Personas shows you how the Internet sees you

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MIT has a nice gadget. It apparently searches the internet for a name and generates a kind of tagcloud for how it has mapped what it found to some predefined categories. Just to show how it probably comes up with inaccurate results. I don't really understand the categories, and why they didn't use the way more useful divination symbols. The category "online" is a bit obvious, and the big "legal" block seems to be caused by having a creative commons copyright statement on every page of my blog. The rest is a blur.

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http://www.xs4all.nl/~ipenburg/blog/posts/play/2009/08/21/personas−shows−you−how−the−internet−sees−you/