

i am
riaan
(the guy standing with the microphone)




this is my
family
(i am holding camera)



these two aren't my family, but they have

adopted

me
(i am holding camera)




A black and white photograph of two young children sitting on a plaid blanket outdoors. The child on the left is a girl with pigtails, and the child on the right is a boy. They are both looking towards the camera. The background shows some trees and a grassy area.

these are some of my

friends

(i am holding camera)

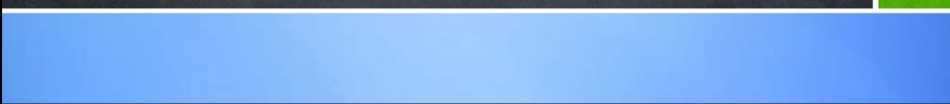




A black and white photograph of a group of seven people sitting together outdoors. There are four men and three women of various ages, all smiling and looking towards the camera. They are sitting on the ground or on a low wall in a natural setting with trees in the background.

these are my

pets





(i am holding camera)




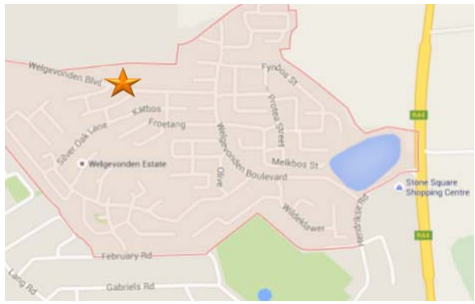
i

live

at the beach





and also sometimes
live
in the winelands



The top section features a decorative grey swirl on the left. The text 'and also sometimes live in the winelands' is centered. To the right, there is a map of a town area with a star marking a specific location. Below the map is an aerial photograph of a town built on a hillside in a valley, surrounded by mountains. The bottom of the section has a blue bar with a green accent on the right.

i
love
to



The bottom section features a decorative grey swirl on the left. The text 'i love to' is centered. To the right, there are two images: the top one shows two people sitting on a stone ledge, looking at a large map; the bottom one shows a cruise ship sailing on the ocean at sunset. The bottom of the section has a blue bar with a green accent on the right.




UNIVERSITEIT
STELLENBOSCH
UNIVERSITY

i
work
at stellenbosch univ



A blue and green horizontal bar is located at the bottom of the slide.



my
office
use to be located here



skool_vir_rekeningkunde
stellenbosch_universiteit

A blue and green horizontal bar is located at the bottom of the slide.

but then this

happened

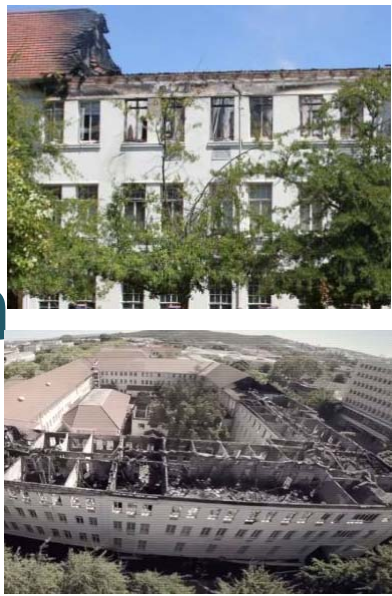


The top photograph shows a fire truck with its ladder extended towards a building at night, with thick black smoke rising from the roof. The bottom photograph shows a large building with multiple windows glowing from fire, with thick black smoke billowing from the roof.

now my office is

open plan

(with no walls, windows or roof)

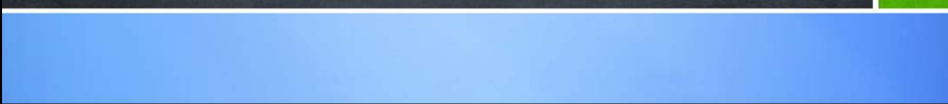

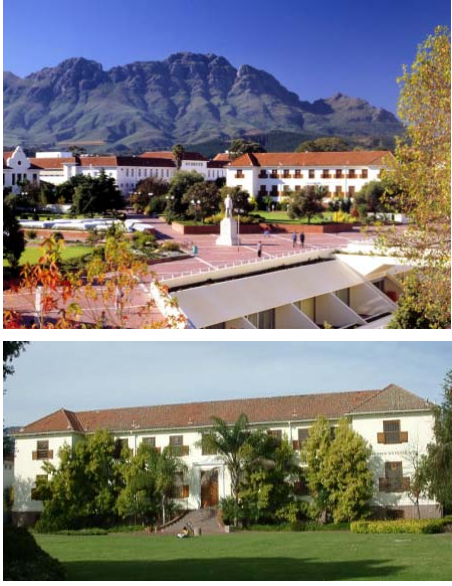


The top photograph shows a multi-story building with significant damage to its facade and roof. The bottom photograph shows a large, curved building with a completely destroyed roof and exposed interior structure.

