

# Vers de multiples identités numériques

*États généraux de l'identité numérique*  
27 avril 2009

# Identité numérique ?

# Les fragments qui composent notre ADN numérique



# Ne pas confondre informations et traces

Nos profils donnent des **informations**, notre comportement laisse des **traces**

**Frederic CAVAZZA**  
Independent Consultant  
Paris Area, France

Contact Frederic CAVAZZA  
Add Frederic CAVAZZA to your network

Public profile powered by **LinkedIn**

**Current** + Social Media, RIA & Usability Consultant at FredCavazza.net (Self-employed)

**Past** + Consultant at SGLI  
+ Project Manager at CNAM  
+ Consultant at Woube

**Education** + Ecole supérieure de Gestion

**Recommended** 2 people have recommended Frederic

**Connections** 300+ connections

**Industry** Internet

**Websites** + My Blog

**Frederic CAVAZZA's Summary**

Professional experience: SGLI, Bouygues Telecom, CNAM, Woube, AXA, Flantati, FI System, Agora

My web site: www.FredCavazza.net

Frederic CAVAZZA's Specialties:  
Social Media, Web 2.0, RIA, Enterprise 2.0, Usability, E-business, Virtual Worlds...

**Frédéric CAVAZZA** Qui vit aux États généraux / Identifié numérique (unid-)  
producteur / Producteur

Wall Info Photos Pages +

What's on your mind?

Frédéric + Friends Just Frédéric Just Friends Settings

**Recent activity**

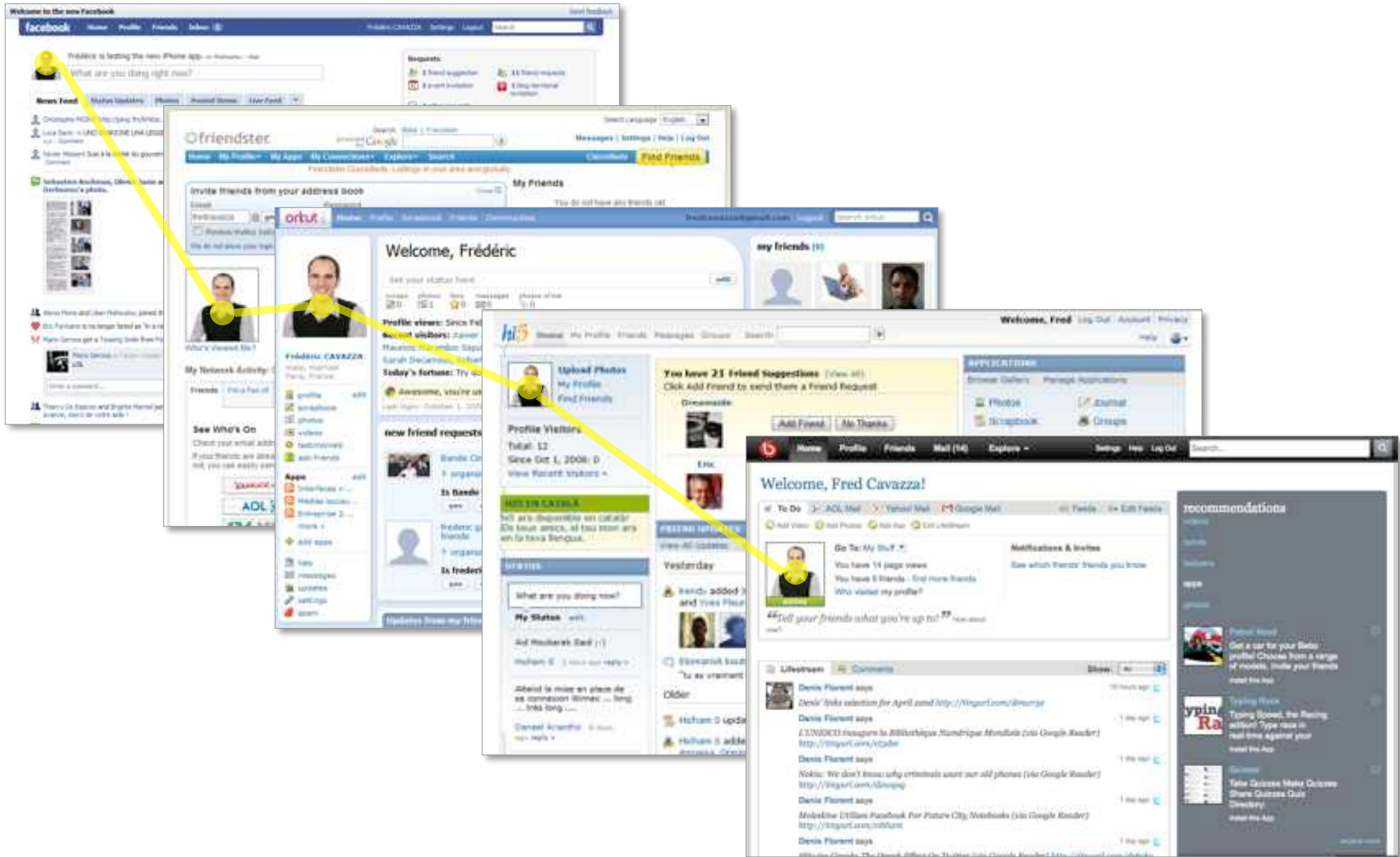
- Frédéric and Jean Claude Sureau are now friends. Comment 100
- Frédéric and Thomas Ollivier are now friends. Comment 100
- Frédéric and Nicolas Jordan are now friends. Comment 100
- Frédéric and Hugo (Hug) are now friends. Comment 100
- Frédéric and Benjamin (Ben) are now friends. Comment 100
- Frédéric and Jean-Yves Coppey are now friends. Comment 100
- Frédéric and Grégory Tacher are now friends. Comment 100
- Frédéric and Antoine (Antoine) Adat are now friends. Comment 100
- Frédéric and Sandrine Kourouy Eozou are now friends. Comment 100
- Frédéric and Gilles (Gilles) are now friends. Comment 100
- Frédéric and Julie Bagiro are now friends. Comment 100
- Frédéric and Antoine Chénard are now friends. Comment 100

