



Data (& Identity) Portability

Joshua Gans

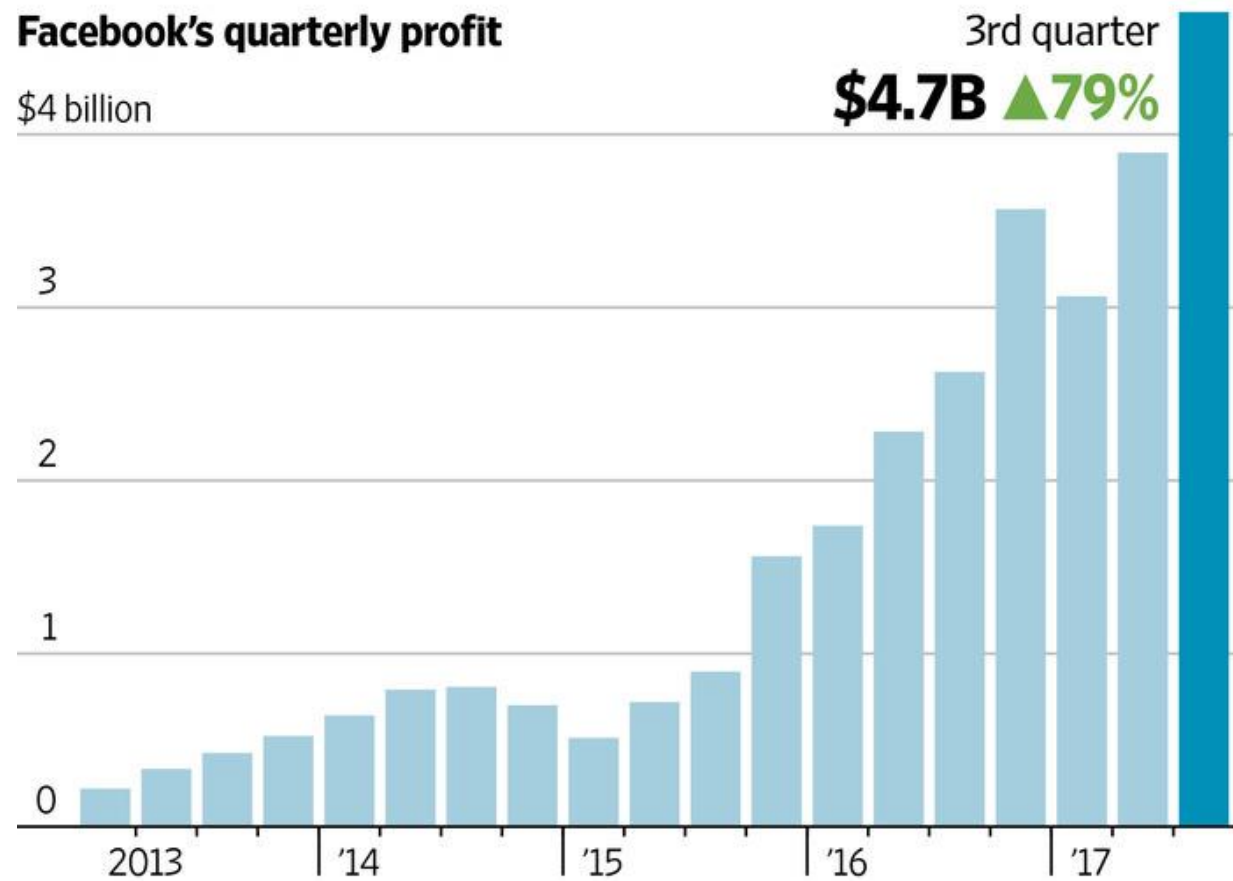


データ (& アイデンティティ)  
ポータビリティ

ジョシュア・ガンズ

## Facebook's quarterly profit

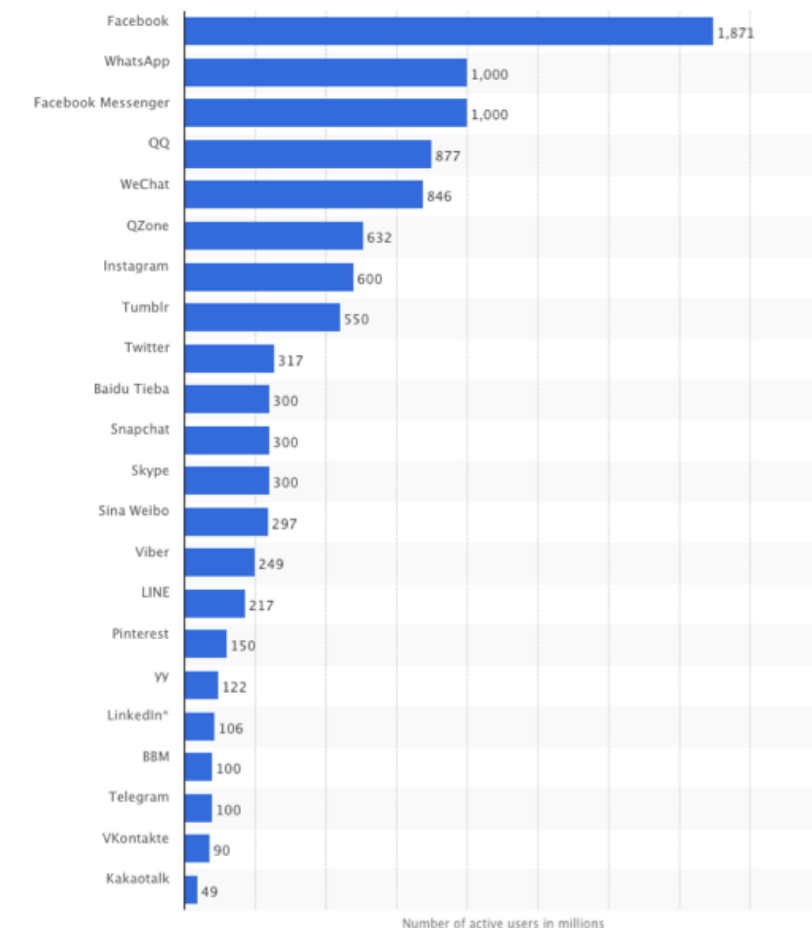
\$4 billion



Source: the company

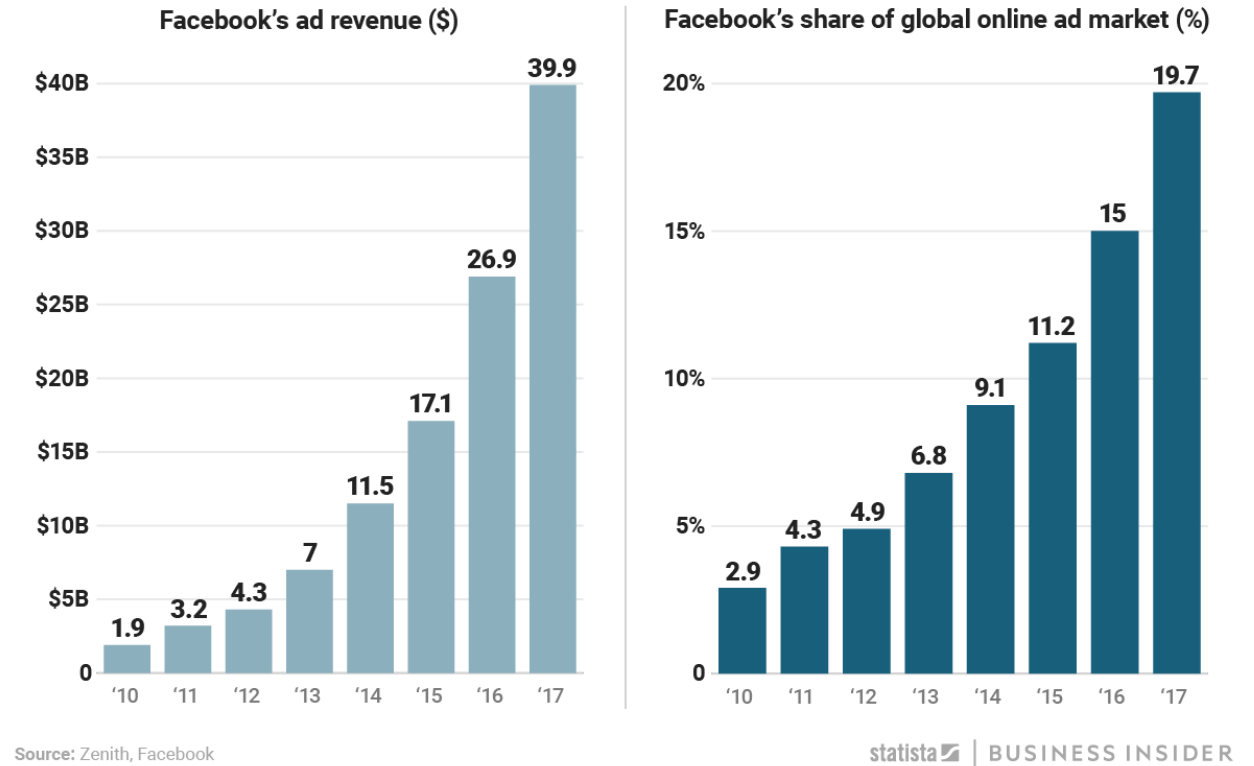
THE WALL STREET JOURNAL.