so i temporarily

moved

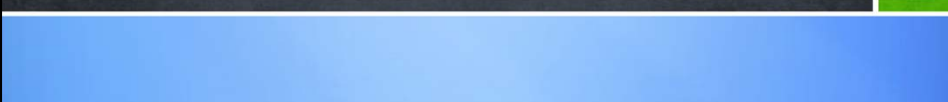


to the perold building



then i was

relocated


again to schumann



during the day i

lecture

auditing & information sys




The slide features a decorative grey swirl graphic on the left. The text is positioned to the right of the swirl. The word 'lecture' is in a large, bold, dark blue font. Below it, 'auditing & information sys' is in a smaller, grey font. A photograph of students in a lecture hall is on the right side of the slide. The students are looking towards the front of the room, and one student is pointing. The slide has a blue footer bar.

sometimes i

think they are

a bit



The slide features a decorative grey swirl graphic on the left. The text is positioned to the right of the swirl. The words 'think they are' are in a large, bold, dark blue font. Below it, 'a bit' is in a smaller, grey font. A photograph of two young women sitting at a desk is on the right side of the slide. One woman is pointing at the other's forehead. The slide has a blue footer bar.

but I am actually

proud

of them



A large group of graduates in red gowns and black caps are lined up on a stage during a graduation ceremony. The graduates are facing forward, and the stage is filled with them. The background shows a large indoor arena with a high ceiling and some structural elements.

i also do

research




A close-up shot of a person's hands writing on a document with a pen. The document is open, and the person is using a black pen to write. A laptop keyboard is visible in the background, suggesting a research or writing environment.

but people think accounting

research

is done like this




The slide features a decorative grey swirl on the left. The text is arranged in a vertical stack: "but people think accounting", the word "research" in a large, bold, dark teal font, and "is done like this". To the right of the text is a photograph of two scientists in white lab coats and safety glasses working in a laboratory. One scientist is holding a pipette and a test tube, while the other is looking at a notebook. The bottom of the slide has a blue bar with a small green segment on the right.

