Emoticon and Digital Personhood Meeting: Well Sorted Materials

9th - 10th September 2015

Contents

For an online, interactive version of the visualisations in this document, go here:

www.well-sorted.org/output/EmoticonDigitalPersonhoodSept2015

Introduction

Dear participant,

Thank you for taking part in submitting and sorting your ideas.

This document contains several visualisations of your ideas, grouped by the average of your online sorts. They are:

Dendrogram - This tree shows each submitted idea and its similarity to the others. The lower two ideas 'join' the more people grouped those two ideas together. For example, if two ideas join at the bottom, every person grouped those two together.

Tree Map - This visualisation presents an 'average' grouping. It is calculated by 'cutting' the Dendrogram at the dashed line so that any items which join lower than that line are placed in the same group. In addition, rectangles which share a side of the same length are more similar to each other than their peers.

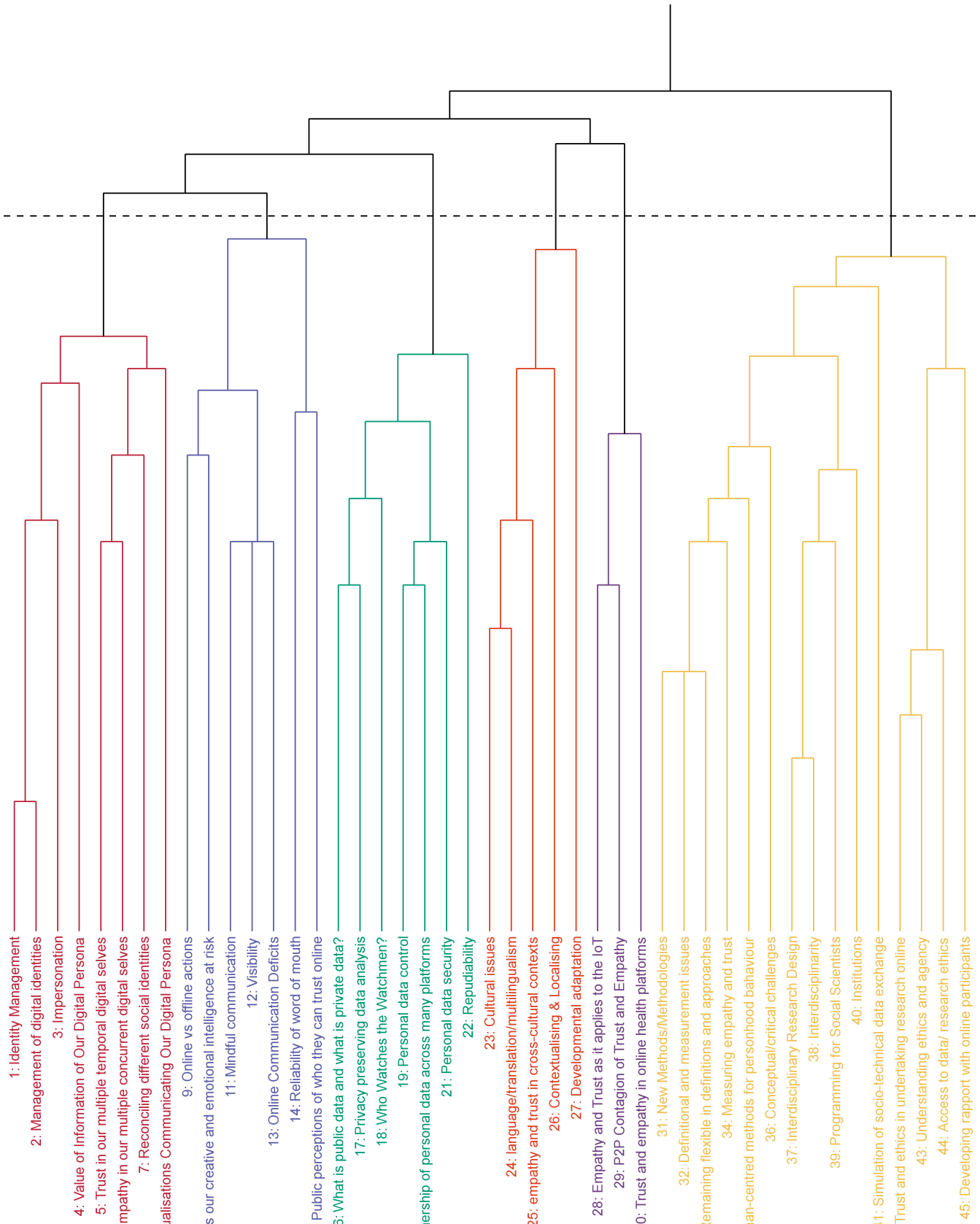
Heat Map - This visualisation shows a similarity matrix where each idea is given a colour at the intersection with another idea, showing how similar the two are. This is useful to see how well formed a group is. The more red there is in a group (shown by the black lines), the more similar the ideas inside it were judged to be.