Social network sites worldwide ranked by number of active users (in millions, as of January 2017,)



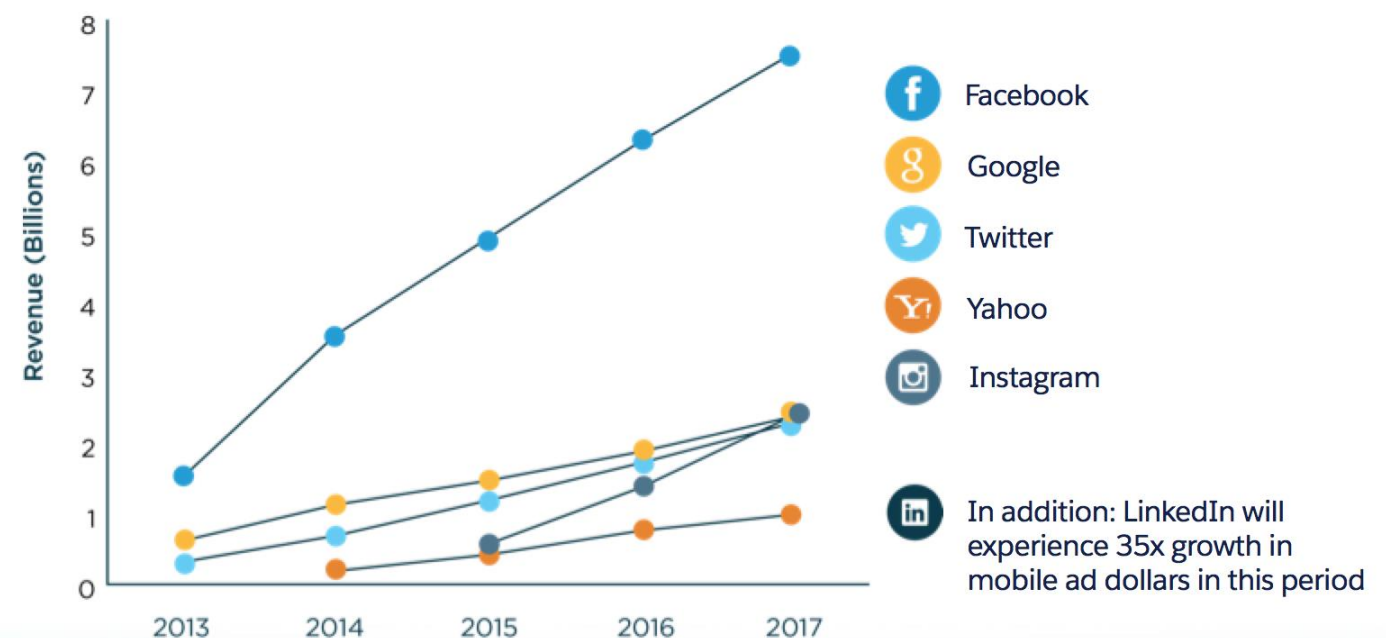
TECH CHART OF THE DAY

## Facebook's share of global online advertising revenue



## Facebook & Twitter Dominate Mobile Ad Spend

US Net Mobile Display Ad Revenue by Company (2013-2017)



"Facebook and Twitter Will Take 33% Share of US Digital Display Market by 2017," eMarketer, March 26, 2015  
 "Instagram Mobile Ad Revenues to Reach \$2.81 Billion Worldwide in 2017," eMarketer, July 27, 2015

# Facebookの四半期毎利益

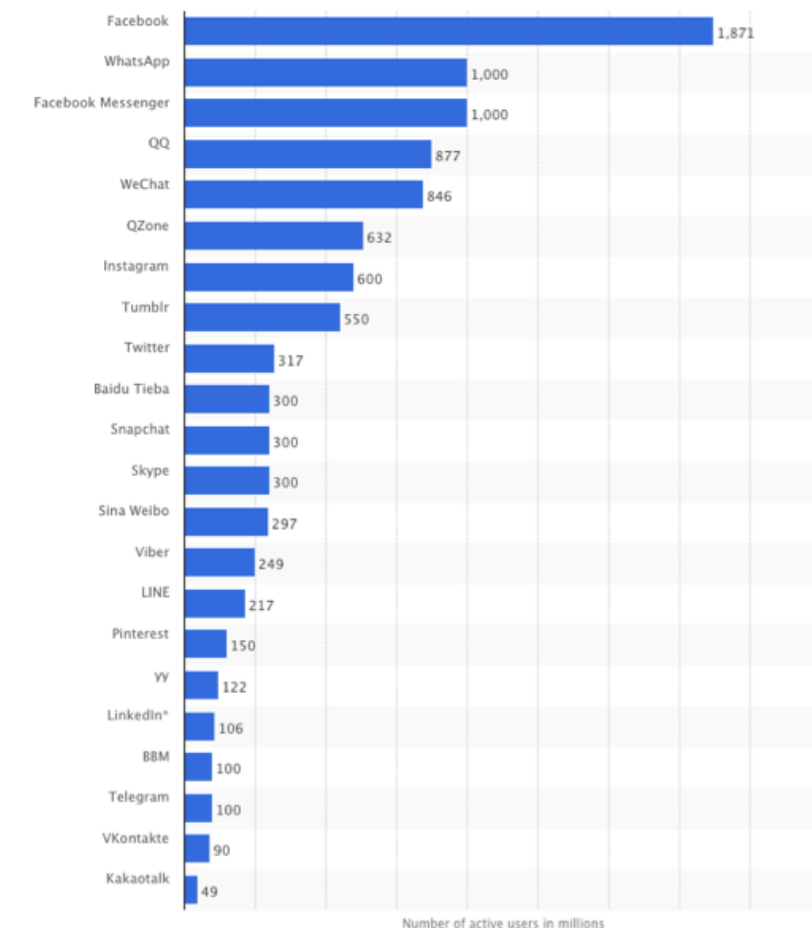
\$4 billion



Source: the company

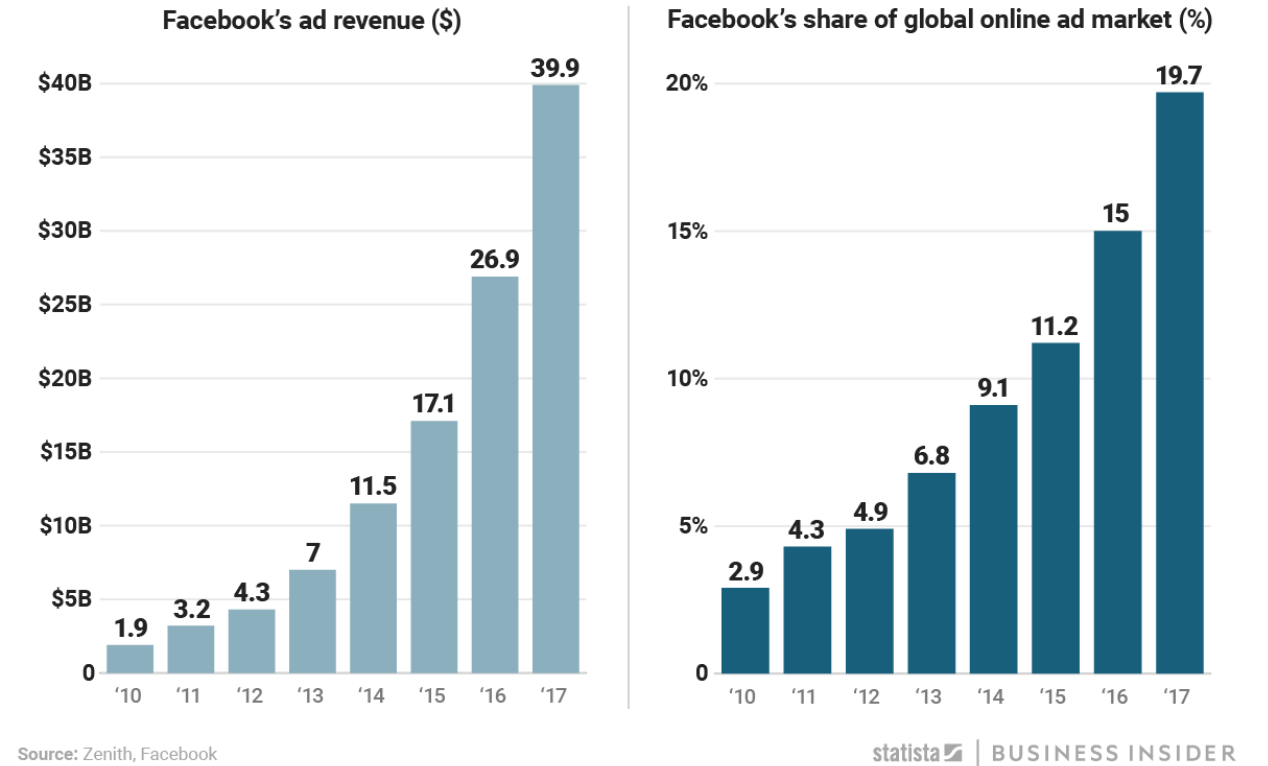
THE WALL STREET JOURNAL.