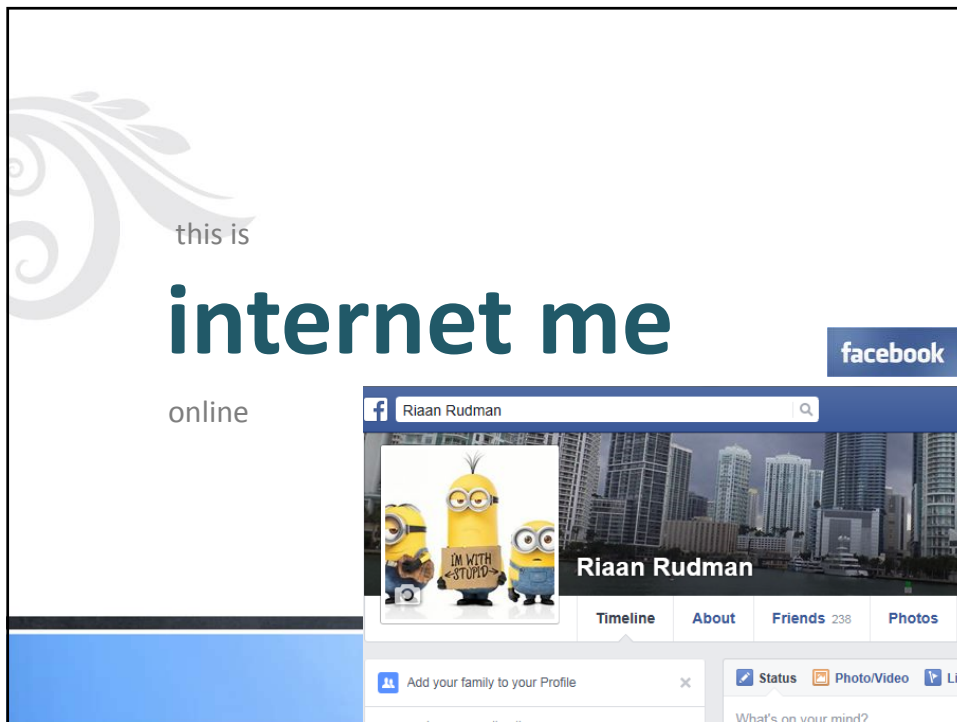
my

analog

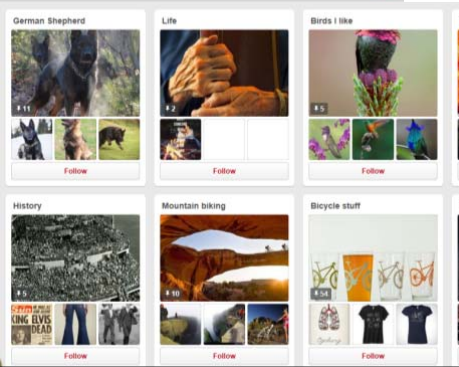
world



The slide features a decorative grey swirl on the left. The text is arranged in a vertical stack: "my", the word "analog" in a large, bold, dark teal font, and "world". To the right of the text is a pixelated illustration of Mario from the Super Mario Bros. series, wearing his signature red cap and overalls, with his right hand raised in a fist. The bottom of the slide has a blue bar with a small green segment on the right.

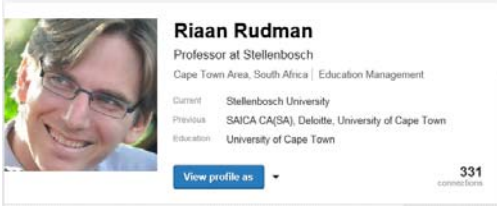


i have the following
interests
online



The image shows a screenshot of a Pinterest profile page. On the left, there is a decorative grey swirl graphic. The text reads "i have the following interests online". To the right, the Pinterest logo is visible. Below the text, there is a grid of six interest boards. The boards are: "German Shepherd" (featuring a black dog), "Life" (featuring a close-up of hands), "Birds I like" (featuring various colorful birds), "History" (featuring a historical scene), "Mountain biking" (featuring a person on a mountain bike), and "Bicycle stuff" (featuring various bicycle-related items). Each board has a "Follow" button below it. The Pinterest logo and the number "20 Boards" are also visible.

this is
me at work
online



The image shows a screenshot of a LinkedIn profile page. On the left, there is a decorative grey swirl graphic. The text reads "this is me at work online". To the right, the LinkedIn logo is visible. Below the text, there is a profile card for Riaan Rudman. The profile card includes a profile picture of a man with glasses, his name "Riaan Rudman", his title "Professor at Stellenbosch", and his location "Cape Town Area, South Africa | Education Management". It also lists his current employer "Stellenbosch University", previous employer "SAICA CA(SA), Deloitte, University of Cape Town", and education "University of Cape Town". There is a "View profile as" button and a "331 connections" indicator.



i hold the following

qualifications

(nobody cares)


Education

University of Cape Town
BBusSc (Hons); PGDA; MBusSc (Finance), Accounting and Finance

Stellenbosch University/Universiteit Stellenbosch
MAcc (Computer auditing) cum laude, Computer auditing

LinkedIn





i hold the following

job titles

(nobody cares)

Background

Experience

Co-ordinator: Community interaction
Stellenbosch University
January 2014 – Present (1 year 5 months)

Senior lecturer
Stellenbosch
February 2005 – Present (10 years 4 months)
Lecture Auditing and Information Systems at graduate level.
Lecture Auditing at post-graduate level.
Lecture Masters in Computer Auditing.

Senior Thuthuka project manager
SAICA CA(SA)
January 2007 – January 2015 (8 years 1 month)


LinkedIn



i

represent


all these organisations, *amongst others*



i apparently have these

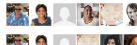
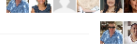
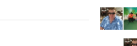


skills

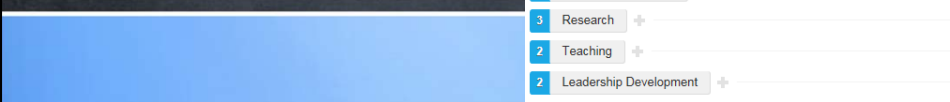
(none of which are on my cv)