Raw Group Data - This table shows every submitted idea and its longer description. They are shown in the same order as the Dendrogram (so similar ideas are close to each other) and split into the coloured groups used in the Tree Map. In addition, each idea has been given a unique number so they are easier to find.

References

[1] Methven, T. S., Padilla, S., Corne, D. W., & Chantler, M. J. (2014, February). Research Strategy Generation: Avoiding Academic 'Animal Farm'. In Proceedings of the companion publication of the 17th ACM conference on Computer supported cooperative work & social computing (pp. 25-28). ACM. doi>10.1145/2556420.2556785

Dendrogram


1: Identity Management
2: Management of digital identities
3: Impersonation
4: Value of Information of Our Digital Persona
5: Trust in our multiple temporal digital selves
6: Empathy in our multiple concurrent digital selves
7: Reconciling different social identities
8: Visualisations Communicating Our Digital Persona
9: Online vs offline actions
10: Is our creative and emotional intelligence at risk
11: Mindful communication
12: Visibility
13: Online Communication Deficits
14: Reliability of word of mouth
15: Public perceptions of who they can trust online
16: What is public data and what is private data?
17: Privacy preserving data analysis
18: Who Watches the Watchmen?
19: Personal data control
20: ownership of personal data across many platforms
21: Personal data security
22: Repudiability
23: Cultural issues
24: language/translation/multilingualism
25: empathy and trust in cross-cultural contexts
26: Contextualising & Localising
27: Developmental adaptation
28: Empathy and Trust as it applies to the IoT
29: P2P Contagion of Trust and Empathy
30: Trust and empathy in online health platforms
31: New Methods/Methodologies
32: Definitional and measurement issues
33: Remaining flexible in definitions and approaches
34: Measuring empathy and trust
35: Human-centred methods for personhood bahaviour
36: Conceptual/critical challenges
37: Interdisciplinary Research Design
38: Interdisciplinarity
39: Programming for Social Scientists
40: Institutions
41: Simulation of socio-technical data exchange
42: Trust and ethics in undertaking research online
43: Understanding ethics and agency
44: Access to data/ research ethics
45: Developing rapport with online participants

Tree Map

- 1: Identity Management
- 4: Value of Information of Our Digital Persona
- 7: Reconciling different social identities
- 2: Management of digital identities
- 5: Trust in our multiple temporal digital selves
- 8: Visualisations Communicating Our Digital Persona
- 3: Impersonation
- 6: Empathy in our multiple concurrent digital selves

RED

- 9: Online vs offline actions
- 12: Visibility
- 15: Public perceptions of who they can trust online
- 10: Is our creative and emotional intelligence at risk
- 13: Online Communication Deficits
- 11: Mindful communication
- 14: Reliability of word of mouth

BLUE

- 23: Cultural issues
- 25: empathy and trust in cross-cultural contexts
- 27: Developmental adaptation
- 24: language/translation/multilingualism
- 26: Contextualising & Localising

ORANGE

- 16: What is public data and what is private data?
- 17: Privacy preserving data analysis
- 18: Who Watches the Watchmen?
- 19: Personal data control
- 20: ownership of personal data across many platforms
- 21: Personal data security
- 22: Repudiability

