

Digital identity and connectivity: knowledge and attitudes of Chilean university students

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Abstract

The objective of this research study was to determine the knowledge level and the attitudes of Chilean university students towards the concepts of identity and digital reputation and their connectivity habits to digital media. The subject area (engineering, health sciences, and humanities) of study was used as the analysis axis. The research was descriptive-quantitative and cross-sectional. A previously validated instrument was applied to a sample of 509 volunteers grouped in three areas: engineering sciences, health sciences, and humanities. The Kruskal Wallis test was used for statistical analysis. The results showed that cellphones were the preferred device to access the Internet. Students did not differentiate between their face self and their digital self. It is concluded that the subject area of study did not influence choice type, connection time, or preferred device, but it did influence student's digital reputation concept and management.

Author keywords

Connectivity

digital identity

interpersonal interaction

phubbing

reputation