ID IDENTITIES

Savita Bailur
savita@cariboudigital.net

International Institute of Information Technology Bangalore

OMIDYAR NETWORK™

Caribou Digital

Aims

Make the 'user' more central in policy and technical deployment conversations around digital ID systems

- Surface and convey the experience of managing identities and identity artefacts, from the perspective of people in lower–income communities in India (transactional and performative identities)

- Uncover pain points and under-articulated user needs around identity management including the implications of identity systems from voter IDs to Aadhaar cards and social media

- Suggest principles to improve user experiences and the design of identity services

- Integrate (1-3) to protect/promote individual privacy, agency and dignity

Caribou Digital Research

Process and Questions: inventory; transactions; core themes

Three themes

1. Inventory of identity artefacts
2. Exploring transaction stories
3. Surfacing themes of privacy, agency, dignity

TOS

Sample questions

What's in your pockets that can you prove who you are?

For XXX, when was the last time you used it? Was it easy or hard? Who did you use it with? How did you feel?

Have you ever needed to change your information on XXX? Do you trust the organization with your information?

Goals

An inventory of the analog/physical and digital credentials a person possesses

At least one story detailing the who, where, when of an identity transaction for whichever artefact(s) seem to offer richest story

Nuanced insights into how the user thinks about privacy and trust, based on their experiences managing their credentials

Caribou Digital Research

Plotting your ID journey

Questions

Digitalising Identities for female low-income users: emerging findings in India

Caribou Digital

Methods

Interviews with upwards of 50 women of all ages above 18, in Karnataka, Delhi, Assam (both urban and rural)

Asked questions on privacy, agency, dignity with regard to digitalization of identity > Identities Project

Transaction stories – artefact + interaction = transaction story

Intermediaries - challenging and enabling

Caribou Digital Research

Shailaja's story

https://www.identitiesproject.com/episodes/episode-2/

Overall findings

- Mothers are very aware of identity artefacts *for their children* - keeping birth certificates, school certificates, getting an Aadhaar card made in school etc.

- Time taken in govt interactions has much greater impact on women than men?? (e.g. Tarini) – who are the intermediaries?

- Trade-offs are negotiated (e.g. Ishmat)

- Consistent lack of privacy awareness but awareness of *harms* and self-created harms ("galat")

- Complex conceptualisations of what is acceptable in gender norms (showing one's face or not)

- Bodily dignity important – "they don't touch. Women will press their fingers on the machine. Men don't touch us."

- Transgender concerns

Caribou Digital Research

Factory workers in "Kesarpur"

"To make the ration card they ask for the electricity bill, the room agreement and the pan card... (attends a call and explains…). The company had kept my salary on hold, because my father's name is wrongly printed on the Aadhaar card. So I just got a call about that asking me to check if the salary is deposited."

- *"These women are so desperate for any benefits, they will give up information, any data in return for benefits"* Union leader

- *Need for women's labour rights groups in assisting with ID processes*

Cornwall's framework
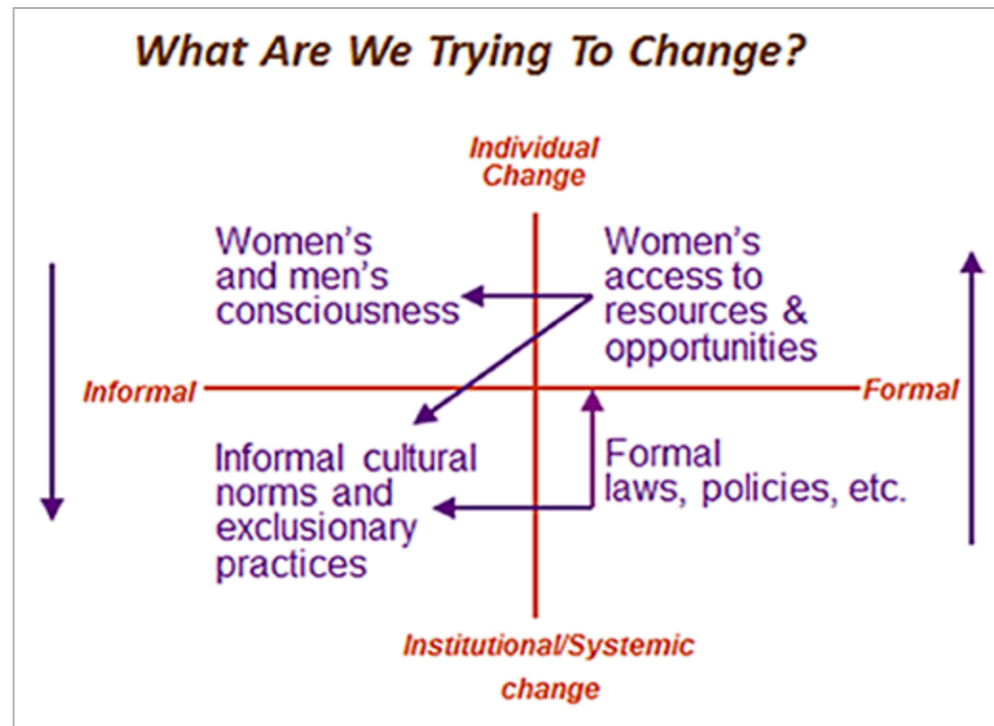
Cornwall (2016)

Fathers, husbands, brothers, cousins

"At that time, when I was asked to mention my details, my husband was with me. I was not alone. So he gave his mobile number and our address. He handled it. I did not have to answer all those queries."

Shailaja, Kaajol – brothers critical in assisting

Tarini: "I should not have to deal with these issues – that is a man's job"

More questions

- Is digitalisation of identity making women more accessible to the state and markets? Is this "a good thing"?

- What are the challenges women face which are different to men?

- Is Cornwall's framework useful?

- Are there any specific LGBT concerns?

- Is any of this surprising? What might be new about it?

Caribou Digital Research

IDENTITIES

www.identitiesproject.com

Savita Bailur