GREEN

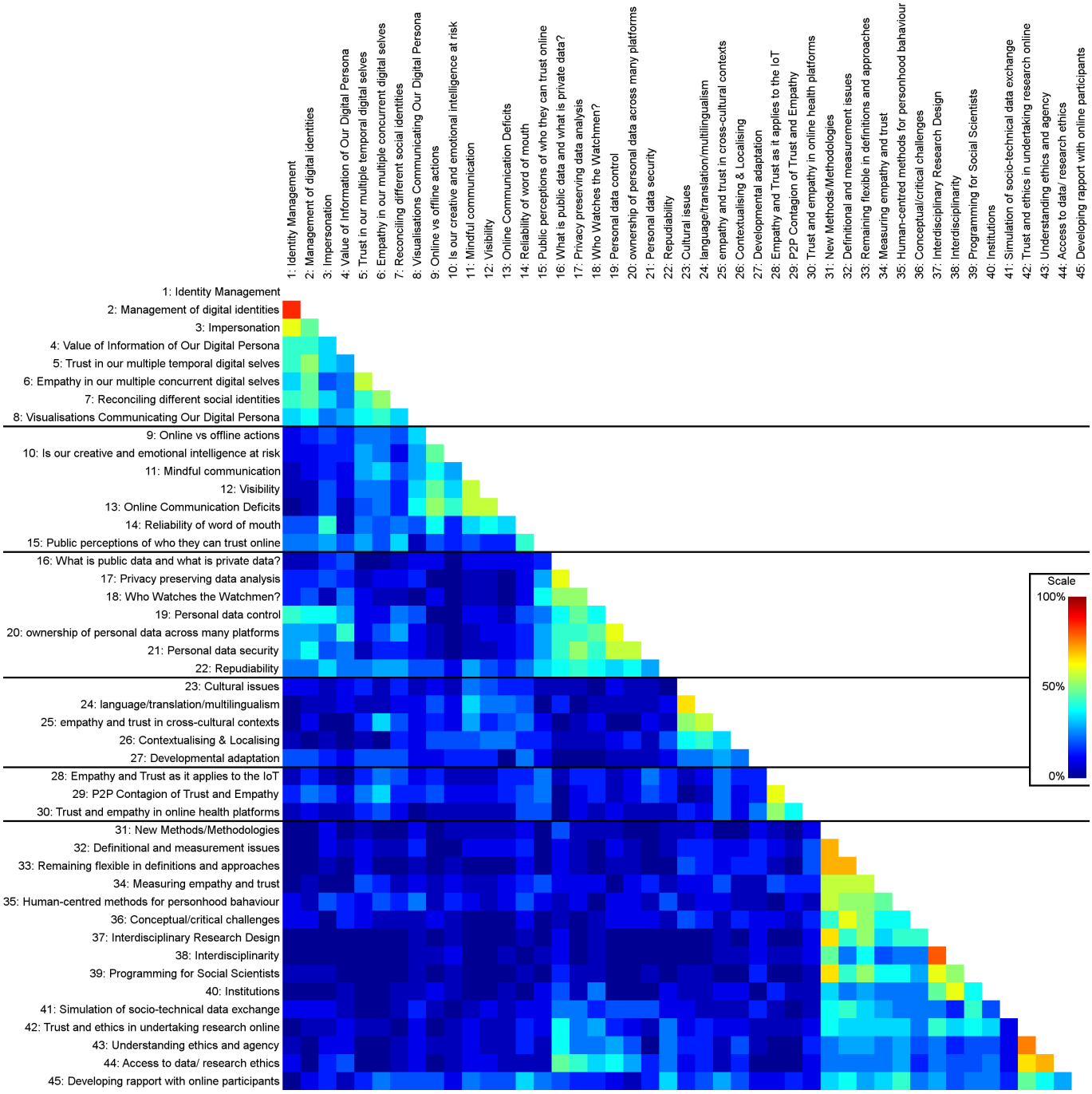
- 28: Empathy and Trust as it applies to the IoT
- 30: Trust and empathy in online health platforms
- 29: P2P Contagion of Trust and Empathy

PURPLE

- 31: New Methods/Methodologies
- 33: Remaining flexible in definitions and approaches
- 35: Human-centred methods for personhood bahaviour
- 37: Interdisciplinary Research Design
- 39: Programming for Social Scientists
- 41: Simulation of socio-technical data exchange
- 43: Understanding ethics and agency
- 45: Developing rapport with online participants
- 32: Definitional and measurement issues
- 34: Measuring empathy and trust
- 36: Conceptual/critical challenges
- 38: Interdisciplinarity
- 40: Institutions
- 42: Trust and ethics in undertaking research online
- 44: Access to data/ research ethics

