

Me and Me 2.0 – Identity Construction on the Web

A Speech in Conjunction with the “Out of Control” Exhibition

Thursday, January 24, 2013 / 6:30-7:30 PM / Ars Electronica Center Linz

(Linz, January 21, 2013) The psychology of self-portrayal on the internet will be the subject of a speech on Thursday, January 24, 2013 at the Ars Electronica Center. Martina Mara of the Ars Electronica Futurelab and the University of Linz’s Department of Education and Psychology has selected a topic well suited to the AEC’s current exhibition “Out of Control – What the Internet Knows about You”: why so many internet users are so devoted to cultivating their image online, what benefits they derive from a presence on Facebook and why, in going about this, they utterly neglect protecting their personal data.

The “Out of Control” Exhibition

Whoever would like to learn more about privacy and the internet can get a detailed update in the “Out of Control – What the Internet Knows about You” exhibition. You’ll find out what’s being gathered in conjunction with telecommunications data retention, what info online services like Facebook and Google are harvesting unbeknownst to their users, and what you can do to better protect your privacy. A series of installations show how easy it is to falsify information or communications on the internet and, for instance, how you can inadvertently end up as a pretty face on a dodgy dating site.

Ars Electronica Center: <http://www.aec.at/news/en/>

“Out of Control” exhibition: <http://www.aec.at/center/en/ausstellungen/ausser-kontrolle/>

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