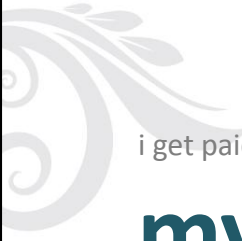


Skills

Top Skills

19	Higher Education	+	
16	Lecturing	+	
7	Analysis	+	
7	Financial Accounting	+	
6	IFRS	+	
4	Public Speaking	+	
3	Qualitative Research	+	
3	Research	+	
2	Teaching	+	
2	Leadership Development	+	

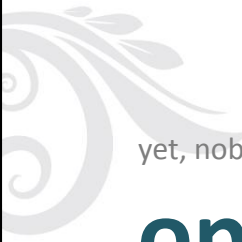
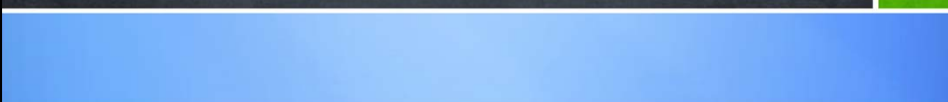




i get paid for

my opinion

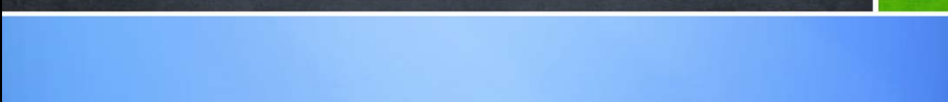
(because i am a auditor)



yet, nobody wants my

opinion

(mainly my mom & girlfriend)



but these organisations' actually did care about

my opinion

(because of my online identity)




The image shows a collection of logos for various South African media organizations. From top to bottom, they are: 1019 CHARM, THE POWER OF 5 FM, RADIO 2000 (97.2 - 100 FM Nationwide), RSG (100% LOCAL), news24 (Breaking News. First.), HUIS genoot, and DIE BURGER.

i have 238 (maybe +1)

online friends

1 is having a birthday
& i must decide to accept another as my friend



The image is a screenshot of a Facebook 'Friends' page. At the top, it says 'All friends 238 Birthdays 1'. Below this, there are four friend cards, each with a profile picture, name, and friend count, and a 'Friends' button with a dropdown arrow. The friends listed are: Martinette Nieuwoudt (461 friends), Wandi Kruger-van Ren (255 friends), Natasha Sexton (237 friends), and Wilmarie Grobbelaar (268 friends). The Facebook logo is visible in the top right corner of the screenshot.



there are even people (i.e. friends) that

i might know

(according to facebook)

facebook

People you may know

-  **Mathildie van Graan**
Cape Town, Western Cape
Christo van Renen and 2 other mutual friends
[Add Friend](#)
-  **Takalani Nefale**
University of Cape Town
Lisle Kenneth Clark and 6 other mutual friends
[Add Friend](#)
-  **Sandie Arendse**
Cape Technikon
[Add Friend](#)







these are my 291

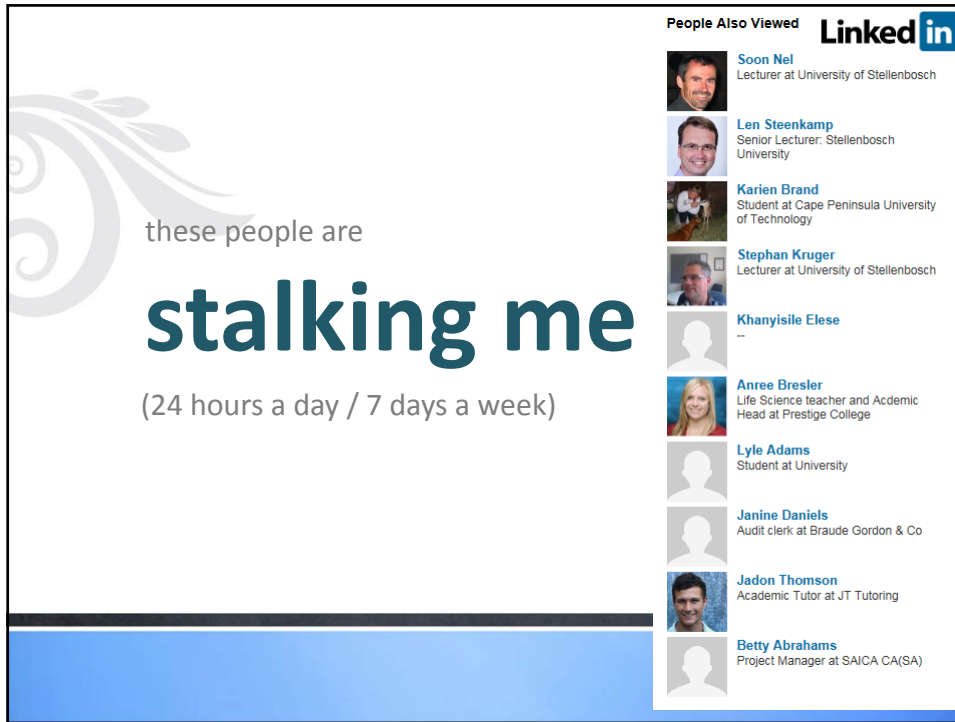
connections

(but they are not all my friends)