## 世界のSNSについてのアクティブユーザー数順位 (百万人, 2017年1月時点)



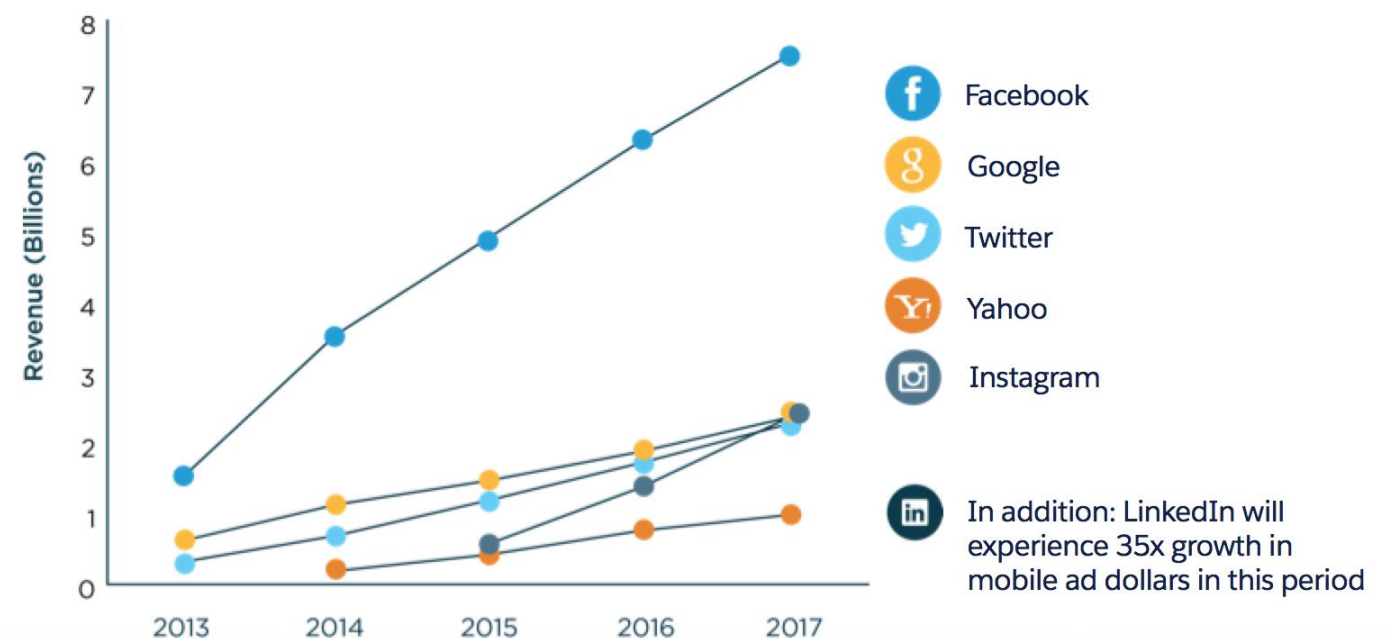
TECH CHART OF THE DAY

## 全世界のオンライン広告収入におけるFacebookのシェア



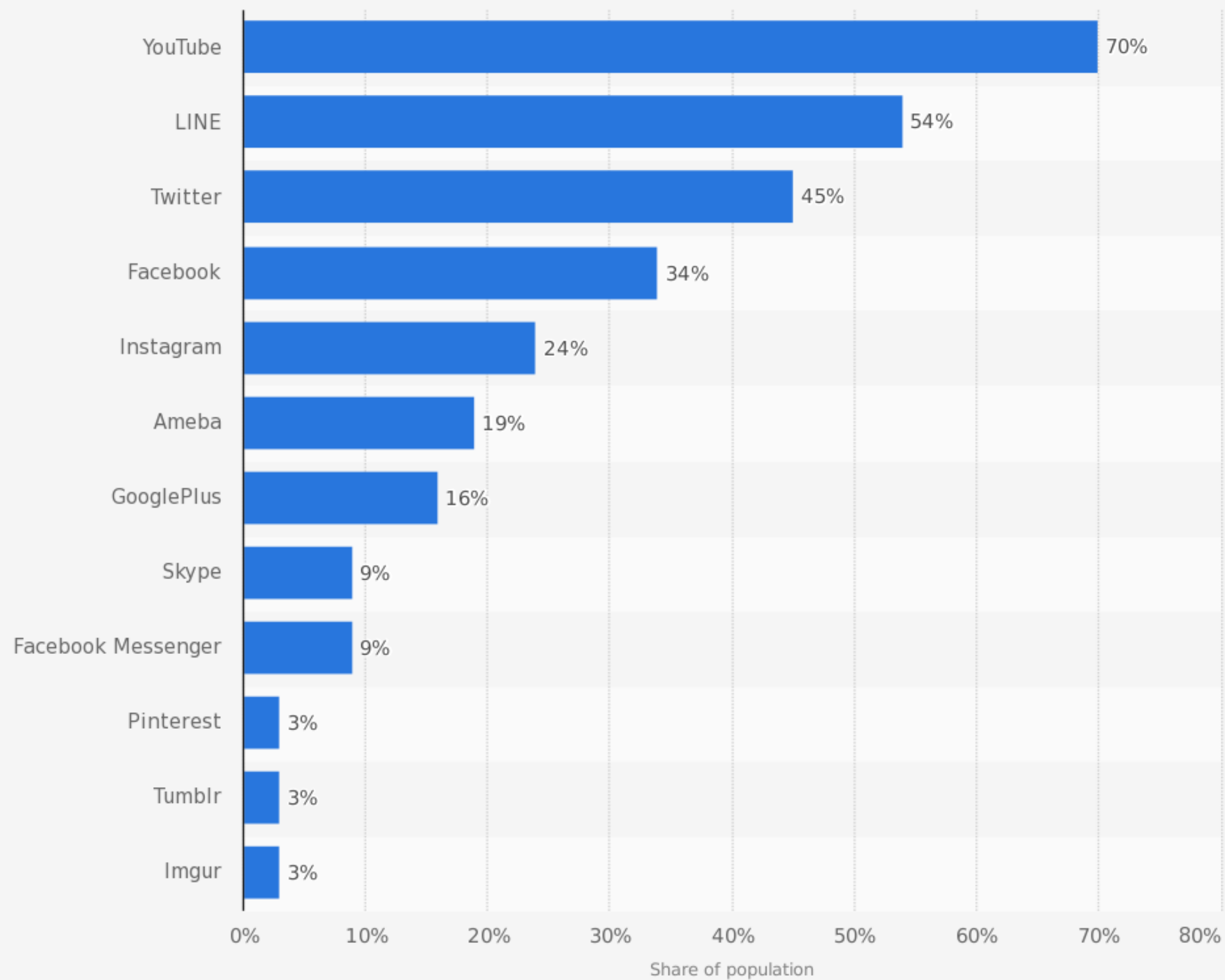
## FacebookとTwitterがモバイル広告支出を支配している

### 米国における企業ごとのモバイル画面広告純収入 (2013-2017)



"Facebook and Twitter Will Take 33% Share of US Digital Display Market by 2017," eMarketer, March 26, 2015  
 "Instagram Mobile Ad Revenues to Reach \$2.81 Billion Worldwide in 2017," eMarketer, July 27, 2015

## Penetration of leading social networks in Japan as of 3rd quarter 2017



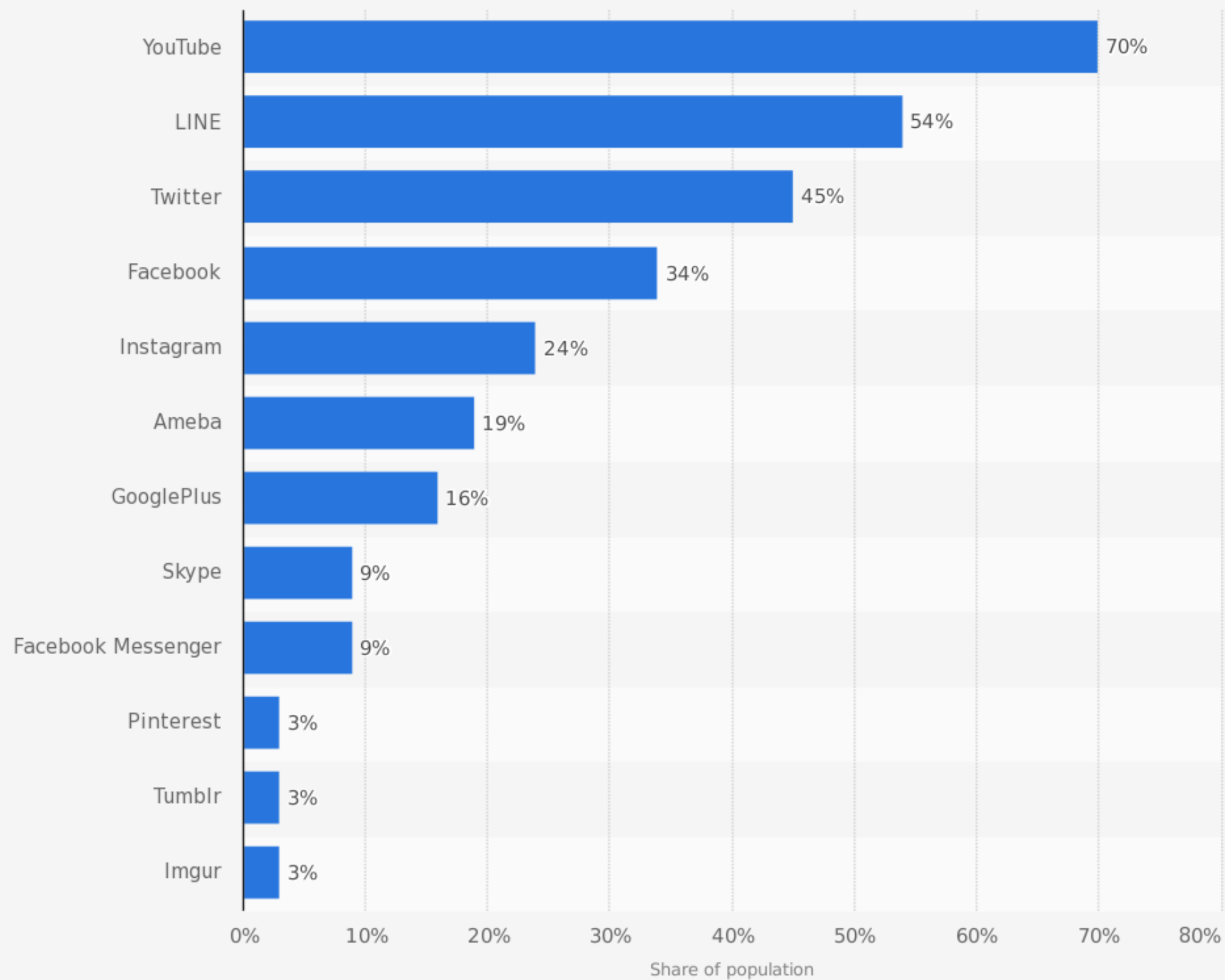
### Sources

We Are Social; GlobalWebIndex  
© Statista 2018

### Additional Information:

Japan; GlobalWebIndex; 2nd and 3rd quarter 2017; 16 to 64 years

## 2017年第3四半期時点での日本における主要SNSの浸透度



### Sources

We Are Social; GlobalWebIndex  
© Statista 2018

### Additional Information:

Japan; GlobalWebIndex; 2nd and 3rd quarter 2017; 16 to 64 years

**Table 1: Social Media Use in the United States**

Platform	% of US using (2018)	% daily users (2018)	% who use Facebook (2018)	% of US using (2016)	% daily users (2016)	% who use Facebook (2016)
Facebook	68	74	100	68	76	100
Pinterest	29		89	26	25	92
Instagram	35	60	91	28	51	95
Twitter	24	46	90	21	42	93
LinkedIn	25		90	25	18	89
<u>SnapChat</u>	27	63	89			
YouTube	73	46	81			
WhatsApp	22		85			

Source: Pew Research Center, 2018 and 2016. Sample restricted to respondents aged 18 and older.



