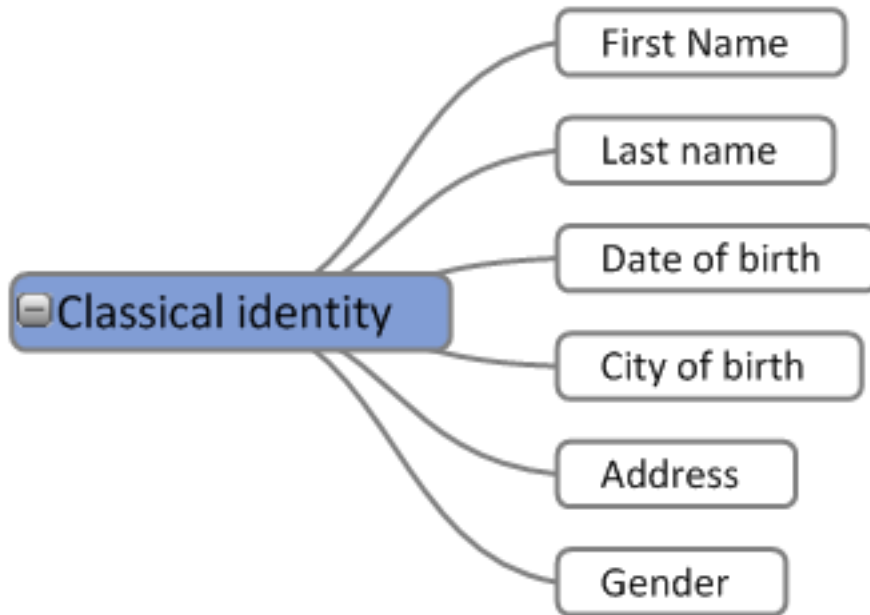


Social networking: Identity in the e-world



Maurizio Talamo, Nestor Lab

Classic electronic identity



and some others....



Remember Alice at Global Forum 2010 ?

The Google logo is displayed in its standard multi-colored font. Below the letters 'o' and 'o', there are two pairs of black whiskers extending outwards, giving the logo a cat-like appearance.

Alice in internet

Cerca con Google

Mi sento fortunato



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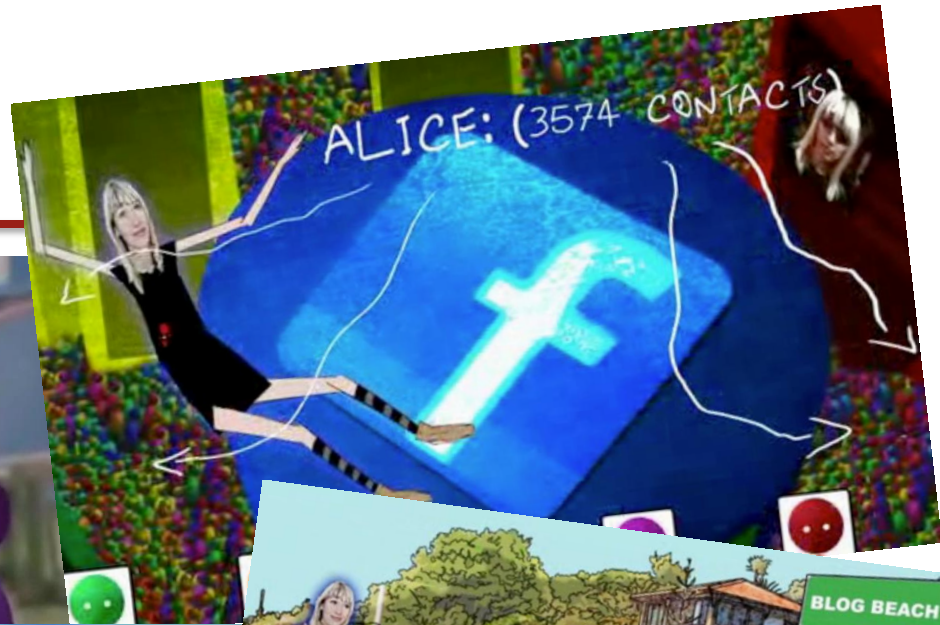
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Alice - in Wonderland ?



New digital Identity



What is the "stronger" digital identity?



Let us think about it:

- In **political** terms
- In **economical** terms
- In **social** terms
- In **legal** terms
- In **technological** terms