Future Casting...

Become the Hero of Your Own Story

Online ID

If you use a phone, iPad, game system, or a computer to play games and chat with friends, you have an digital identity. In other words, you have an identity that is related to how you look, what you do, and what you say when you are using the Internet or cellular service.

There are four factors that affect your online identity:

- *Volume* refers to the amount of information there is about you on the Internet.

- *Relevancy* refers to the usefulness of the information that exists about you and how consistent that information is with who you say you are and what you claim to value.

- *Purity* is how much information comes up in an Internet search that is about you and not someone with a similar name or similar interests. In other words, how unique are you in an online search.

- *Diversity* refers to mixed search results about you. Do you have a website? Can you be found in real-time content (Twitter)? Are there images or video of you online?

Managing your online identity is crucial to your reputation, but first you have to know what kind of information exists about you on the Internet. To find out, follow these simple steps:

1. Find a computer that you do not normally use. This could be a computer at school, a local library, or it could belong to a friend or other family member.

2. Using two different search engines (For example, Google, Bing, or Yahoo!) enter your name, first and last with quotation marks, into the search bar. It is important that you use quotation marks around your name to conduct the search (For example, "Luke Skywalker").

3. If you have a common name like "John Smith" or "Mary Thomas", add your hometown to your name to make sure you are finding YOU and not someone else.

For each of the two searches, answer the following questions:

1. What is the total number of responses the search returned? (You will find this number below the search box)

2. What is the total number of responses on the *first* page of results?

3. Now go back to the first *three* pages of your search results and total up the responses that are NOT about you. (They are about someone else with your name.) What is the total number of results NOT about you on the first *three* pages?

4. Do you have a personal Web site or blog? Did it appear on the *first* page of the results?

5. Did any pictures or videos of you show up on the first three pages of the search results?

6. Did your facebook page show up in the search results?

Search engine results can change quickly, so it is important to monitor your online identity regularly. That way, if information is posted about you that are inaccurate or untrue, you can address it immediately. It is important that YOU *Control the Message*.

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Your Digital Footprint

There is an easy way to determine the *purity* of the information that is available online. Remember, *purity* is how much information comes up in an Internet search that is about you and not someone with a similar name or similar interests.

Using the information from the search you did using your name, take the following steps to determine the purity of the information that is about you:
Step 1. Take the total of all of the search results from the first page and multiply that number times three.
Step 2. Take the answer from Step 1 and subtract the total number of search results that were NOT about you on the first three pages of the search results.
Step 3. Take the answer from Step 2 and divide that answer by the answer from Step 1.
Step 4. Multiply the answer from Step 3 by 100 to get the percentage of purity.

An example:
1. I searched my name on Google. Google gave me 10 results on the first page, therefore I multiplied: 10 x 3 = **30**.
2. I counted 6 items on that were NOT about me on the first three pages of the search results, therefore I subtracted: 30 – 6 = **24**.
3. Then I divided: 24 / 30 = **.80**
4. Finally, I multiplied by 100: .80 x 100 = **80%**

I can confidently say that approximately 80% of the results that are returned in a "My Name" search is actually about ME!

It is also important to consider whether the information that is presented on the Internet reflects who you say you are and what you claim to value. Take a moment to think about how you want to be known (this may be aspirational, meaning it's not what you are known for today but how you would like to be thought of). Now thinking about only the results that were about YOU on the first three pages of your Internet search, select the option that best describes your results:

- **No relevance** - The results that are about me have no relation to how I want to be known.
- **Little relevance** - A few of the results that are about me communicate how I want to be known.
- **Some relevance** - About half of the entries that are about me express my area of expertise, and there are many references to my website, blog, or online profiles.
- **High relevance** - About three-quarters of the entries that are about me clearly express my personal brand (how I want to be known).
- **Complete relevance** - Almost all of the results that are about me are very consistent with my area of expertise and how I want to be known.

Assessing Online Identity (A Discussion)

Think about the ways you communicate with others online and consider the following questions:
In what ways do you interact with your friends online? What apps to you use and when do you interact with them most often?

When you did a search of yourself on the Internet, were there any results listed that were negative or unflattering about you that you wish were not there?

When you did a search of yourself on the Internet, were there any pictures or videos of you, about you, or by you? If yes, are you proud of the pictures and videos? Would your parents or teachers think the pictures or video reflected your best self? Would they be happy to share the pictures or videos with others?

Do you have a facebook page? What kind of content do you include on facebook? Do you post personal information on your facebook page? If yes, is this information you want the whole world to know about? When you look back at your timeline on facebook, are there things on your facebook page you are embarrassed about or that you took down because you later realized that you had shared too much?

Do you have a personal Website or blog? Is there anything on your Webpages or in your blog that might be embarrassing or that you do not want others to see? How would you describe the information you present on your Website or blog? Is it useful to others, if so, how? Could it be described as negative, angry, mean, or disrespectful? If so, how might that effect how others think about you?

Now think about gaming. Do you have an avatar for your gamer self? What does your avatar look like? How is that the same or different than your face-to-face identity? How does your avatar act in gaming environments?

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Interest Inventory

Below is a list of activities. For each of the items in the list identify how often you do the activity, BUT ONLY activities that you have done on your own time that are not connected with school, your job, or programs organized by your school.