LinkedIn

Connections All (291)


-  **Du Preez Ronel** <rdp@sun...>
Vice Dean (Teaching), Faculty of Econo...
-  **Ian Scott**
CFO: Media24 Books at Media24
-  **Alec Schoeman**
Head of Equities South Africa at Citi
-  **Alan Bedwell**
Snr SOX Analyst at Hospira
-  **Corinna Kirsten/Schwarze**
Senior Lecturer at University of Stellenb...
-  **Tonia Jackson**
Life skills facilitator and coach













these people are

stalking me

(24 hours a day / 7 days a week)

People Also Viewed 

-  **Soon Nel**
Lecturer at University of Stellenbosch
-  **Len Steenkamp**
Senior Lecturer, Stellenbosch University
-  **Karien Brand**
Student at Cape Peninsula University of Technology
-  **Stephan Kruger**
Lecturer at University of Stellenbosch
-  **Khanyisile Elese**
--
-  **Anree Bresler**
Life Science teacher and Academic Head at Prestige College
-  **Lyle Adams**
Student at University
-  **Janine Daniels**
Audit clerk at Braude Gordon & Co
-  **Jadon Thomson**
Academic Tutor at JT Tutoring
-  **Betty Abrahams**
Project Manager at SAICA CA(SA)



improvement in popularity of 21%

i'm popular

(all star = legend)

LinkedIn 

Profile Strength

 All-Star

Who's Viewed Your Profile

- 9** Your profile has been viewed by 9 people in the past 30 days.
- +21** Your rank for profile views improved by 21% in the past 30 days.

 Unlock the full list with LinkedIn Premium

i had a facebook group of 924 members called

#audit_sexy

facebook




The screenshot shows a Facebook group interface. At the top, the group name is 'audit sexy (#audit_sexy)'. The cover photo features the text 'and the WINNER #audit_sexy'. The left sidebar shows the user's profile 'Riaan Rudman' and navigation options like 'News Feed', 'Messages', 'Events', and 'Weigevonden'. Below these are several group listings. At the bottom of the group page, it indicates 'All Members (924)' and provides a search bar for members.

another 556 members were

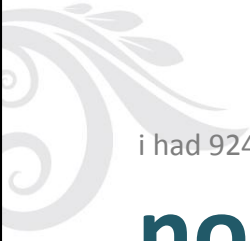
unwanted

facebook

friends & blocked




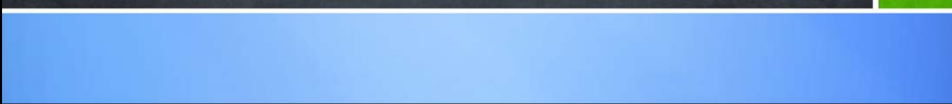
This screenshot shows the same Facebook group page as above, but with a significant change. The member count at the bottom has decreased to 'Blocked (556)'. The 'Blocked' button is highlighted in red. The group name and cover photo remain the same. The left sidebar is also visible, showing the same navigation options as in the previous screenshot.



i had 924 members, now I have


none


(because the university made me close the group)



my

analog self






is experiencing a conflict with living in a

digital (2.0) world

A decorative swirl graphic is positioned in the top-left corner. The text 'is experiencing a conflict with living in a' is in a small, grey font. Below it, 'digital (2.0) world' is written in a large, bold, dark teal font. A thin black horizontal line is located below the text, with a small green segment on the right side. Below this line is a solid blue horizontal bar.



i am

confused

about my identity and the risks i am exposed to

A decorative swirl graphic is positioned in the top-left corner. The text 'i am' is in a small, grey font. Below it, 'confused' is written in a large, bold, dark teal font. Underneath, 'about my identity and the risks i am exposed to' is in a small, grey font. A thin black horizontal line is located below the text, with a small green segment on the right side. Below this line is a solid blue horizontal bar.



what happens when

analog & digital

worlds combine?