表 1：米国におけるソーシャルメディアの利用

プラットフォーム	米国での利用 (%) (2018)	日常的利用者 (%) (2018)	Facebook利 用者 (%) (2018)	米国での利用 (%) (2016)	日常的利用者 (%) (2016)	Facebook利 用者 (%) (2016)
Facebook	68	74	100	68	76	100
Pinterest	29		89	26	25	92
Instagram	35	60	91	28	51	95
Twitter	24	46	90	21	42	93
LinkedIn	25		90	25	18	89
<u>SnapChat</u>	27	63	89			
YouTube	73	46	81			
WhatsApp	22		85			

Source: Pew Research Center, 2018 and 2016. Sample restricted to respondents aged 18 and older.



**Graham:** Who's your biggest competitor?

**Zuckerberg:** Senator, we have a lot of competitors.

**Graham:** Who's your biggest?

**Zuckerberg:** Mmm... I think the categories of... do you want just one? I'm not sure I can give one. But can I give a bunch?

**Graham:** Mmhm.

**Zuckerberg:** So there are three categories I would focus on. One are [sic] the other tech platforms, so Google, Apple, Amazon, Microsoft, we overlap with them in different ways.

**Graham:** Do they do, do they provide the same service that you provide?

**Zuckerberg:** Um, in different ways, different parts of it yes.

**Graham:** Let me put it this way. If I buy a Ford and it doesn't work well and I don't like it, I can buy a Chevy. If I'm upset with Facebook, what's the equivalent product that I can go sign up for?

**Zuckerberg:** Ah well, the second category that I was going to talk about was...

**Graham:** I'm not talking about categories. I'm talking about is there real competition you face. Because car companies face a lot of competition. If they make a defective car, it gets out in the world, people stop buying that car, they buy another one. Is there an alternative to Facebook in the private sector?

**Zuckerberg:** Yes Senator, the average American uses 8 different apps...

**Graham:** OK.

**Zuckerberg:** ...to communicate with their friends and stay in touch with people, ranging from text to email.

**Graham:** OK, which is the same service that you provide.

**Zuckerberg:** Well, we provide a number of different services.

**Graham:** Is Twitter the same as what you do?

**Zuckerberg:** It overlaps with a portion of what we do.

**Graham:** You don't think you have a monopoly?

**Zuckerberg:** (long pause) Ah, it certainly doesn't feel like that to me! (laughter)

Graham: あなたの最大の競争者は誰か？

Zuckerberg: 上院議員，我々には多くの競争者がおります。

Graham: 最大の競争者は誰か？

Zuckerberg: カテゴリーを考えると・・・一つに絞りたいのでしょうか？。私としては1つに絞れるかは分かりません。集団としてならお答えできますが。

Graham: うーん。

Zuckerberg: 私が焦点を当てているカテゴリーは3つあります。1つは，他の技術的プラットフォームであり，グーグル，アップル，アマゾン，マイクロソフトです。我々はそうした企業と様々な形で重複しています。

Graham: そうした企業はあなたが提供するサービスと同じサービスを提供しているのでしょうか。

Zuckerberg: 違った形・部分にはなりますが，そういうことになります。

Graham: つまりですね。仮に私がフォードの車を買ったもののうまく動作せず気に入らなかったとしても，シボレー〔GMの車〕を買うことができます。では仮に私がフェイスブックに腹を立てたとしたら，私が利用できるような同等の製品はあるのでしょうか？

Zuckerberg: ええ，私がお話ししようと思っていた2つ目のカテゴリーは・・・

Graham: 私はカテゴリーについて話しているのではありません。あなたが実際に競争に直面しているかについて話しています。自動車会社は多くの競争にさらされているので，欠陥のある車を作ったとしたら，それは世界から退けられることになり，人々はその車を買うのをやめ，別の車を買うでしょう。フェイスブックには民間部門において代替性のあるものはあるのでしょうか。

Zuckerberg: はい，議員。平均的な米国人は8つの異なるアプリを使っており・・・

Graham: ええ。

Zuckerberg: テキストからEメールに至るまで，友人とコミュニケーションをとったり，人と連絡を取り合ったりするのに使っています。

Graham: それはあなたが提供しているのと同じサービスでしょうか。

Zuckerberg: 我々は数多くの異なるサービスを提供しています。

Graham: ツイッターはあなたが提供しているサービスと同じでしょうか。

Zuckerberg: ある程度は重複しています。

Graham: あなたは独占状態にあると考えていないということですか？

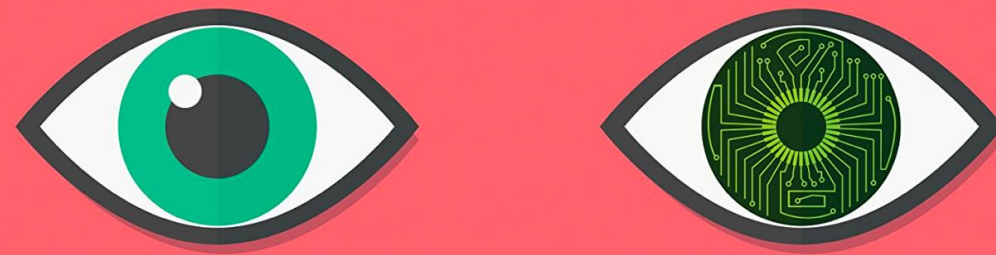
Zuckerberg: (長い沈黙) 私は全くそのようには感じておりません(笑いながら)。

Big data & AI

# ビッグデータ & AI

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# Prediction Machines



The Simple Economics of  
Artificial Intelligence

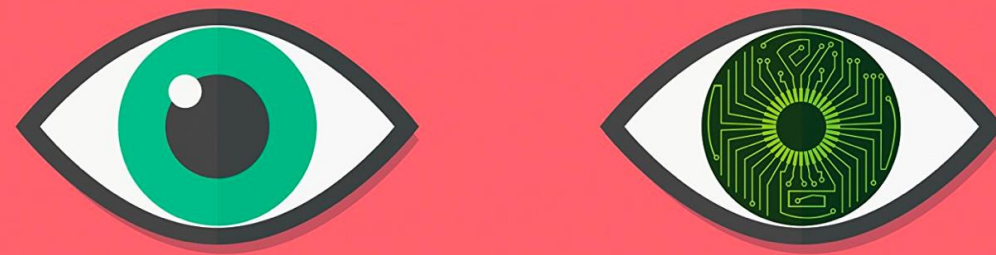
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# Prediction Machines



The Simple Economics of  
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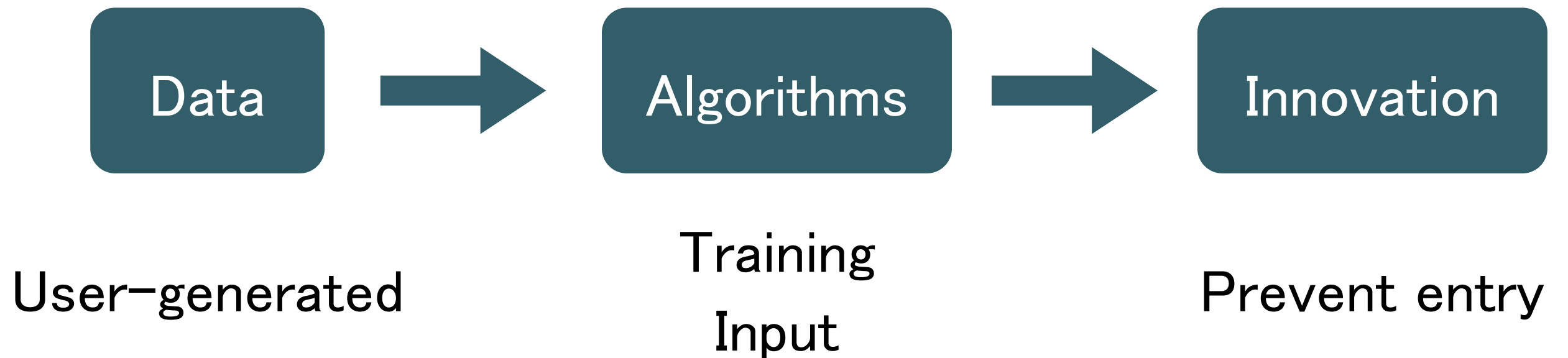
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# Big data & AI