**Information**

Apprentissage  
France  
Relationship status: Married  
Birthday: December 21, 1972

**Friends**  
2,284 friends See All

# Les profils multiples sont une source de conflits



# Agrégateurs d'identité vs. moteur de recherche

The top-left screenshot shows a profile on **ziki** for Frédéric CAVAZZA, a consultant independent at FredCavazza.net. The top-middle screenshot shows a profile on **friendfeed** for Fred CAVAZZA with 50 comments and 1 like. The bottom screenshot shows a profile on **claimID** for Frédéric CAVAZZA, listing his professional blog, blogroll, and del.icio.us links.

The screenshot shows a search result on **people.com** for Fred CAVAZZA. It displays various search filters (27 websites, 18 images, 10 videos, etc.), a grid of pictures, and sections for email addresses, phone numbers, related companies, Amazon, and RSS/microblogs.

The screenshot shows the homepage of **mylife.com**, featuring the tagline "Find everyone, all in one place, with America's #1 People Search!". It includes a search bar, a "Get Started" button, and sections for "Find Everyone You Know", "We'll Keep Searching for You", and "Stay Connected".

# Les différentes facettes de votre identité

## Administrative

- Nom
- Prénom
- Âge
- Adresse
- ...



## Personnelle

- Email
- Amis
- Affinités
- Goûts
- ...



## Restreinte

- Téléphone
- Passions
- Évènements familiaux
- ...



## Professionnelle

- Employeur
- Fonction
- Email
- Compétences
- ...



## Intra-entreprise

- N° de poste
- Collègues
- Supérieurs
- Projets
- ...



# Avatars et identité travestie



Oups!