YELLOW

Heat Map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44: Access to data/ research ethics
45: Developing rapport with online participants
Scale
100%
50%
0%

Raw Group Data

Colour	#	Title	Description
Red	1	Identity Management	What tools and techniques can be developed to deliver a high level of trust in digital identities - how can you know for certain it's really me that you're dealing with, and that my identity hasn't been breached or stolen?
	2	Management of digital identities	How do we manage/track digital identities (some legitimate) across different platforms?
	3	Impersonation	Behavioural pattern recognition of online actions (e.g. chat, social media interactions) to ensure people are who they say they are.
	4	Value of Information of Our Digital Persona	Our digital persona is represented by lots of pieces of information. What is the perceived value of these information to us? also, as this information is readily available and replicated digitally, has the perceived value been reduced?
	5	Trust in our multiple temporal digital selves	Users must trust others to not make judgements on past online behaviour, as what we were like five or so years ago, both personal and professional, may be different to now. Thus, it does not provide a wholly accurate representation of our true identities.
	6	Empathy in our multiple concurrent digital selves	As we manage multiple concurrent identities across different platforms for both personal and professional reasons, one empathises with those who experience leakage between profiles and when inappropriate posts are made, compromising their digital personas
	7	Reconciling different social identities	People find it difficult to curate all of their personal data and to reconcile the different audiences for that data. They often fail to control who sees what
	8	Visualisations Communicating Our Digital Persona	Every day we produce hundreds of pieces of information linked to us (stats, posts, pictures, locational data) which are then represented and visualised in websites/apps. How do these affects our non-digital self? and how are they seen by others?

Colour	#	Title	Description
Blue	9	Online vs offline actions	Technology Interfaces have a way of disguising or transforming an interaction - for example Twitter abuse vs. face to face abuse. As more and more interactions are digitised (dating, socialising) this needs to be considered further.
	10	Is our creative and emotional intelligence at risk	As we spend increasing amounts of time in the online world, does this mean we spend less time in real time, co-present situations? What are the implications for our creative and emotional intelligence and for future generations? May we become less human?
	11	Mindful communication	Awareness of likely emotional state/response of person receiving posts/ message
	12	Visibility	How to create more "eye contact" on social networking sites
	13	Online Communication Deficits	Direct, in person, face-to-face contact offers multimodal channels for evaluating the trust/empathy etc relationship with others. Can online interaction ever provide the same opportunities?
	14	Reliability of word of mouth	People are influenced by others like themselves but the information and advice that gets shared isn't always trustworthy
	15	Public perceptions of who they can trust online	Public perceptions of 'who' is trustworthy online are highly subjective, and not necessarily accurate, leaving users open to negative consequences.

Colour	#	Title	Description
Green	16	What is public data and what is private data?	Challenges for the researcher to decide what information online is public and what is private. There is also an issue surrounding how to secure anonymity when researching online, particularly considering the online 'footprint' left by people.
	17	Privacy preserving data analysis	How can we preserve privacy and prevent re-identification of data subjects throughout the development of new and more advanced data analysis techniques?
	18	Who Watches the Watchmen?	How do we ensure the balance between the rights of the individual and the needs of the 'public good' (for commerce, security, public health etc). How can we be sure that the companies or agencies that collect and store our data can be trusted with it.
	19	Personal data control	Visibility of downstream data processing that citizens/prosumers can trust
	20	ownership of personal data across many platforms	As people become increasingly active across multiple social media and commercial platforms, we leave an extensive trail of data that is open to exploitation and abuse. Who owns that data and for what purpose. What are the implications for privacy?
	21	Personal data security	Development of personal data security systems that citizens can trust
	22	Repudiability	There is a permanence/archival quality to online interaction that conflicts with informal communication. How can one control the onward dissemination of posts/chats/videos without consent? New models of consent/privacy to govern resharing of socialmedia

Colour	#	Title	Description
Orange	23	Cultural issues	Participants taking part in this research will come from many different backgrounds, e.g. country of origin, religion, ethnicity, and they will therefore have a different take on the concept of empathy and trust and how it applies in their daily lives.
	24	language/translation/multilingualism	In discussions of empathy and trust in online environments, how can we address more clearly questions of language use -- and in particular the challenges of multilingual digital contexts?
	25	empathy and trust in cross-cultural contexts	To what extent does the cultural specificity and geographical location of those communicating online impact on our understanding of empathy and trust/digital personhood?
	26	Contextualising & Localising	With global communications it's easy for "viral" content to lose it's context (e.g. Justine Sacco's tweet). Finding ways for viral content to maintain it's context and relevance in local culture is an interesting challenge.
	27	Developmental adaptation	There is a need to understand how young people growing up immersed in a digital culture consequentially adapt, and how their experiences of empathy, trust etc. online may differ to established adult populations.