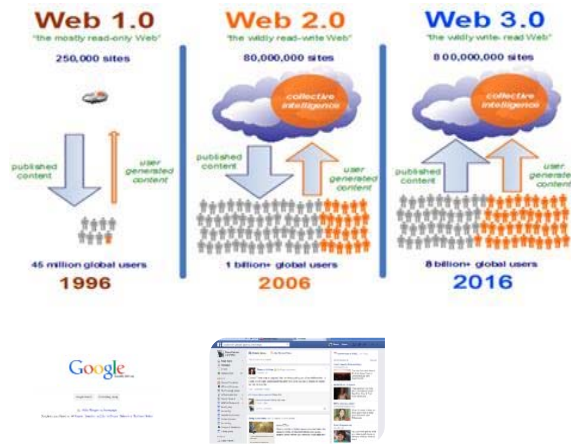


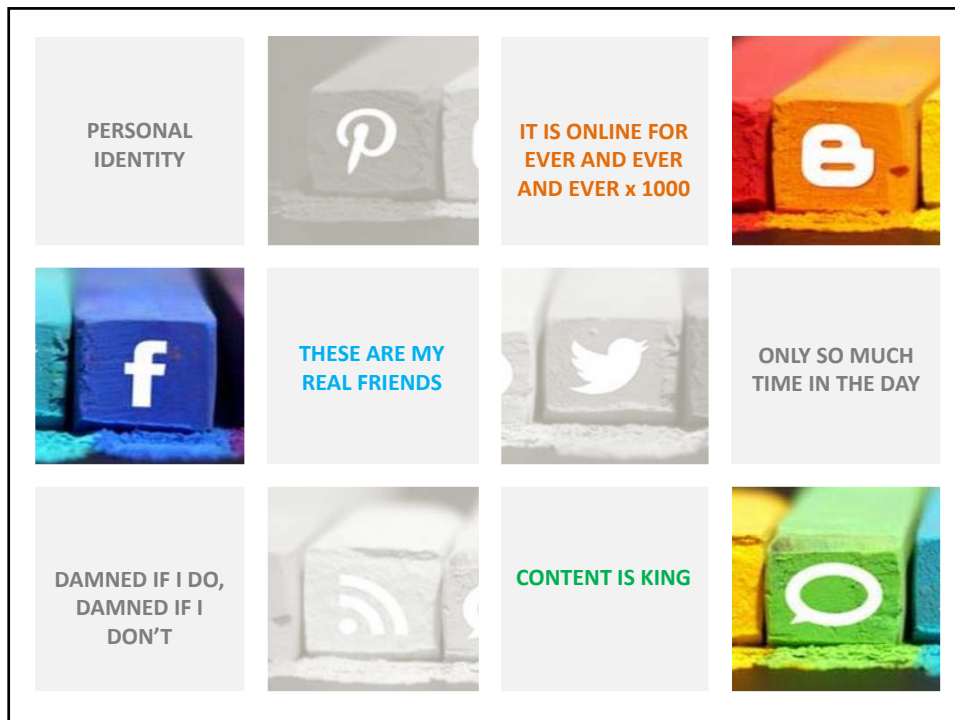
#PIXELSMOVIE

the internet is evolving

the publically accepted definition for **Web 2.0** is

*“a perceived second generation of web-based **communities** and host servers that facilitate **collaboration** and **sharing** between **users**; referring to a **change** in the **way that the platform is used.**”*
 (Wikipedia, an on-line encyclopaedia)






personal identity, for what?

- » concepts of **privacy** and **censorship** changed
- » loose your personal identity
- » you are your **corporate digital footprint**
- » a **digital shadow** is created on your behalf (i.e. loose control over content)
- » future **reputational damage** as person, academic & researcher

The screenshot shows a Twitter profile for 'stacythayer' with a bio that reads 'Name, company or Location: Boston, MA Website: http://www.stacythayer.com/ The Owner of SOURCE Boston'. A yellow banner states 'This person has protected their updates.' Below the profile is a blog post titled 'Stacy Thayer's Blog' dated September 13, 2008, with the text 'Just can't get enough Filed under: Uncategorized - Stacy @ 8:01 am (yes, I realize that I've gone from not writing all month to writing three entries in one day)'. At the bottom is a photo of a man in a boat with two stars overlaid on it.

it is online for ever and ever x1000

- » internet by nature is **permanent**
- » **lets ask uncle google mommy**. He knows everything
- » if it is **googleable**, it must be fact
- » **draft v1.0, v2.0, vn.0** remain online
- » **unable to publish** in future
- » someone can **steal your idea** before publishing (i.e. plagiarism)



SAICA (South African Institute of Accountancy) SA will be profiling top CA(SA)'s. Who do you want us to feature in the next coming issues? accountancykit.org.za @saica

Dumirocks (@Dumirocks) [Follow](#)

@saica_ca_sa Riaan Rudman!