Regulating Switching Costs

# ビッグデータ & AI



スイッチングコストの規制

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## Art. 20 GDPR

# Right to data portability

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- (1) The data subject shall have the right to receive the personal data concerning him or her, which he or she has provided to a controller, in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided, where:
    - a) the processing is based on consent pursuant to point (a) of [Article 6\(1\)](#) or point (a) of [Article 9\(2\)](#) or on a contract pursuant to point (b) of [Article 6\(1\)](#); and
    - b) the processing is carried out by automated means.
  - (2) In exercising his or her right to data portability pursuant to paragraph 1, the data subject shall have the right to have the personal data transmitted directly from one controller to another, where technically feasible.
  - (3) <sup>1</sup> The exercise of the right referred to in paragraph 1 of this Article shall be without prejudice to [Article 17](#). <sup>2</sup> That right shall not apply to processing necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.
  - (4) The right referred to in paragraph 1 shall not adversely affect the rights and freedoms of others.
-

## データポータビリティの権利

- (1) データ主体は、当該データ主体が管理者に提供した自己の個人データについて、構造化され、一般的に利用され機械で読み取り可能な可読性のある形式で受け取る権利があり、当該個人データの提供を受けた当該管理者の妨害なしに、そのデータを他の管理者に移行する権利がある。ただし、次に掲げる場合に限る。
  - a) 第6条第1項(a)号又は第9条第2項(a)号による同意に基づく又は第6条第1項(b)号による契約に基づく処理が行われている場合であり、かつ
  - b) 処理が自動化された手段で行われている場合。
- (2) データ主体は、第1項によりデータポータビリティの権利を行使する場合、データ主体は、技術的に実行可能であるならば、個人データを直接的に管理者から他の管理者に移行させる権利がある。
- (3) 本条第1項で定める権利の行使は、第17条の権利を侵害しないものとする。当該権利は公共の利益又は管理者に与えられた公的権限の行使のために行われる業務遂行上必要な処理には適用しない。
- (4) 第1項で定める権利は、他者の権利及び自由に不利な影響を与えてはならない。

# Voluntary Data Portability

Search

Joshua

Home

Download your information

You can download a copy of your Facebook information at any time. You can download all of it at once, or you can select only the types of information and date ranges that you want. You can choose to receive your information in an HTML format that is easy to view, or a JSON format, which could allow another service to more easily import it.

Downloading your information is a password-protected process that only you will have access to. Once you've created a file, it will be available for download for a few days.

If you'd like to view your information without downloading it, you can [Access your information](#) at any time.

New file

Available files

Date range:

All of my data

Format:

HTML

Media quality:

High

Create File

Your information

Deselect all

Posts

Posts you've shared on Facebook, posts that are hidden from your timeline and polls you have created

Photos

Photos you've uploaded and shared

Videos

Videos you've uploaded and shared

Comments

Comments you've posted on your own posts, on other people's posts or in groups that you belong to

Likes and reactions

Posts, comments and Pages that you've liked or reacted to

Friends

The people you are connected to on Facebook

Following and followers

People, organisations or business that you choose to see content from, and people who follow you

Messages

Messages you've exchanged with other people on Messenger

Groups

Groups you belong to, groups you manage, and your posts and comments within the groups that you belong to

Events

Your responses to events and a list of the events that you've created

Profile information

Your contact information, information that you've written in your 'About you' section in your profile and your life events

Pages

Pages you are the admin of

Google

Download your data

Your account, your data.

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Create an archive with your data from Google products.

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Select data to include

Choose the Google products to include in your archive and configure the settings for each product. This archive will only be accessible to you. [Learn more](#)

Product	Details		SELECT NONE
+1s			<input checked="" type="checkbox"/>
Blogger	All blogs		<input checked="" type="checkbox"/>
Bookmarks			<input checked="" type="checkbox"/>
Calendar	All calendars		<input checked="" type="checkbox"/>
Chrome	All Chrome data types		<input checked="" type="checkbox"/>
Classic Sites	All sites		<input checked="" type="checkbox"/>
Classroom			<input checked="" type="checkbox"/>
Cloud Print			<input checked="" type="checkbox"/>
Contacts	vCard format		<input checked="" type="checkbox"/>
Drive	All files Microsoft Powerpoint and 3 other formats		<input checked="" type="checkbox"/>
Fit	All data types		<input checked="" type="checkbox"/>
G Suite Marketplace			<input checked="" type="checkbox"/>
Google My Business			<input checked="" type="checkbox"/>

# 自発的なデータポータビリティ

Search

Joshua

Home

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Date range:

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Google

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Select data to include

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Product	Details		SELECT NONE
+1s		▼	<input checked="" type="checkbox"/>
Blogger	All blogs	▼	<input checked="" type="checkbox"/>
Bookmarks		▼	<input checked="" type="checkbox"/>
Calendar	All calendars	▼	<input checked="" type="checkbox"/>
Chrome	All Chrome data types	▼	<input checked="" type="checkbox"/>
Classic Sites	All sites	▼	<input checked="" type="checkbox"/>
Classroom			<input checked="" type="checkbox"/>
Cloud Print			<input checked="" type="checkbox"/>
Contacts	vCard format	▼	<input checked="" type="checkbox"/>
Drive	All files Microsoft Powerpoint and 3 other formats	▼	<input checked="" type="checkbox"/>
Fit	All data types	▼	<input checked="" type="checkbox"/>
G Suite Marketplace			<input checked="" type="checkbox"/>
Google My Business			<input checked="" type="checkbox"/>





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## Numbers to the people: regulation, ownership and local number portability

Joshua S. Gans<sup>a</sup>, Stephen P. King<sup>b,\*</sup>, Graeme Woodbridge<sup>c</sup>

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<sup>c</sup>*Frontier Economics, Melbourne, Australia*

Received 14 September 2000; accepted 28 October 2000

# Number Portability A rights based approach

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### Abstract

Local number portability (LNP) is a key factor in the promotion of local call competition in telecommunications. By allowing a consumer to retain their number when moving between local telephone providers, LNP reduces customers' switching costs and makes it easier for new providers to compete for customers. But regulators face a number of important choices when implementing LNP — what technology should be chosen, what are the costs of implementing LNP and who should pay? This paper considers how the regulator can implement LNP when there is asymmetric information about the optimal timing, choice and cost of technology and about the value of LNP to individual customers. We show that requiring each carrier to bear their own costs and creating transferable ownership of telephone numbers may allow the regulator to overcome the problems created by asymmetric information. © 2001 Elsevier Science B.V. All rights reserved.

**Keywords:** Number portability; Telecommunications; Asymmetric information; Property rights

**JEL Classification:** D4; L13; L51

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# 番号ポータビリティ 権利に基づくアプローチ

## Numbers to the people: regulation, ownership and local number portability

Joshua S. Gans<sup>a</sup>, Stephen P. King<sup>b,\*</sup>, Graeme Woodbridge<sup>c</sup>

<sup>a</sup>*Melbourne Business School, University of Melbourne, Carlton, Australia*

<sup>b</sup>*Department of Economics, The University of Melbourne, Parkville, Australia*

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### Abstract

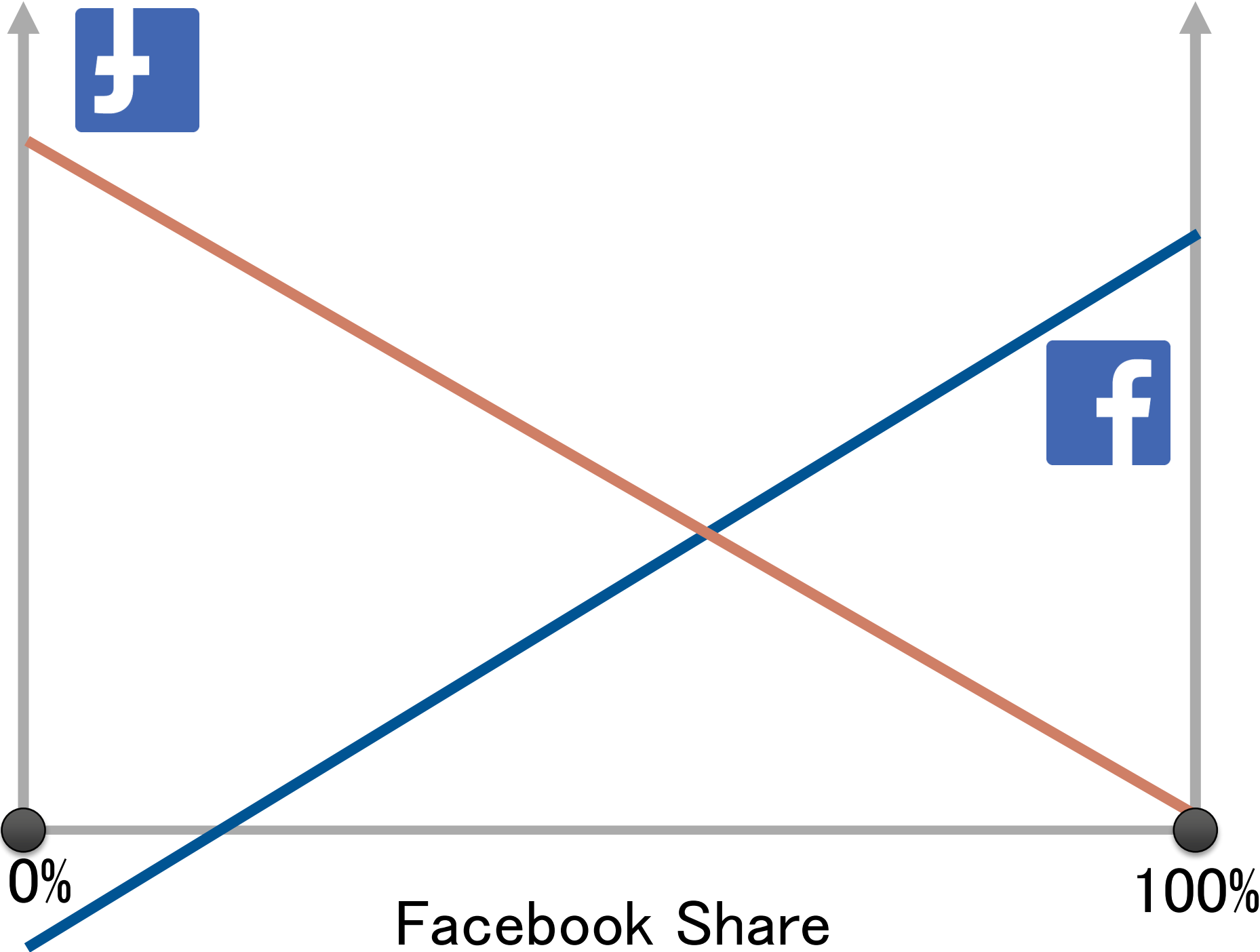
Local number portability (LNP) is a key factor in the promotion of local call competition in telecommunications. By allowing a consumer to retain their number when moving between local telephone providers, LNP reduces customers' switching costs and makes it easier for new providers to compete for customers. But regulators face a number of important choices when implementing LNP — what technology should be chosen, what are the costs of implementing LNP and who should pay? This paper considers how the regulator can implement LNP when there is asymmetric information about the optimal timing, choice and cost of technology and about the value of LNP to individual customers. We show that requiring each carrier to bear their own costs and creating transferable ownership of telephone numbers may allow the regulator to overcome the problems created by asymmetric information. © 2001 Elsevier Science B.V. All rights reserved.