Colour	#	Title	Description
Purple	28	Empathy and Trust as it applies to the IoT	Empathy and trust as it applies to the adoption of the Internet of Things (IoT). Specifically, an investigation of the extended privacy-calculus model (Dinev and Hart, 2006) as it applies this context. Trade-off between info disclosure and value.
	29	P2P Contagion of Trust and Empathy	Peer-to-peer (P2P) transmission of trust and empathy attitudes and behaviours in a social media context. The role of external and internal stimuli.
	30	Trust and empathy in online health platforms	Although some research has examined how people are using online environments to support their health, a more holisitic understanding is required of how trust and empathy operate across multiple platforms and how these can provide integrated support.

Colour	#	Title	Description
Yellow	31	New Methods/Methodologies	Online empathy and trust deals with data which is rich in meaning and (arguably) more amenable to qualitative/interpretive exploration - how exactly this might be done is something which is underexplored in the field.
	32	Definitional and measurement issues	'Empathy' and 'trust' are defined/ measured in multiple ways, and this presents challenges when working across disciplines and projects. It is questionable whether a standardised definition is achievable, but attention needs to be paid to these issues.
	33	Remaining flexible in definitions and approaches	Empathy and trust are unique and personal attributes borne from individual experiences, therefore a one-size-fits-all approach may neglect emergent and critical aspects of digital personhood. Flexible strategies are less likely to suffer this issue.
	34	Measuring empathy and trust	These are fairly hard concepts to measure in a concrete way as they may be fluid in continuous way depending on personal and external circumstances at that moment in time.
	35	Human-centred methods for personhood bahaviour	Methodologies for exploring user interactions (and the design of) massive, collaborative data trading environments.
	36	Conceptual/critical challenges	'Digital personhood' is already a loaded term, a metaphor. What is non- or pre-digital personhood?' There's a danger/risk of research questions/approaches/ methods remaining rather naturalistic: esp. seeing the 'person' as the essential unit of the human
	37	Interdisciplinary Research Design	We have the discrete skills and abilities, and range of relevant methods, but the complex context, temporal and cross-university aspects of research may limit its interdisciplinary potential in generating new knowledge and significant/useful output.
	38	Interdisciplinarity	Being able to not only communicate and collaborate across academic disciplines, but also to publish interdisciplinary results AND get strong REF ratings for the outputs, despite REF subject silos.
	39	Programming for Social Scientists	More and more I'm finding that social science and social scientists are crying out for relevant skills in programming in their data collection and visualisation activities - there is a lack of training and learning resources which might help here.
	40	Institutions	Negotiating institutional processes and dealing with the consequences: from military sponsorship of RCUK research to publishing interdisciplinary work, to career pathways of interdisciplinary researchers.
	41	Simulation of socio-technical data exchange	Modelling and simulation of user interactions with massive, collaborative data trading environments.
	42	Trust and ethics in undertaking	Although recent work, e.g., by NatCen, has explored

		research online	the ethical issues involved in online research, and guidelines have been developed on this work remains to be done developing a better understanding of the issue of trust in generating data online.
	43	Understanding ethics and agency	To build a suitable framework to investigate online communication/personhood, it is important to consider both the complex ethics and agentive issues within this area. This is necessary in order to build organic, participant-led solutions to common issues
	44	Access to data/ research ethics	Potentially rich/relevant data sets/subsets of 'big data' are essentially 'privately owned' and costly to access. Politics and ethics of open access of data are both a practical issue and must be a critical focus when data is tantamount to form of 'life'.
	45	Developing rapport with online participants	I see an issue surrounding how to build trust and rapport with online research participants, particularly those whom the researcher communicates with online only. E.g how to communicate researcher positionality and personality and research intentions