

Digital im Zelt



Identität

Wer will ich sein?

Frage nach der Selbstinszenierung

Wo will ich dazugehören?

Frage nach Inklusion und Exklusion

Was will ich?

Frage nach der Selbstverwirklichung im Spannungsfeld von Autonomie und Teilhabe



Identitätsbildung

Wer will ich sein? (Welcher Champion will ich sein?)
Wo will ich dazugehören? (Mit wem spiele ich zusammen?)
Was will ich? (Welche Strategie verfolge ich im Moment?)



Entwicklungsaufgaben (Sherry Turkle 1984)



Metaphysik (Was ist Leben? Was ist Sinn?)

Beherrschung (des Umgangs mit Objekten)

Identität (Erprobung verschiedener Ich-Modelle)

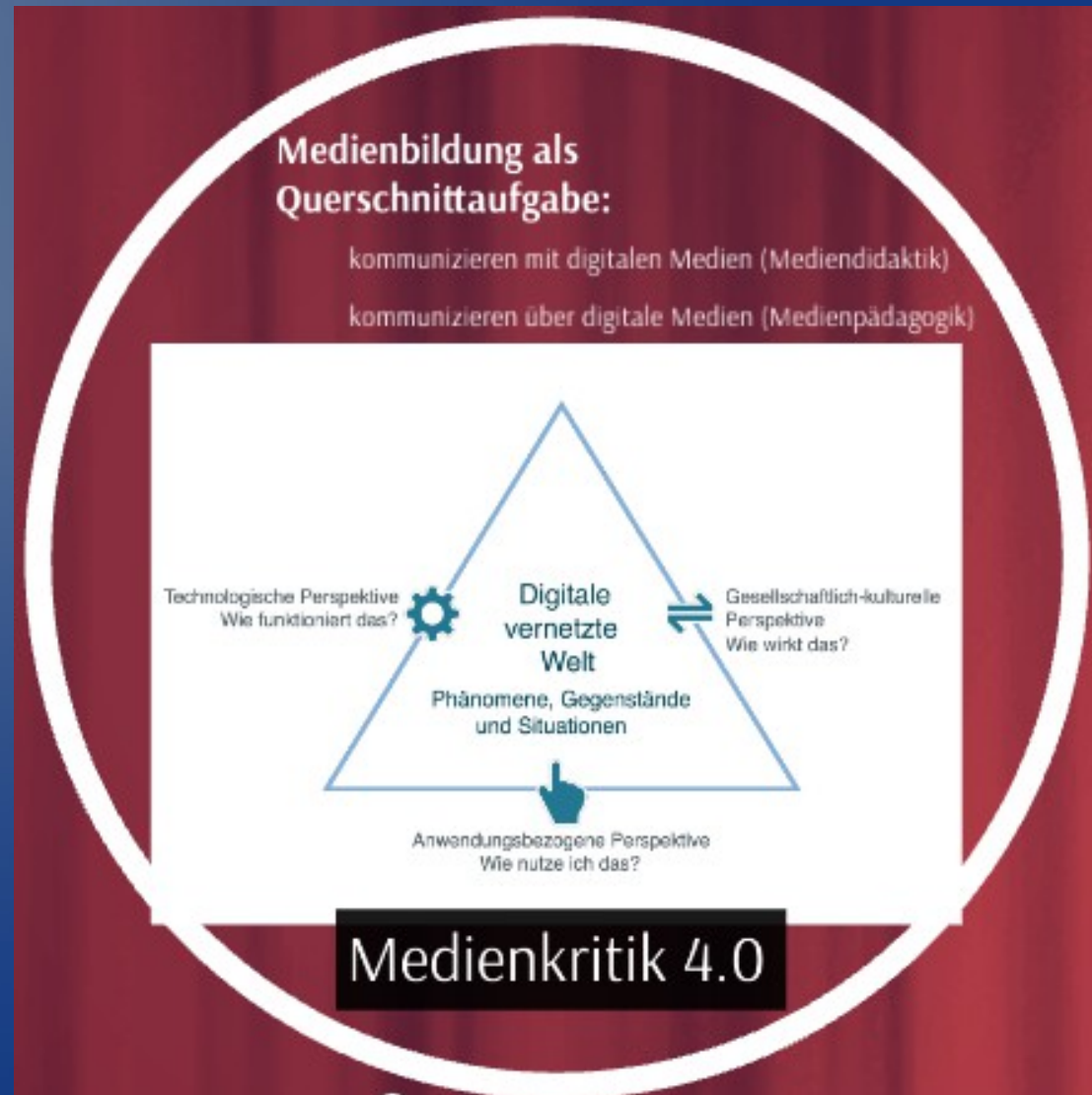
Entwicklungsaufgaben und Soziale Arbeit

- „Metaphysik in der Welt der künstlichen Intelligenz“ (Turkle 1984)
(Was ist Leben? Was ist Sinn?)
...und der Auftrag des SGB VIII §1



Entwicklungsaufgaben und Soziale Arbeit

- Beherrschung des Umgangs mit Objekten
(Bildungskonzepte an Hand Dagstuhl-Dreieck?)
- Medienkritik 4.0 als Aufgabe der Jugendarbeit?