2 Retweets. Het uitgefigure wie @DieBRekker is... Riaan Rudman... Met al sy grade kan iv nie minder verwag... #heknowsall #heseesvou #stellenboschsesteve...

Twitter / Dumirocks: @saica_ca_sa Riaan Rudman!
<https://twitter.com/Dumirocks/status/263628977158094848>


Instantly connect to what's most important to you. Follow your friends, ex celebrities, and breaking news.

Hanru Redelinghuys @hanrured | twtrland
twtrland.com/profile/hanrured Translate this page

Peter Tennant @Father_Tennant
 Sent a 'late' draft of a paper to comment on. First thing I notice: I've been demoted in author order. Second: the draft is awful. #AcWri


it is online for ever and ever x1000

- » **context** is important
 - » difficult to simplify complex topics in short form (e.g. #140char or blog)
 - » 1 dimensional engagement Q&A
 - » impulsive comments can be miss understood
 - » could result in defamation
- » **miss quoted** because mainstream media does not read academic journals
- » **electronic recombination** results in error



Keith R Laws @Keith_Laws · Jul 27
 @mc_hankins @m_wall @schrodingerskit the @BBCNews should be embarrassed running a piece on this 'study'

Matthew Hankins @mc_hankins · Jul 27
 @Keith_Laws @m_wall @schrodingerskit @BBCNews it appears to be a one-page letter to the editor: onlinelibrary.wiley.com/doi/10.1111/jg...



news24 Breaking News. First

Cyber bullying growing in SA
 2013-08-12 10:40

The extent of cyber bullying in South Africa is understated, but it is clear that the problem is growing, according to Riaan Rudman, lecturer at Stellenbosch University.

Rudman points out that, "The full extent of cyber bullying (being broadly defined) in South Africa is unclear. It is however clear that the phenomenon is growing."

He states that cyber bullying is broadly defined as personal harassment via a digital platform, including SMS, e-mail and social media networks.

To read the article titled, "Cyber bullying growing in SA," click [here](#).

Twitter statuses about Alan Knott-Craig - Twitter.WhoTalk
twitter.whotalking.com Trending Topics Locations

Dumirocks: I left Auditing for a particular reason, Riaan Rudman an

» **pushing content** (sharing/ RSS syndication) which

- » is pick-up by mainstream media which has **real life consequences**
- » contain **errors** #retweet
- » contain **malicious code** (#phishing/ spam)
- » might **change** #wiki's
- » creates '**white noise**' around own research

content is KING



finweek
PERSONAL FINANCE. MANAGEMENT. ENTREPRENEURSHIP

SHORTS SKIRTS AND SHIRTS SUITS FINWEEK CLUB THE GAB GROOTBAAS JOBS

OPINION: Why you should think twice before going for that accounting degree

January 20, 2014 by Finweek Staff 4 Comments

Johan Fourie's blog

SAICA, accountants and academic freedom

with 3 comments

Bring on the personal trainers
Probability that computerisation will lead to job

I've had countless conversations with accountants, inside and outside the profession, about their jobs, and specifically about the impact that robots of automation

SAICA RESPONSE TO A FINWEEK

the forefront of investment powerhouses in the continent.
tp://bit.ly/15GYv5Y

News Articles and Press & media releases - SAICA | The South African Institute of Chartered...
www.saicab.co.za

» use **technology** (#mashup's) do not understand

» in quest to create content

- » disclose **confidential** information or **commercially sensitive** information
- » loose your **intellectual property rights**
- » **breach copy right** if share photos, movie or sound clips

» breach **university policy**

» legal and financial **liability**

content is KING



Migration since May 2012

Wallace
Tagged: Loch Kattine, Scotland on 15 May 2012
Latest signal received: 6th September 2012, 16:40
Wallace's Blog