**Keywords:** Number portability; Telecommunications; Asymmetric information; Property rights

**JEL Classification:** D4; L13; L51

# Network effects

User Value



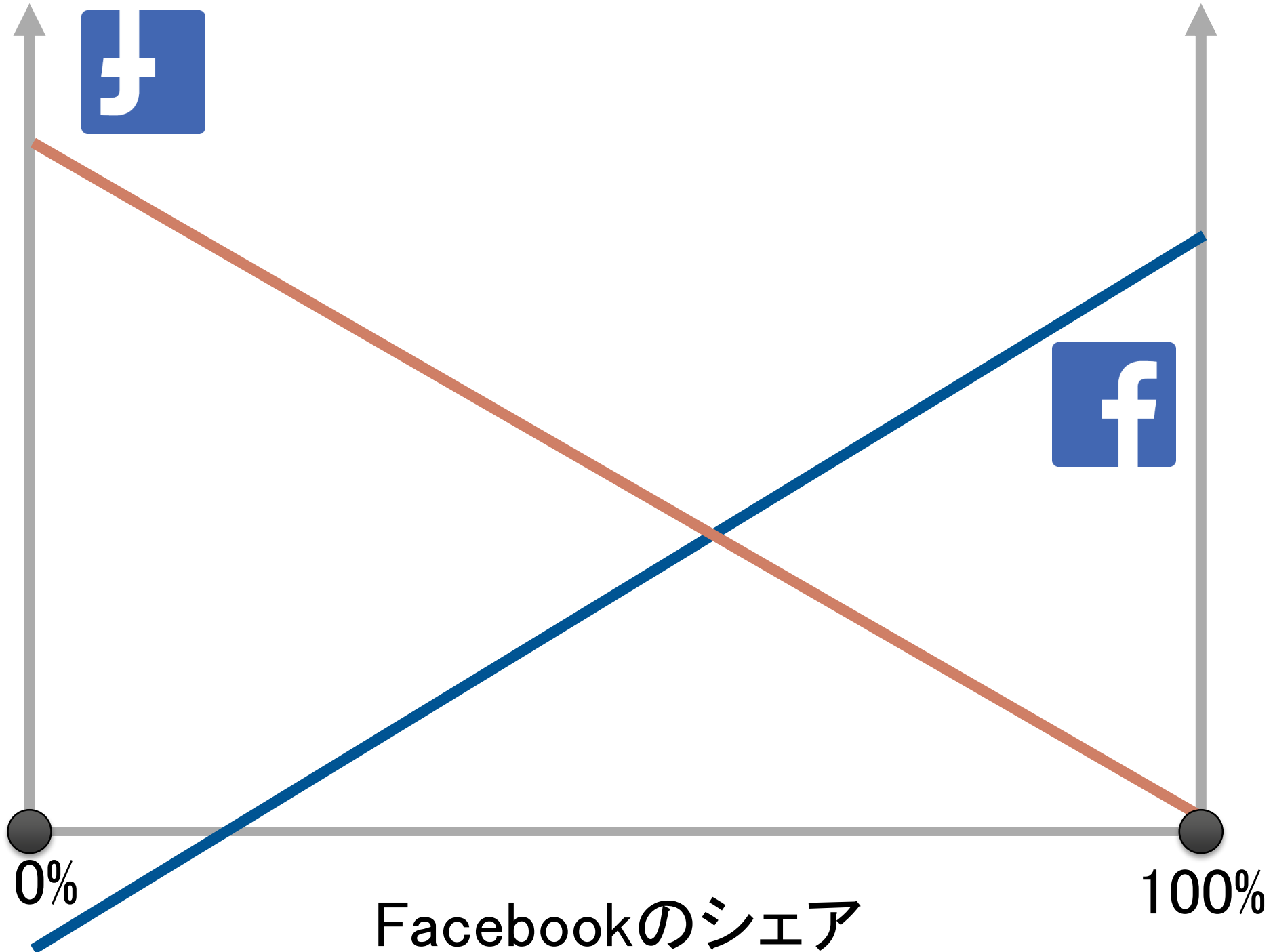
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Facebook Share

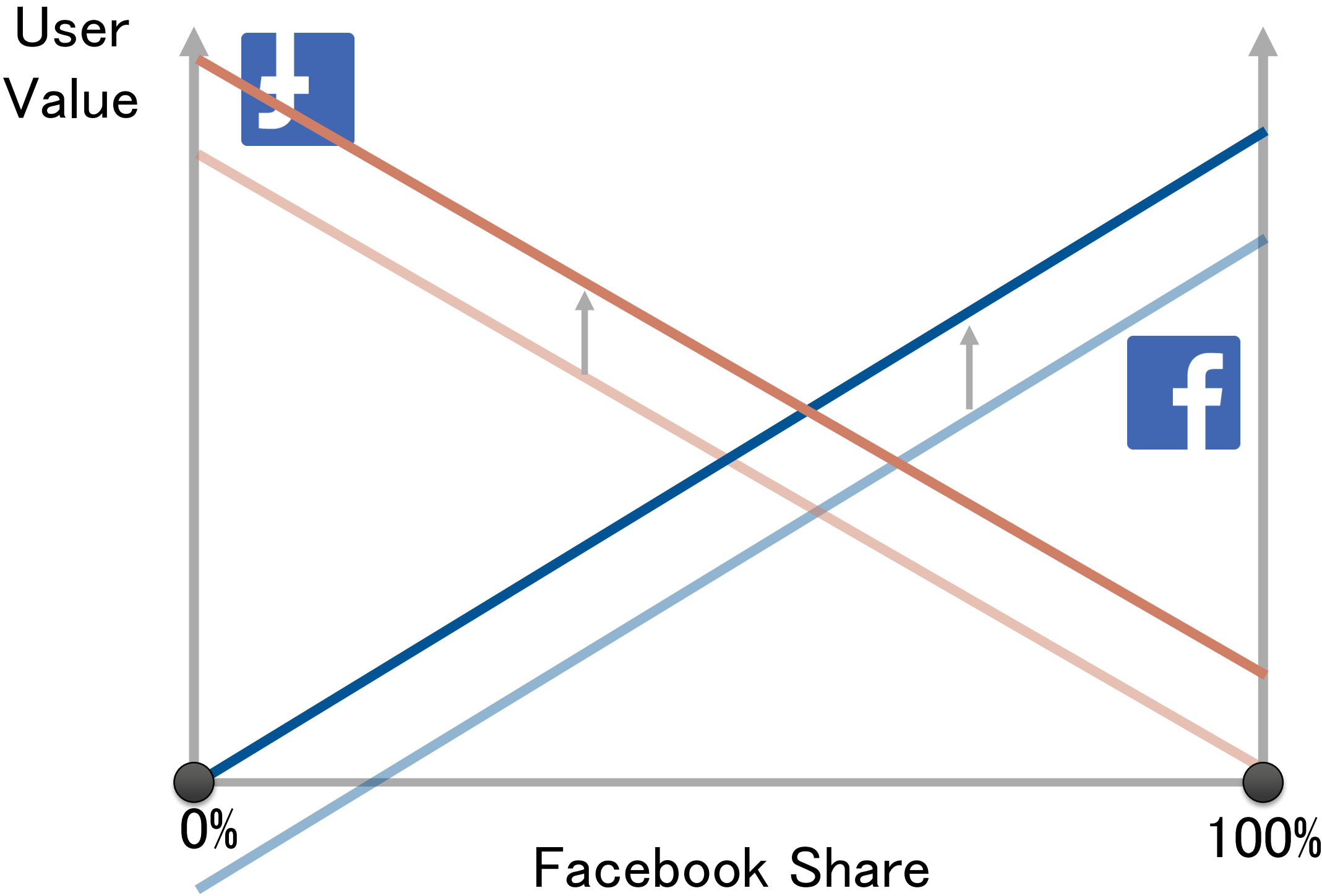
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# ネットワーク効果

