

LADDERS

Knozen

Agenda

1. "Me" and the internet
2. The representations of "who I am" and the internet
3. The rising tide of authenticity
4. Using the web to represent me in my career
5. Marketing vs. documenting
6. Today's tools for achieving
7. Using the web to understand me in my life
8. Knozen project and the human personality profile
9. The amazing insight that connected data can give us
10. 10~15 minutes Q&A

AMERICA
Online



IN THE SPOTLIGHT



POST OFFICE



DISCOVER AOL

MEMBER SERVICES

MAIN MENU

TODAY'S
NEWS

NEWS STAND

PERSONAL
FINANCE

Entertainment

Clubs & Interests

Education

COMPUTING

REFERENCE DESK

TRAVEL

INTERNET
CONNECTION

MARKETPLACE

SPORTS



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Mark Cuban

President

Dallas, Texas | Computer Software

Current Self-employed

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Essena O'Neill quits Instagram claiming social media 'is not real life'

Australian teenager with more than 612,000 Instagram followers radically rewrites her 'self-promoting' history on social media (and launches new website)



Teen Instagram star Essena O'Neill deleted more than 2,000 photos and radically rewrote the captions of those posts that remained: 'social media ... consumed me'.



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▶  iPad at a glance

▶  Get started

▶  Basics

▶  Siri

▶  Messages

▶  Safari

▶  Mail

▶  Music

▶  FaceTime

▶  Calendar

▶  Photos

▶  Camera

▶  Contacts



iPad User Guide

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 English (U.S.)



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When computers read your resume, they think you are a mid-level candidate with management experience and skills in Marketing and Information Technology.

Taya Page Education

University of Chicago 1998-2001

B.A. with honors; Visual Arts major, Computer Science minor

Cross-functional product

executive with equal passion BlankSlate, Brooklyn

technology and people A DUMBO creative and advertising agency connecting national brands with local

audiences.

management.

Product Director 2014-present

620 W 143RD ST #1A NEW YORK Product director building an online marketplace that matched local businesses and

service providers with publishers and experts to drive low-cost, scalable content

TAYAPAGE@GMAIL.COM marketing opportunities.

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Professional job title (1)



Summary



Skills (1)



Accomplishments

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Professional job title (1)



Summary



Skills (1)



Accomplishments

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Mark Zuckerberg



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Intro

Making the world more open and connected.



Mark Zuckerberg

18 hrs · Palo Alto, CA · 🌐

Today we're partnering with Airtel Africa to launch [Internet.org](#) Free Basics in



3/20

Are you likely to put yourself in another person's shoes?

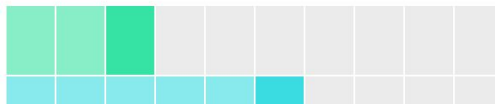


tap here to skip

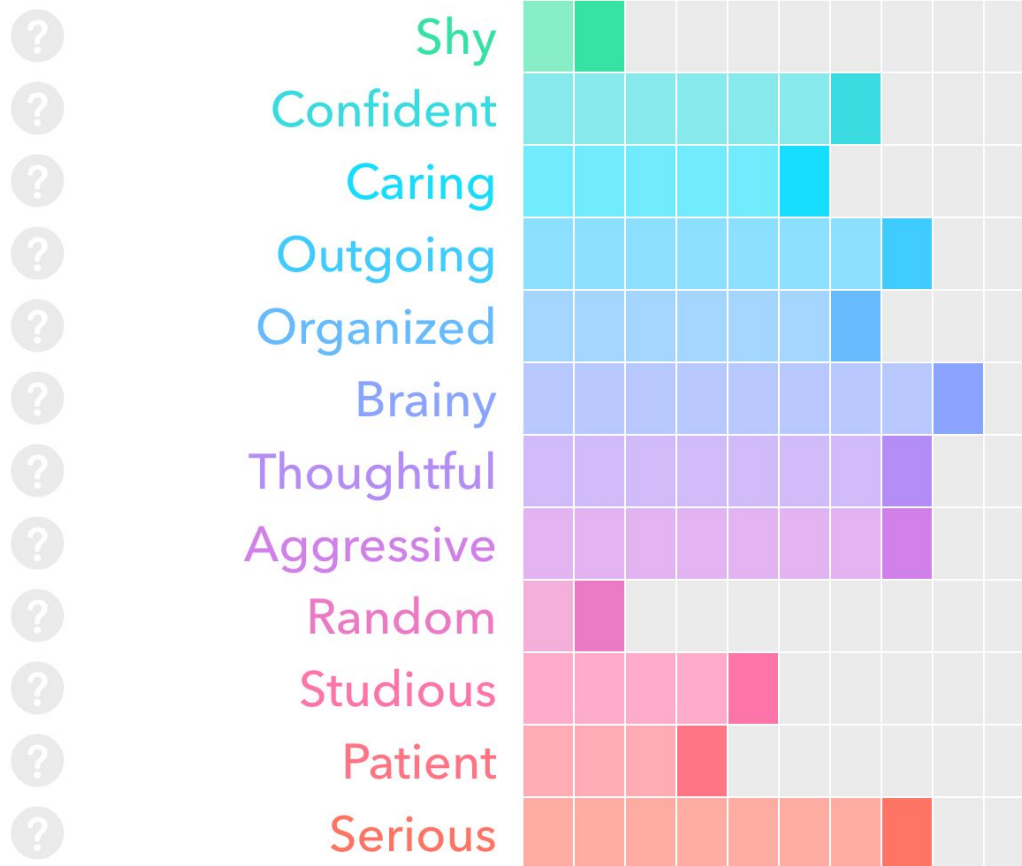
My Knozen Chart



Shy



Pankaj's Knozen Chart



What Personality Research Reveals about Trump Supporters



Trump with supporters in Norfolk, Va., in October. (Sara D. Davis/Getty)



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AA

by [MARC CENEDELLA](#) April 5, 2016 2:37 PM

Q&A