WIKIPEDIA
The Free Encyclopedia

Wiki Loves Monuments: Photographs

List of wikis

HOME ABOUT ME

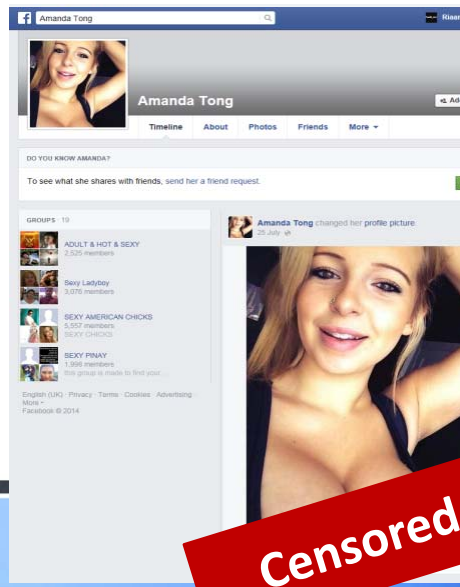
Welcome to my blog!

Posted by Eileen July 24, 2009

After I had packed my bags, with only my willful determination to guide me, and left my home country of Germany, I found a new home in a Buddhist community in Northern California. I lived and worked there till 2007. It was an intense, life and mind-changing time, which I never ever would want to miss.

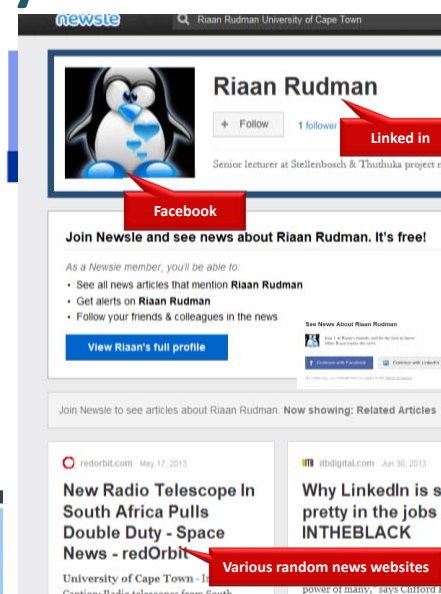
these are my “real” friends

- » virtual friend or fraudster
- » difficult to **assess background** of person engaging
- » compromise professional relationships
- » “cyber bullying” by **academic** **greats making negative comments**
- » **unsubstantiated comments** by **uninformed followers**



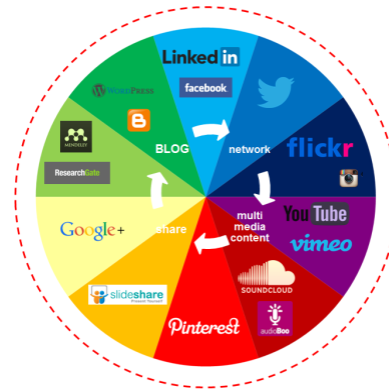
these are my “real” friends

- » **predatory** journals & bloggers
- » sharing information **across platforms**
- » posting information online makes **social engineered attacks** easier
- » **phishing sites** for academics



only so much time in the day

- » you are part of the conversation 24/7
- » **time consuming** to always be online
- » **must remain**
 - » relevant
 - » active
 - » be entertaining
 - » add to the discussion without blurring the issue
- » with little (initial) reward



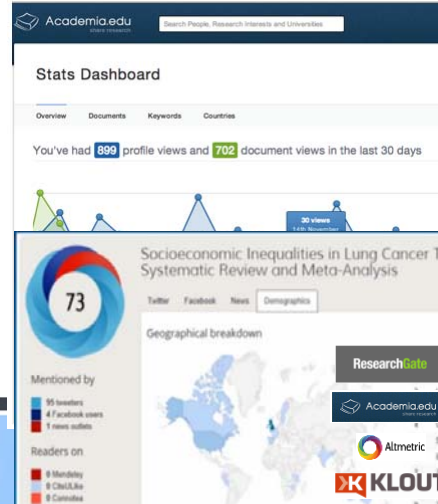
57

damned if you do, damned if you don't

- » “**media hog**”, rather than serious academic
 - » loss of credibility
 - » too much self promotion
 - » assumed work lacks academic rigor and respect
- » risk of **not being noticed**
- » reputational risk if not making an impact or an **incorrect impact**

damned if you do, damned if you don't

- » serious academics might not take you seriously, but **which is more important?**
 - » adding to conversation?
 - » publishing in academic journals?
 - » academic or media rating?
 - » citations?
 - » impact factor?
 - » altmetric score?
 - » klout score?



why the fuss?