ユーザーに  
とっての  
価値

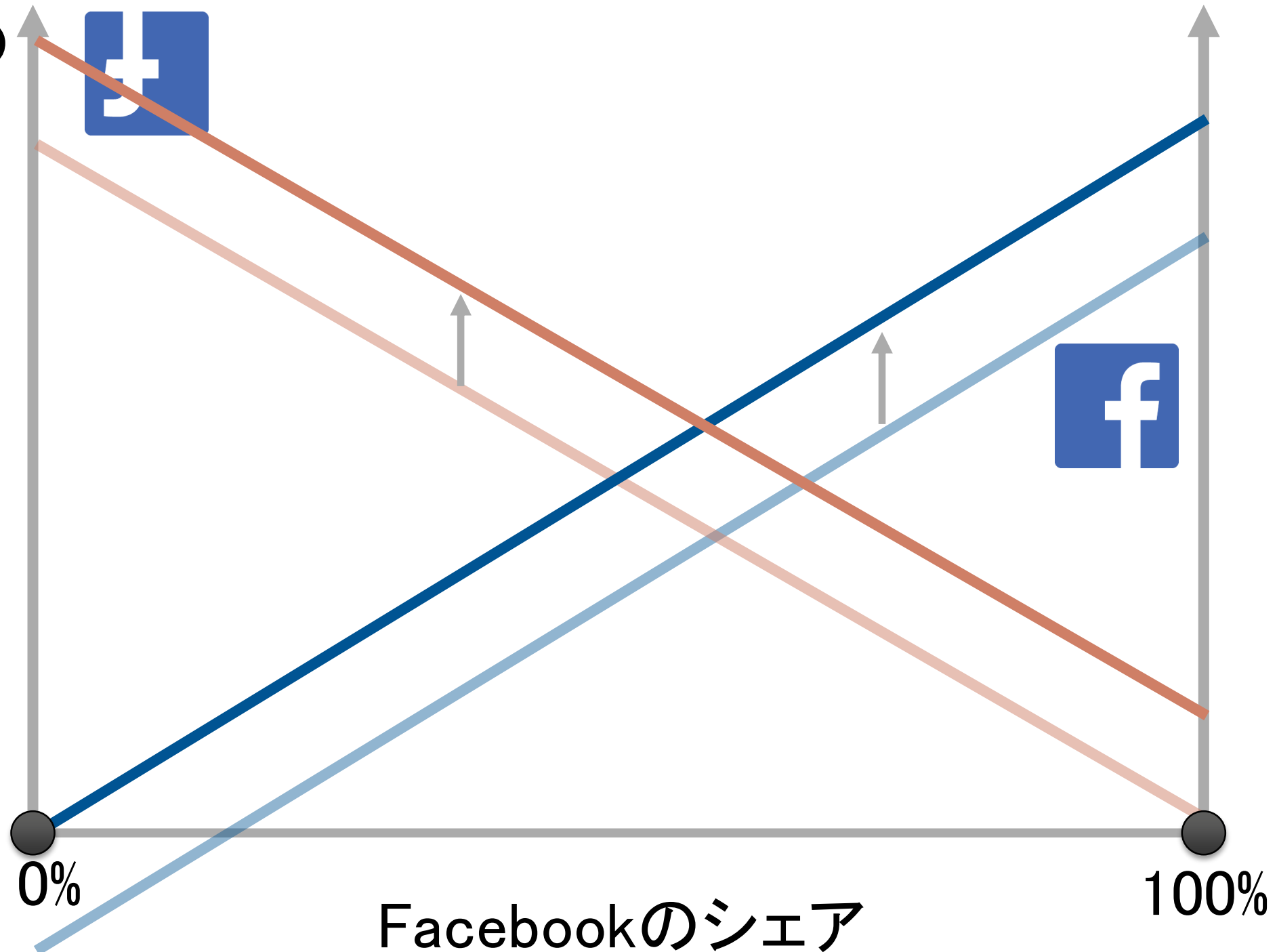


# Standard Data Portability



# 標準的なデータポータビリティ

ユーザーに  
とっての  
価値



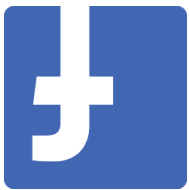


**Solution: Identity Portability**

解決法: アイデンティティポータビリティ

# Identity Portability

User  
Value



0%

Facebook Share

100%

# アイデンティティポータビリティ

ユーザーに  
とっての  
価値

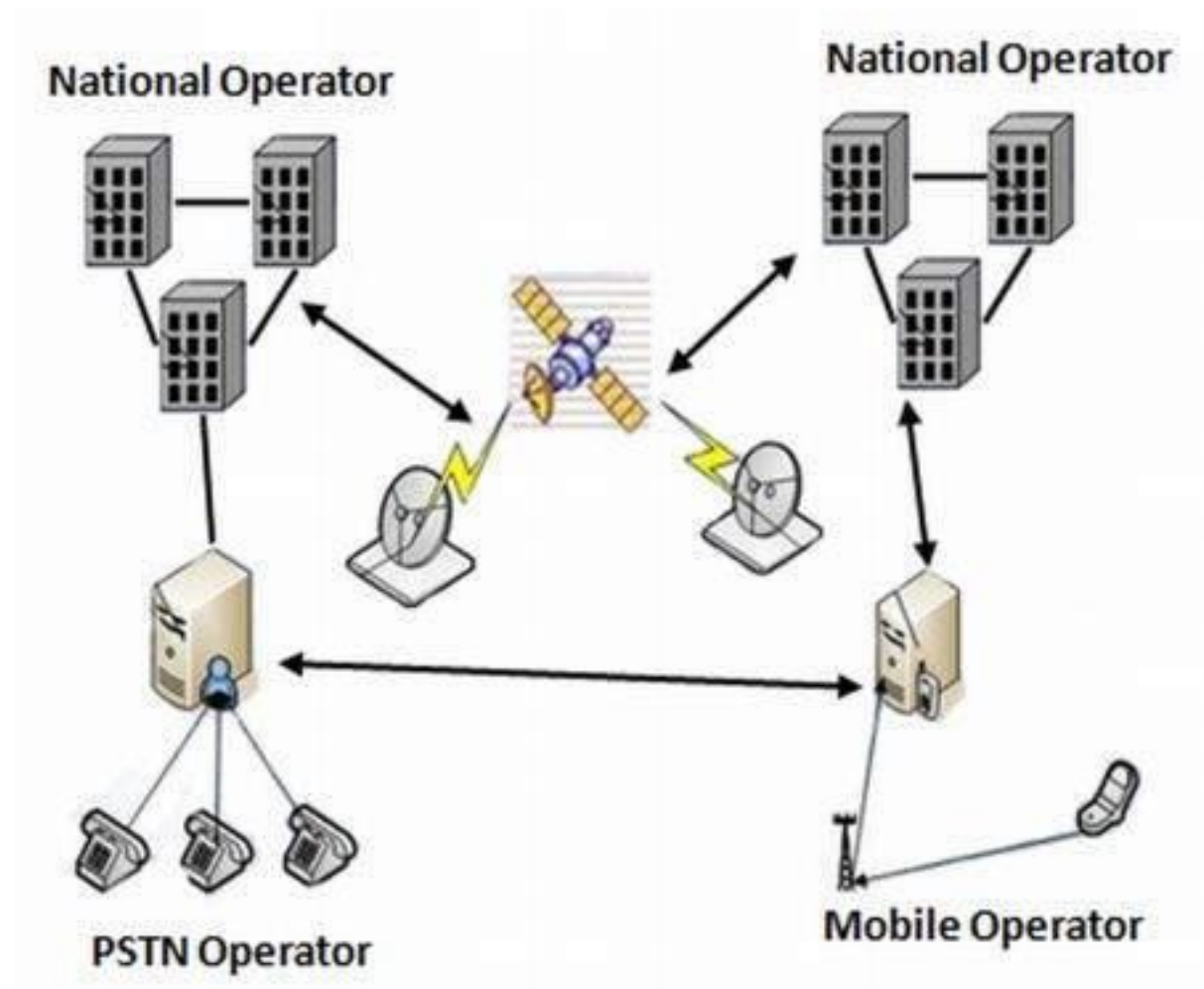


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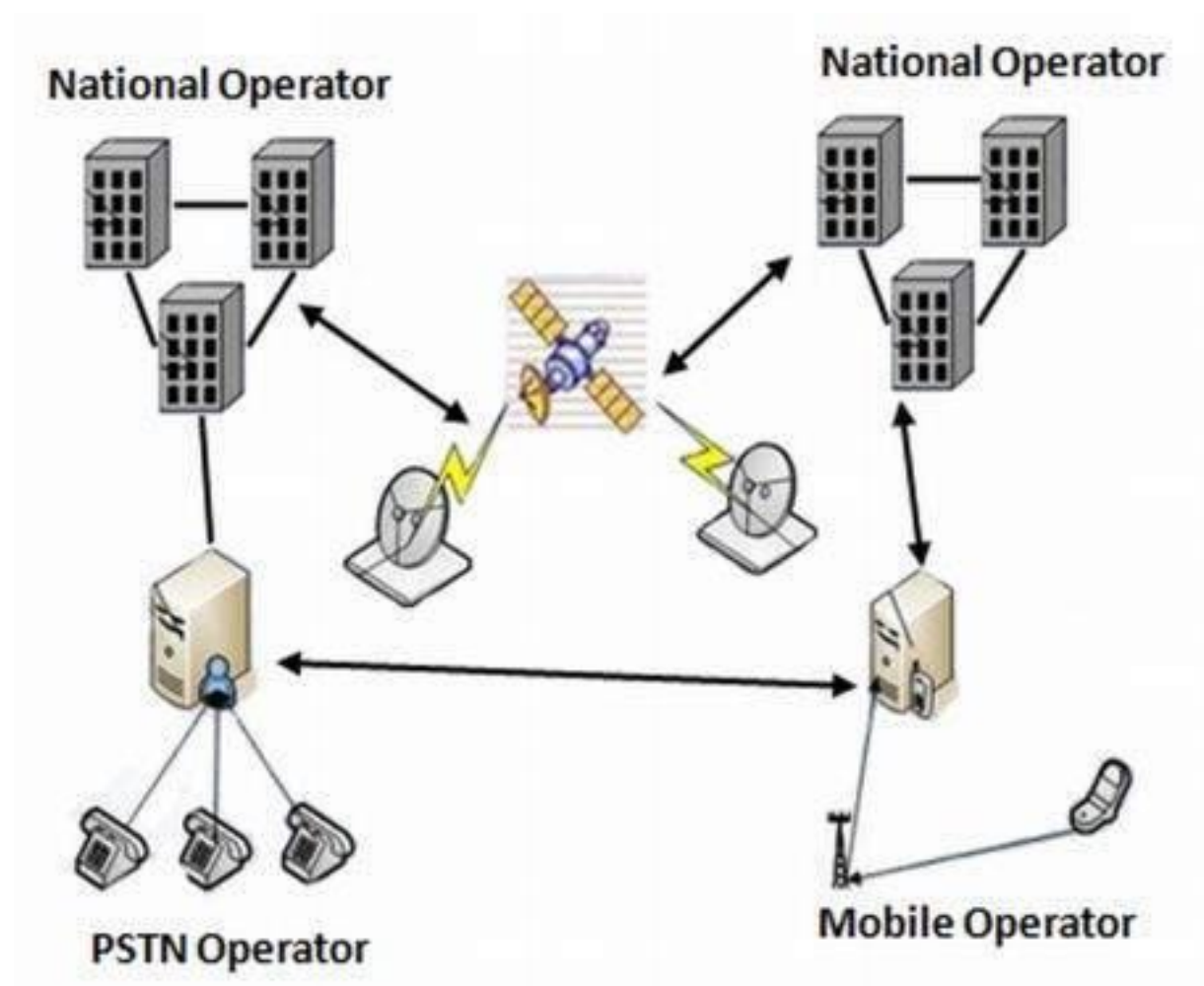
Facebookのシェア

