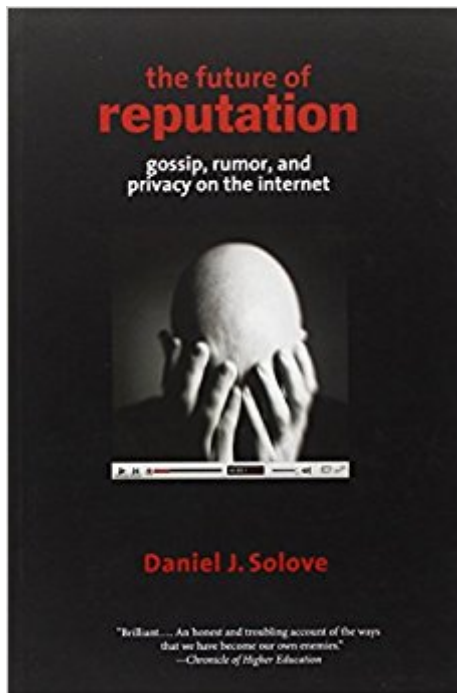




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The Future Of Reputation: Gossip, Rumor, And Privacy On The Internet



Synopsis

Teeming with chatrooms, online discussion groups, and blogs, the Internet offers previously unimagined opportunities for personal expression and communication. But there's a dark side to the story. A trail of information fragments about us is forever preserved on the Internet, instantly available in a Google search. A permanent chronicle of our private lives—often of dubious reliability and sometimes totally false—will follow us wherever we go, accessible to friends, strangers, dates, employers, neighbors, relatives, and anyone else who cares to look. This engrossing book, brimming with amazing examples of gossip, slander, and rumor on the Internet, explores the profound implications of the online collision between free speech and privacy. Daniel Solove, an authority on information privacy law, offers a fascinating account of how the Internet is transforming gossip, the way we shame others, and our ability to protect our own reputations. Focusing on blogs, Internet communities, cybermobs, and other current trends, he shows that, ironically, the unconstrained flow of information on the Internet may impede opportunities for self-development and freedom. Long-standing notions of privacy need review, the author contends: unless we establish a balance between privacy and free speech, we may discover that the freedom of the Internet makes us less free.

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"No one has thought more about the effects of the information age on privacy than Daniel Solove."

-- Bruce Schneier, author of "Beyond Fear: Thinking Sensibly about Security in an Uncertain World"

A timely, vivid, and illuminating book that will change the way you think about privacy, reputation, and speech on the Internet. Daniel Solove tells a series of fascinating and frightening stories about how blogs, social network sites, and other websites are spreading gossip and rumors about people's private lives. He offers a fresh and thought-provoking analysis of a series of wide-ranging new problems and develops useful suggestions about what we can do about these challenges." -- Paul M. Schwartz, professor of law, University of California Berkeley School of Law "No one has thought more about the effects of the information age on privacy than Daniel Solove." -- Bruce Schneier, author of *Beyond Fear: Thinking Sensibly about Security in an Uncertain World* "As the Internet is erasing the distinction between spoken and written gossip, the future of personal reputation is one of our most vexing social challenges. In this illuminating book, filled with memorable cautionary tales, Daniel Solove incisively analyzes the technological and legal challenges and offers moderate, sensible solutions for navigating the shoals of the blogosphere." -- Jeffrey Rosen, author of *The Unwanted Gaze* and *The Naked Crowd*

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-- Paul M. Schwartz --This text refers to an alternate Paperback edition.

Daniel J. Solove is associate professor, George Washington University Law School, and an internationally known expert in privacy law. He is frequently interviewed and featured in media broadcasts and articles, and he is the author of *The Digital Person: Technology and Privacy in the Information Age*. He lives in Washington, D.C., and blogs at the popular law blog <http://www.concurringopinions.com>.

Once I started *The Future of Reputation*, I could not put it down. The book brings alive how online gossip, social networking sites, and blogs increasingly define who we are and how we are perceived in today's Information Age. The stories it tells are, at once, laugh-out-loud funny and terrifying. We see the lives of others distorted by vengeful ex-lovers and mocked by teachers. Online commentators shine light on bad behavior to shame people. Our reputations are out of our control. What I loved about this book is that it asks us to rethink assumptions about how we define ourselves in an age where search engines tell our story to future employers and old high-school classmates. The book helped me appreciate that online shaming plays a new and perhaps important role in shaping behavior but also has serious costs. It offers thoughtful suggestions for what we can do about these problems without sacrificing so much of what is liberating about our online interactions. This is a must read for anyone who is interested in living a full and informed life in the Internet age.

