Intro: Trustiness and Personiness

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When you really need to know

- About, say, cancer ... you turn to:
  - Google
  - Wikipedia, about.com, ...
  - lymphoma.org, leukemia-lymphoma.org, ...
  - books (Living With Lymphoma, ...)
  - fellow sufferers
  - your doctor, your HMO
  - a second opinion
  - each is useful, in its own way
Wikipedia and identity fraud

• the “EssJay controversy”
  • prolific contributor claimed to be PhD, religion professor, used that claimed position as authority in content disputes
  • turned out to be 24-year-old dropout
  • was revealed when hired by Wikia, WP parent
  • claimed “everybody hides their identity on the Internet”

• in response
  • Wikipedia considered credential verification policy, eg personal attestation of “university web site checking”
  • some recommended banning credentials
  • but rejected all: “there is no credential policy”
Wikipedia and credentials

- would a formal, institution-backed credential verification scheme have made a difference?
  - would have to be pervasive, also awards, authorship, professional licenses, etc
  - still would depend on attesting agents
- but still: “it's not who you are, it's what you do” ethic
  - wikipedia is not academia ...
- just as bloggers create pseudonymous “voices”
Identity is Shallow
Identity is Deep

• it's who we are on the net
  • both as individuals and institutions
• it's everything we are
  • haircuts, product preferences, friends, opinions, photos
  • accreditations, degrees, roles, privileges, memberships
  • personae, voices, pseudonyms, university netids
• and the relationships formed among all identities
  • the security contexts in all apps, services, networks we use, enabled via authentication ...
  • the linkages and movements among contexts as we go through life
Institutional vs individual in federation

- SAML-based federations support institutional assertions
  - sometimes strong, sometimes less so
  - because that's what institutions do
  - support individual work in an institutional context
- OpenID, as deployed, supports “you are what you do”
  - via individual empowerment via SSO
  - via supporting organizations such as AOL, MSN, Yahoo, ...
- Some technical challenges in integration ...
  - but mostly cultural and process challenges
  - role of formal process in open collaboration?
  - role of individual choice in handling institutional info?