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A person's social fingerprint is encapsulated in Facebook activity, mobile phone connections, email exchanges, tweets, and in other avenues of electronic socialization. Using patterns extracted from such interactions, data analysts aim to identify spammers, market trends, account movements, and sentiment. Well-studied applications in mathematics and computer science of this type of data forensics include the Netflix recommendation problem, targeted online advertising systems, and credit card fraud. In this talk we demonstrate the impact of data forensics and social fingerprinting by showcasing how one's persona can be identified by ranking the behavior between social connections. Specifically, we apply similarity measures to known social identities in order to rank trends of social behavior over time. (Received September 19, 2012)