# La mobilité va jouer un rôle clé

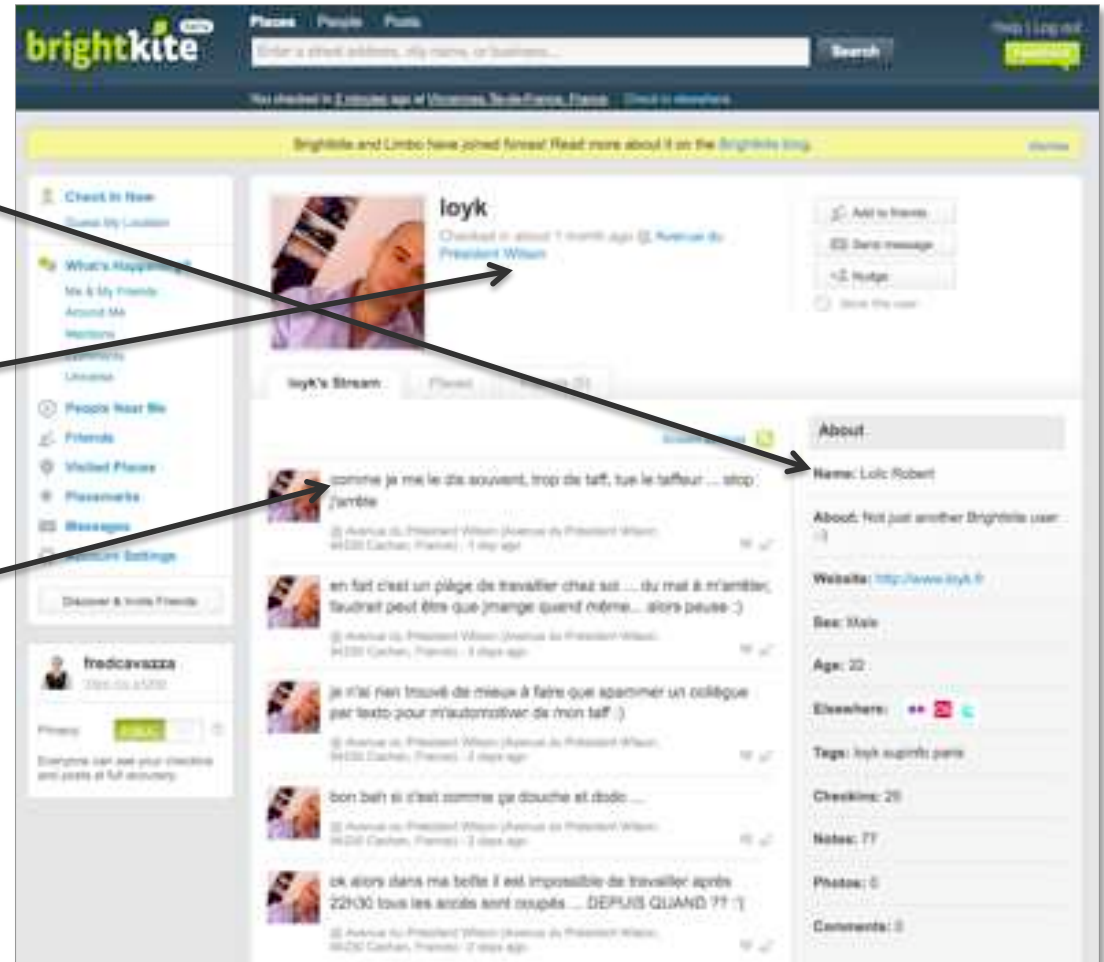
# Pour compléter / étendre votre exposition



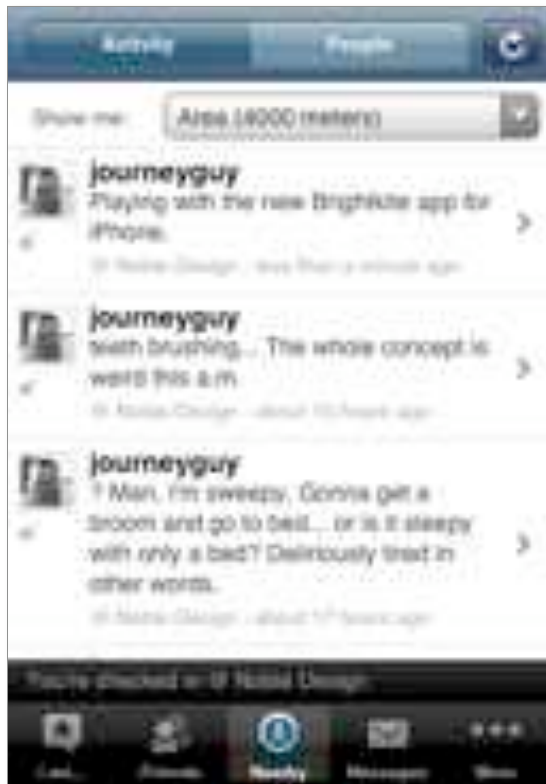
Qui suis-je ?

Où vais-je ?

Dans quel état j'ère ?



# Pour favoriser la dispersion empirique



# Pour modifier son image / identité



# Hypothèses d'évolution

# Vers une gestion familiale de l'identité numérique ?



# Vers une multiplication des sources ?



# Questions ?