At first I was expecting more from this book, but as I read and gave consideration to what Solove was putting forth I realized this is a book that gives one a solid foundation from which to start with their reputation management. I would highly recommend purchasing this book, especially in light of the flakes out there who will attempt to defraud you of meals, services, or any other goods or services by posting bad reviews if you do not give them freebies. Ron Fenney Huntington Beach, CA

Originally have this in my native language, but the translation was bad. However, this book (english original version) by Solove has very good point on the privacy problems on the internet

Ok

A required bit of reading for a class, the book is actually quite engrossing in how computers and society intermix..

Solove's book doesn't provide answers, rather it provides situations that help you ask the right questions. As an extra bonus it is extremely well written and an enjoyable read.

I've become a huge advocate of the role that "social media" can play in creating participatory environments within communities and local governments, however I've rarely taken a step back to look at the privacy implications of the rapidly emerging "Gov 2.0". Technology advocates (such as myself) tend to push a system where people dump their ideas, feelings, and misgivings about their communities into an online environment, but is there ever a moment where we stop and think about how we might be asking people to incrementally give up their privacy? Each piece of information, each opinion, each comment allows potential onlookers to gain more insight into our private lives. In *The Future of Reputation* author Daniel Solove takes a broad look at privacy on the internet and the consequences of what can happen when information intended toward one audience ends up in the wrong hands. (more after the jump) The internet takes more information than we could ever hope to process and dumps it at our feet. In the midst of this information rich society, it seems that there are a greater number of people that consider their own knowledge on a subject to have reached a level suitable to critique the opinions of others. In fact with many Web 2.0 technologies, the open dissection and criticism of ideas is not only possible but in many ways highly encouraged. We freely post comments on blogs, we share information on Twitter with our own insightful twist, we quip about articles sarcastically on Facebook, and in so many other ways we no longer allow a fear of our own lack of knowledge to hold back our opinion. Solove explores the ways in which these information exchanges, criticisms, and comments function and how they diverge from our methods of communicating outside the internet. *The Future of Reputation* dives into the many psychologies present on the internet and how they can allow us more freedom to express ourselves while at the same time creating a stronger responsibility to protect the reputations, agency, and autonomies of our fellow humans. Perhaps the most striking example that Solove presents of our new found responsibilities is the YouTube video of the "Star Wars Kid". Many of us passed the video along to friends and enjoyed a good laugh at his expense without ever pausing to think about the psychological impact wrought on the Star Wars Kid by being mocked by millions of people via the internet. Solove guides the reader through a variety of other internet related mishaps and illuminates the darkside of the internet's wide open frontier. It forced me to examine the ways in which we are asking people to expose themselves and the lack of protections that we have in place for the reputations of those who want to be outspoken in our community. What are the repercussions for those individuals that we ask to make their opinions known about a particular topic? Is there anyway

to protect them from any acts of retribution carried out by an employer that might not agree? Are there any true guarantees to privacy in our electronic era where all of our demographic information (and perhaps much more revealing personal information) is only a click away? While the law is still fuzzy with regards to privacy via the internet, Solove lays out the ethical and moral imperatives of how we communicate. The book examines what information we are publicizing about ourselves and shows how it could be used against us. Most importantly, Solove makes the reader stop and consider their own actions from the perspective of the people they are talking about.

Very approachable overview of the intersection of the internet (especially blogs and social media) with the law, and of privacy law and free speech law with each other. Written by an eminent law professor, the book is concise and clear, and reads like an extended lecture and/or a straightforward law review article. It is easy to digest but is not really a pop read. I am stunned by how timely this book feels despite having been written about 8 years ago, even more surprising considering it was discussing the landscape of a fast evolving subject area (namely, internet and its intermeshing with social life). Excellent exploration of ways in which we might balance the needs of free speech against the needs of privacy and would love to see Professor Solove update the book with more recent developments, his thoughts on the current landscape, and an evaluation of how courts have treated people's rights vis a vis the internet.

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