

Introductory level

Virtual and real identity



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Virtual and real identities



Your identity is the sum of your characteristics, including your birthplace and birthday, the schools you attended, your shoe size, and so on.

Some of those characteristics never change, such as your birthday, and some change over time, such as your hair color.



Similarly, when you are using the Internet, your online identity is the sum of your characteristics and interactions. Because you interact differently with each website you visit, each of those websites will have a different picture of who you are and what you do.

Virtual and real identity

Your online identity is not the same as your real-world identity because the characteristics you represent online differ from the characteristics you represent in the physical world. Every website you interact with has its own idea of your identity because each one you visit sees you and your characteristics differently. For example, Amazon has established a partial identity for you based on the products you buy, whether it's you at the keyboard or someone else using your account.

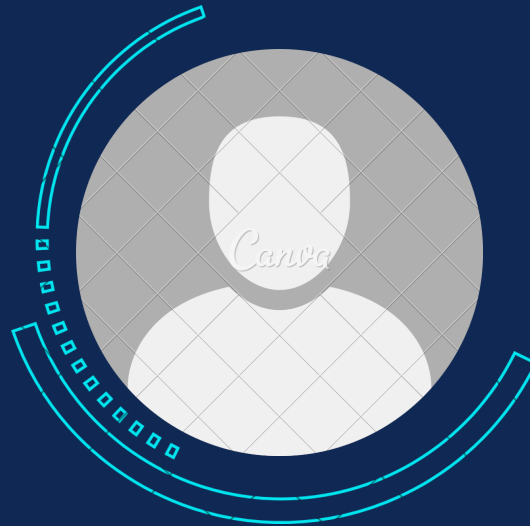


Further resources

- [How ads follow you around the internet](#)
- [What are Cookies?](#)
- [5 Crazy Ways Social Media is Changing your Brain Right Now!](#)

Your Virtual Identity

Different types of virtual identities are built to complement various platforms and virtual spaces. Many of those most commonly used in video games or other venues are simply called "avatars."



People build virtual identities as virtual representatives of themselves. For example, someone's virtual identity in an online role-playing game is often almost completely different than their own identity! Although in some ways it is a part of themselves since it was individually created.

Digital freedom: Virtual reality, avatars and multiple identities: Jim Blascovich at TEDxWinnipeg

Identity SHORT FILM



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