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Introduction:

As the globe entered into the computer's era much rapid advancements has been noticed in the means of communication. The global distances has been reduced to just a click on a key board, unknowns are now know, many entrepreneurs have reached far away markets which they never thought of. In short one could say the whole world is on a few inches display screen.

Internet has provided a platform for individuals and business establishments to interact with the unknown world or search for new markets or demands. Multiple strategies and techniques are adopted to promote themselves or products. By means of websites, displaying a complete profile anyone can publicize his products or himself. Almost every year tons of web sites are uploaded on different search engines. Internet is growing rapidly and with the population of internet doubling roughly every 100 days, Cyberspace is becoming the new preferred environment of the world (Dixit, 2005).

Self Presentation:

A significant number of people are fame conscious, they want to be known by many other peoples and they need to expose their qualities or status to their immediate circle or the world beyond it. Such people take the support of certain logos, images or designed figures, to be used instead of their actual identity. As per many researchers conducted, the main concept behind such action is to stand unique among others. The logos or images that are used in place of actual identity are influenced by the user's personal liking or interest. Such images or logos portray the individual's personal character and his mental level. As far as the audiences are concerned, they get the idea of website's owner caliber and if it appeals, a link is developed.

Motives of Personal Website:

Since last many years, the growth of personal web sites has been enormous. There are multiple motives behind designing and uploading of such personal web sites, it could be highlighting a specific event, promoting one's expertise or talent and in support for some individual celebrity or

organization. Moreover with the technical advancement, as many software and website designing packages are available online, an individual gets the opportunity to modify his web site. Also, by getting a positive response the website owner gets motivation and he further explores for more options for to be added. A personal website is often the first place people start to test a new tool or create their first website (Hammond & Renner, 2009).

Utilization of different symbols or logos instead of personal actual identities could produce positive or negative results. The designer of the website might hide his actual ID for intentional malpractice or the viewer might not get the right impression of it. But commonly speaking the use of logos, symbols and images as ID on personal websites are very common and effective.

References:

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- Hammond, J. C. and Renner, P. (2009) *DotNetNuke 5 User's Guide: Get Your Website Up and Running*. Indianapolis: Wiley.