

Passwords and intimacy

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OpenID as implemented

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OpenID provided	6	0	0	6
OpenID accepted	4	0	0	4
FB Connect accepted	7	0	3	10

OpenID as implemented

Registering for Mixx is fast, fun, and easy! Here at Mixx, we don't think you should have to create yet another username and password. We work with several sites that you may already use. Simply select the account you'd like your new Mixx account to work with and we'll handle the rest!



Register using your OpenID URL



Mixx

OpenID as implemented

Feeling geeky?

When you log in to a website that supports OpenID login we'll send your OpenID identifier to the website so it can identify you.

To make things easy, we have generated this identifier for you:

<https://me.yahoo.com/a/OU2iCjRytdHt3TZVle>

You don't need to save this identifier. While logging in to websites, you can simply look for a Yahoo! button or type **yahoo.com** in the OpenID text field. You can also choose additional custom identifiers for your Yahoo! account below.

Yahoo!

Password sharing & intimacy



- Singh 2007: 50% of Australian couples share banking passwords
- Boyd 2009: American teens commonly share passwords as a form of intimacy
- BITKOM 2010: 37% of Germans share passwords

Does adding a password enrolment step:

- Increase private information disclosure?
- Increase sales?
- Increase affinity, brand satisfaction?

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Data available online:

<http://preibusch.de/publ/password-market>