Entwicklungsaufgaben und Soziale Arbeit

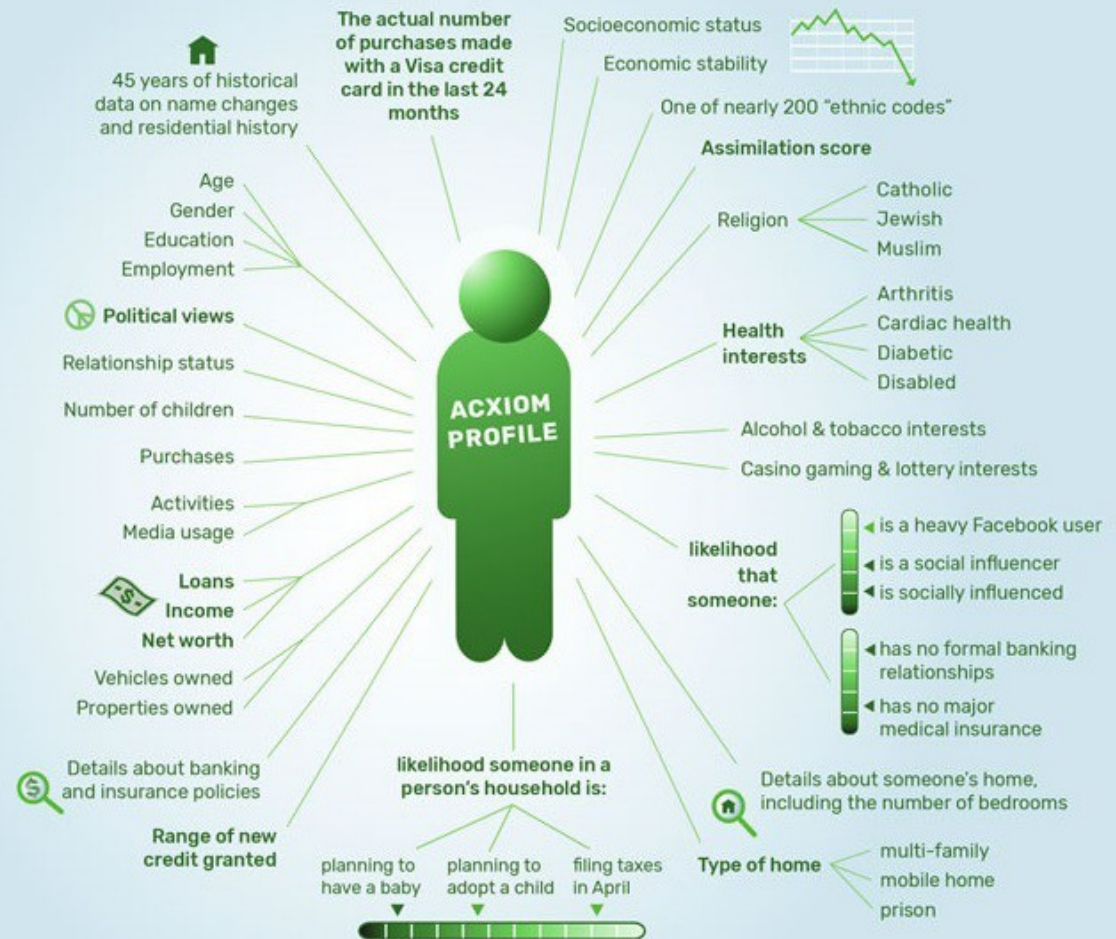
- Identität (sensibel Identitätsarbeit begleiten):

Anregungen zur
Selbstinszenierung

gemeinsame Reflexion
von Autonomie und
Heteronomie

Übersetzen und
Vermitteln bei isolierten
Jugendlichen

Examples of data on consumers provided by Acxiom and Oracle



Acxiom provides of up 3,000 attributes and scores
on 700 million people in the US, Europe, and other regions.

SINCE DECADES

RECENT YEARS

Clients

- 47 of the Fortune 100
- Telecom Banks Insurers
- Government Healthcare
- Credit Card Issuers
- Retailers

Acxiom manages 15,000 customer databases with 2.5 billion customer records.

Acxiom provides data, marketing, identity, and risk services.

Google
Facebook
Twitter

Acxiom provides data to online platforms to help them better track or categorize their users.

Experian,
Equifax, TransUnion,
Epsilon, CoreLogic,
IBM, Microsoft
and 100 other data providers

Item-level purchase data across 175,000 stores, restaurants, pharmacies, and others.

Ibotta's 12 million app users either take photos of their receipts or link their loyalty cards.

Ibotta
Purchase data

Samba TV
TV data

Second-by-second TV viewership data: Samba TV is embedded in 10 million TVs, set-top boxes and video-on-demand platforms, including nine TV manufacturers.

Crossix
Health data

Crossix has health data on 250 million US consumers, including prescriptions, doctor visits and medical history, as well as data from hospitals, labs, and insurers

FreckleIOT
Location data

FreckleIOT is embedded in apps on 50 million mobile devices and collects real-time location data from mobile app partners and a network of 60,000 sensors physically placed in stores, malls, airports, movie theatres, bars, college campuses, and taxis across the US. FreckleIOT is, for example, embedded in 2,000 apps of AirKast's, one of the largest mobile app publishers in the US.

ACXIOM

Acxiom, a large consumer data broker, provides up to 3,000 attributes and scores on 700 million people in the US, Europe, and beyond.

ABILITEC LINK

Data on persons, households, buildings and places

LIVERAMP

Identity linking services
Data store: companies can buy and sell data

- Email Addresses
- Phone Numbers
- Postal Addresses
- Names
- IP Addresses
- Cookie IDs
- Device IDs
- Geo Location
- Unique "anonymous" ID

Client companies can combine their own customer data with profile data from Acxiom and its partners. They can then share and utilize it on 500 platforms.

- Profile and sort customers
- Find and target people
- Personalize content & offers
- Measure how people behave
- Sell data

Acxiom collects data from thousands of sources:

- Purchases
- bankruptcies
- Deceased files
- Court records
- Warranty registrations
- Magazine subscribers
- Driver's licenses
- Criminal records
- Voter records
- Consumer surveys
- Telephone directories
- Vehicle records
- Property records

45 years of data on name and address changes.



Bluetooth & beacons