100%

# Analogy: telecommunications interconnection



## 類似例: 電気通信における相互接続





## NOW AADHAAR ENROLMENT & UPDATE FACILITY IN **BANKS & POST OFFICES**



Now Aadhaar enrolment centre in  
**more than 9,000 bank branches**  
Soon in about **14,000 branches**

Now Aadhaar enrolment centre in  
**more than 8,000 post offices**  
Soon in about **13,000 branches**



### WHAT'S NEW

Biometric failure is not related to age, says UIDAI

Total  
Aadhaar  
Generated

120,94,63,996

### Aadhaar Online Services

#### Aadhaar Enrolment

- Enrolment & Update Centres in Banks & Post offices
- Locate Enrolment & Update Centres
- Check Aadhaar Status ?
- Download Aadhaar ?
- Get Aadhaar Number on Mobile ?
- Retrieve Lost UID/EID ?

#### Aadhaar Update

- Address Update Request (Online) ?
- Update at Enrolment Centre ?
- Check Status - Update done at Enrolment Centre/ECMP ?
- Check Status - Update done Online

#### Aadhaar Services

- Verify Aadhaar Number ?
- Verify Email/Mobile Number ?
- Lock/Unlock Biometrics ?
- Check Aadhaar & Bank Account Linking Status ?
- Aadhaar Authentication History ?
- Virtual ID (VID) Generator

 Validity of downloaded

 Charges for Various UIDAI

 List of supporting

 State-wise Aadhaar

### FAQs Recently Asked Questions

Select a Topic



#### Quick Links

- Aadhaar Act 2016
- Aadhaar Myth Busters
- UIDAI Authority
- SC Order on PAN-Aadhaar Link
- Tenders
- Circulars, Notifications & OMs
- Current Vacancies
- Training, Testing & Certification

## e-identity

Unlike in many other countries, every Estonian, irrespective of their location, has a state issued digital identity. Thanks to this Estonia is years ahead of countries still trying to work out how to authenticate people without physical contact.

In Estonia, every person can provide digital signatures using their ID-card, Mobile-ID or Smart-ID, so they can safely identify themselves and use e-services.

ID card

Mobile-ID

e-Residency

Smart-ID

98%

of Estonians have ID-card

88%

use the internet regularly

350M

digital signatures

#1

Freedom on the Net (Freedom House 2016)

## NOW AADHAAR ENROLMENT & UPDATE FACILITY IN **BANKS & POST OFFICES**



Now Aadhaar enrolment centre in  
**more than 9,000 bank branches**  
Soon in about **14,000 branches**

Now Aadhaar enrolment centre in  
**more than 8,000 post offices**  
Soon in about **13,000 branches**



### WHAT'S NEW

Biometric failure is not related to age, says UIDAI

Total  
Aadhaar  
Generated

120,94,63,996

### Aadhaar Online Services

#### Aadhaar Enrolment

- Enrolment & Update Centres in Banks & Post offices
- Locate Enrolment & Update Centres
- Check Aadhaar Status ?
- Download Aadhaar ?
- Get Aadhaar Number on Mobile ?
- Retrieve Lost UID/EID ?

#### Aadhaar Update

- Address Update Request (Online) ?
- Update at Enrolment Centre ?
- Check Status - Update done at Enrolment Centre/ECMP ?
- Check Status - Update done Online

#### Aadhaar Services

- Verify Aadhaar Number ?
- Verify Email/Mobile Number ?
- Lock/Unlock Biometrics ?
- Check Aadhaar & Bank Account Linking Status ?
- Aadhaar Authentication History ?
- Virtual ID (VID) Generator

 Validity of downloaded

 Charges for Various UIDAI

 List of supporting

 State-wise Aadhaar

### FAQs Recently Asked Questions

Select a Topic



#### Quick Links

- Aadhaar Act 2016
- Aadhaar Myth Busters
- UIDAI Authority
- SC Order on PAN-Aadhaar Link
- Tenders
- Circulars, Notifications & OMs
- Current Vacancies
- Training, Testing & Certification

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# Partnering for a path to digital identity

Jan 22, 2018 | [Peggy Johnson - Executive Vice President, Business Development](#)



Photo courtesy of Mercy Corps.

In the U.S. and abroad, fundamental rights and services like voting, healthcare, housing and education are tethered to legal proof of identification – you can't participate if you don't have it. Yet nearly one in six people worldwide – the majority of them being women, children and refugees – live without it. The lack of legal documentation not only strips access to critical services, it puts those trapped in the "identity gap" at risk for larger issues including displacement and child trafficking.

# Partnering for a path to digital identity

Jan 22, 2018 | [Peggy Johnson - Executive Vice President, Business Development](#)



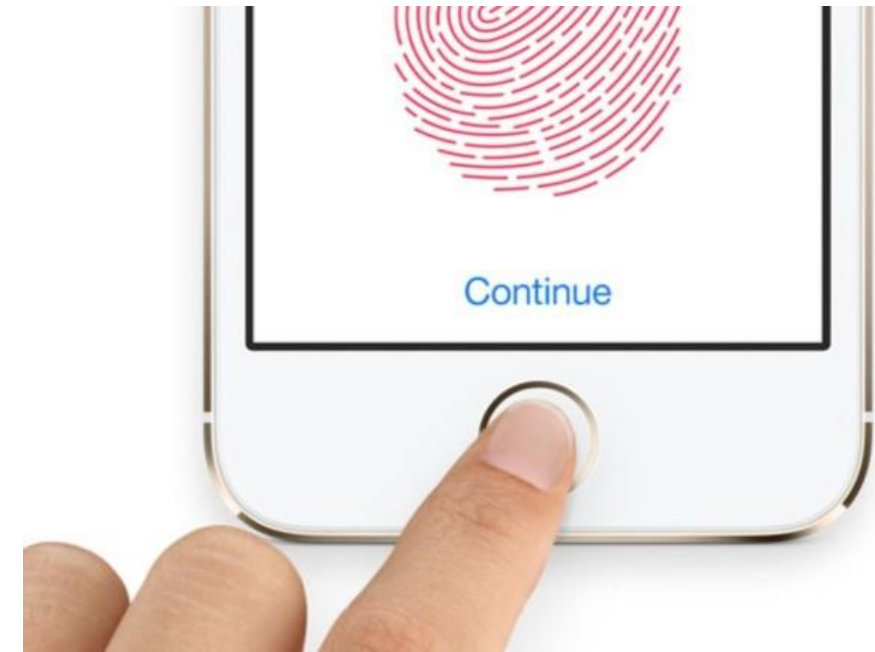
Photo courtesy of Mercy Corps.

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Face ID



## 1 Biometric Authentication

## 2 Sensors

## 3 Security and Privacy

## 4 Persistence

## 5 Materials



## 1 Biometric Authentication

The Nymi Band can authenticate users with Nymi's ECG-based HeartID™.



Face ID



## 1 Biometric Authentication

### 2 Sensors

### 3 Security and Privacy

### 4 Persistence

### 5 Materials



## 1 Biometric Authentication

The Nymi Band can authenticate users with Nymi's ECG-based HeartID™.

- Technical requirements
- Scope
- Incumbent manipulation
- Cream skimming
- Privacy
- Who pays?
- Many identities

- ・ 技術的な必要条件
- ・ 範囲
- ・ 既存事業者による操作
- ・ クリームスキミング
- ・ プライバシー
- ・ 誰が支払うのか？
- ・ 多くのアイデンティティー





“You have one identity. ... The days of you having a different image for your work friends or co-workers and for the other people you know are probably coming to an end pretty quickly. ... Having two identities for yourself is an example of a lack of integrity.”



「あなたは1つのアイデンティティを有している。... あなたの仕事上の友人や同僚に対してと、その他の知人に対してとで、異なるイメージを持っていた日々はおそらく急速に終焉を迎えるであろう。... 2つのアイデンティティを有するのは整合性を欠いている例である。」

