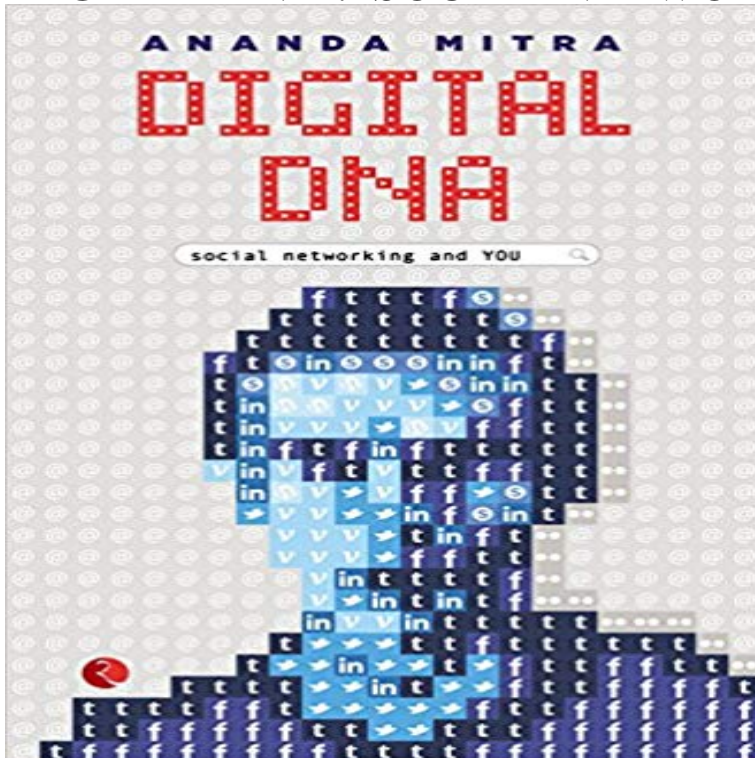


DIGITAL DNA : SOCIAL NETWORKING AND YOU



Social networking, be it Facebook, Twitter or any other site, is an essential part of our lives today. Most of us spend a significant amount of time posting photographs, status updates and articles, commenting on others posts and making new connections on social networking sites. Every time we do any of these, we create a narb, a narrative bit, about ourselves. Thus we leave our digital prints or digital DNA all over the virtual world, which when collated, can reveal more about us than we would like. Digital DNA talks about how to manage these narbs and filter the information we send out, so as to secure ones privacy while remaining active on social networks. Using examples from everyday life, Ananda Mitra explains what is a narb, what are the different types of narbtext, picture, sound, video and how to ensure that our narbs do not fall into the wrong hands.

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