DIGITAL ENTITY
defining the e-you

Nur Hasanah (201020929)
27 years
5 months
2 weeks
6 days
6 hours
and...
17 minutes

The Internet’s Age
http://www.howoldistheinternet.com/
The Internet User Growth

- 2004: 817 millions (12.7%)
- 2009: 1,802 millions (26.6%)

www.internetworldstats.com/emarketing.htm
The e-you
The e-me (1)
The e-me (2)
Nickname.
Why?

• Easy to recognize
• Establish communication, expands knowledge
• Preserve my being: “the eternal me”
Public vs Private?
"Technology is neither good nor bad, nor even neutral. Technology is one part of the complex of relationships that people form with each other and the world around them; it simply cannot be understood outside of that concept."

Samuel Collins