	Never	Seldom	Some-times	Often
Wrote a short story, play, or poem.				
Repaired a computer, machine, game system, or piece of furniture.				
Wrote a blog.				
Conducted a science experiment.				
Took artistic photographs.				
Created a portfolio of artistic works.				
Organized a team, club, or "gang".				
Started a band or was a member of band.				
Created an app.				
Studied the groupings of stars.				
Studied the weather by tracking temperature, barometric pressure, wind speed, or rainfall over time.				
Performed on stage.				
Started your own business to make money.				
Posted a music video on YouTube.				
Created an original musical mash-up.				
Wrote your own song, opera, or musical.				
Created a movie.				
Posted an original movie (created by you)				

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to YouTube.				
Built or designed a vehicle.				
Built or designed a robot.				
Emailed a public official or politician.				
Learned to play a musical instrument on your own.				
Learned a craft (weaving, woodworking, sewing, quilting, jewelry making, etc.).				
Planned and cultivated your own garden.				
Taught yourself another language.				
Created and used your own secret code.				
Designed costumes, clothes, or furniture.				
Organized a group of people to action (canned food drive, recycling campaign, home goods for active military personnel, community garden, etc.)				
Wrote and performed your own comedy routines.				
Raised animals to sell or enter into a show or contest.				
Closely followed a specific topic in the news (politics, fashion, literature, foreign conflict, etc.)				
Designed a physical fitness program for yourself (running, yoga, weight lifting, cycling).				
Choreographed a dance routine.				
Made and recorded observations of people or animals on a regular basis.				
Kept a diary or journal for as long as a year at a time.				

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Coordinated social events (parties, group outings, trips, vacations, etc.)				
Built a substantial collection (stamps, sharks' teeth, comic books, coins, action figures, etc.)				
Created a video game.				

Adapted from Renzulli, J. S. (1977). *The Interest-A-Lyzer*. Creative Learning Press: Mansfield, CT.

Review the above list. Are there any activities that you do that are not on the list? If so, what are they and how often do you do them?

Review the above list. Determine which three activities you do most often and highlight them. If you could change what you do most often, would you? If yes, what would you like to spend time doing? If no, why not?

Remember the Future?

Pretend that you have been asked to select the keynote speaker for your graduation. Who would you invite? Why? To answer this question, you may want to consider a person you admire or who has inspired you in some way. Make sure to describe what makes them special and how they might inspire the graduating class.

Imagine that you have a means to travel through space and time (For example a Tardis or a time machine) and you see *yourself* as a 30 year-old person. You want to know more about this person, so you do some research… What were this person's most "creative" accomplishments? How did this person contribute to their social circles, community, or society as a whole? What do you think this person might do next?

Pretend that you have become a famous blogger with a worldwide following:
What is the title of your blog?
What is your blog about?
Who is your audience?
Which blog entry had the most favorites?
How does your blog influence peoples' thinking?

Pretend you have been selected for the first human transit space mission to Mars. You are allowed to take five personal possessions to be used in your free time. List the ten items you would take. If you could only take one item, what would it be and why is it the one?

Imagine that you have the opportunity to travel through space and time to meet one famous person (living or dead) of your choice. Who would it be and why? What would you ask them when you met them?

Adapted from Renzulli, J. S. (2010). *The Interest-A-Lyzer: Adult version*. Creative Learning Press: Mansfield, CT.

Who am I?

What is my favorite thing to do? Why?

What do I dislike doing? Why?

When I have free time, I like to:

When I am free to explore the Internet on my own, I most often look up information about:

What do I value most in life? Why?

Who do I value most in life? Why do I feel strongly connected to this person?

The qualities I value most in myself are:

If I had to identify personal standards or rules that I live by everyday and help me when I have a difficult decision to make, they would include:

What is my personal definition of success?

I will know I have succeeded when:

My mission in life is to:

The one book, play, film, or experience that has significantly influenced my thinking is:

It changed my thinking in the following ways:

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Who are your heroes?

Who are your heroes? List 3 – 5 people: real or fictional, current or past, alive or dead.

For each of the heroes you listed, answer the following question:

1. Who is your hero?
2. Why is this person or fictional character one of your heroes?
3. What qualities does this person or fictional character have that you admire? Do you have any of these qualities? If so, which ones? Are there any qualities you wish you had but don't feel you possess? If so, which ones?
4. Why do you feel connected to this person or fictional character?
5. If this person or fictional character were to win an award for his or her actions, what would the award be for?

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The Press Release

Write a Press Release about your preferred future at least 10 years from now.

The rules:
The press release must have a headline worthy of "buzz". In other words, stories about growth, milestones, birthdays, or discusses your contributions in an emotional way are uninteresting and will not garner "buzz" – they are not worthy of a headline. Focus on impact and accomplishment. Remember, your headline will be competing with other "buzz" worthy stories, so make yours stand out.

The press release must have a minimum of 3 supporting points. Make sure the information is interesting and entertaining. Explain what happened and why it matters. Use detail to explain what you have done and how you have affected the lives of people.

The press release must have a quote. The quote doesn't need to be from you. It can be from someone impacted by you.

Be creative. Come up with something special and significant. Imagine how you have changed the world, but be careful: Ambitious is great, but if you are on the first manned mission to Saturn and you find alien life forms in the rings, you have missed the point of this exercise and will not gain the value of engaging in this task. The real fun is coming up with something unexpected yet truly achievable.

Finally, make sure that your press release is aligned with your core values, mission, and definition of success.

The Ideal Day!
Scheduling the Ideal Day…10 years from now!

Imagine a typical day in your life 10 years from today. This should be a regular day, not a holiday, your birthday, or some other special kind of day – just an ordinary day like a Tuesday or Thursday. Using the table below, describe your actions, activities, thoughts, location, and the people you see and interact with. Be as detailed as possible and have FUN – This is your day!