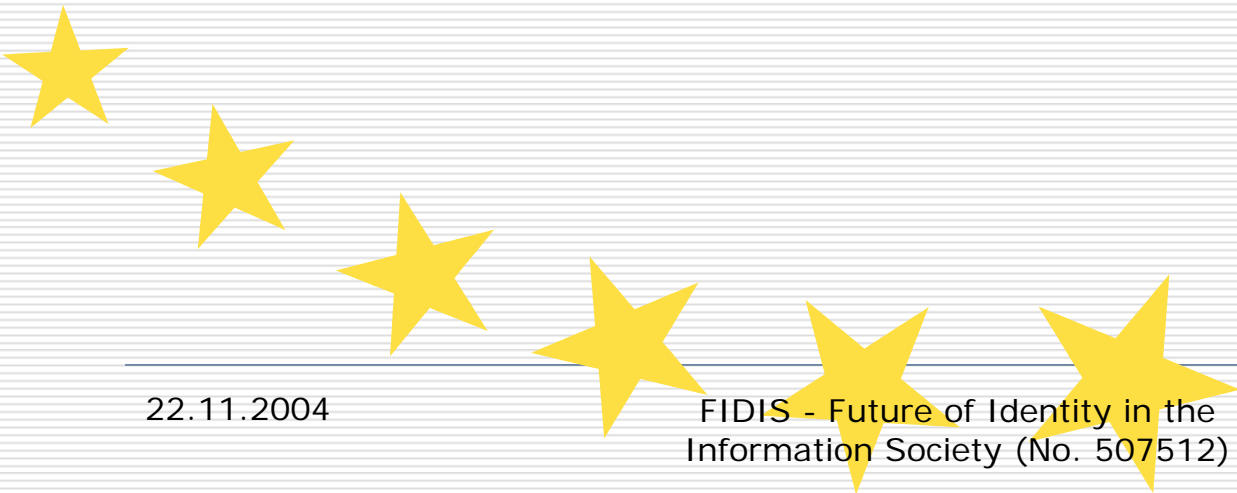
« organizations may be protecting themselves against the wrong threats or, at least, not protecting themselves against the most obvious threat of all: employees and other people with internal access to data », **The 2004 Ernst & Young Global Information Security Survey**

  Informing People, and changing their behaviour represents a means that should not to be overlooked

# FIDIS A pluri-disciplinary Framework

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# Benefiting from multiple perspectives



- Definition of terms with different perspectives
  - Philosophical, technical, legal, security, ...
- Situated with Cases, studies and scenarios
  - Connecting the different terms and disciplines
- Lines of studies that are cross-disciplinary
  - Identity in the Ambient Intelligence Environment
  - Identity in social digital environments (VC, blogs)
  - Identity in MMORPG (games)
  - Identity & Crime (money laundering, phishing,...)
  - ...



# Questions and Answers

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