

Meta Book Review**THE FUTURE OF REPUTATION:
Gossip, Rumor, and Privacy on the Internet**

Book by Daniel J. Solove

Our privacy on the Internet as described by Daniel J. Solove might change our idea and perspective of privacy, reputation, and how to communicate on the Internet. Daniel Solove explained the step-by-step of something we know but not really aware of in how the social media such as blogs, social network sites, and other websites are spreading gossip and rumors about people's private lives. The book is full of cautionary story on how gossip, once restricted to whisper campaigns within limited circles, is fast creating permanent blemish, driven by the Web.

The threat of privacy as described by Solove has gotten bigger when social media software and telecommunication technology makes it easier for us to access and spread our acquaintances' identities and behaviors both intentionally and subconsciously. For example, Facebook, Twitter, Youtube or Instagram are able to reach millions of users in just a few clicks. The provoking analysis of Solove makes us think about a series of wide-ranging problems with privacy and reputation, as well as in creating analyses and suggestions on what we can do about these challenges. Solove describes a world where anonymous bloggers enforce social norms through public shaming, where fresh starts are increasingly impossible, and where traditional expectations of privacy are no longer guaranteed. Solove's book explores a principal dilemma of our age and provides a workable solution that may appeal to readers on both sides of the debate.

Maybe no one has thought in more detail or as systematic as Solove on the effects of the information era on privacy, but when the Internet is diminishing the border between spoken and written gossip, our personal reputation is potentially harassed by social challenges. People's opinions on the Internet are sometimes led by unclear references, and pushing other people to comment, blame, and threaten our privacy more than we predicted. The good and bad thing is, the Internet will make us remember our fame or infamy, forever. Technologies give us an unknown level of control over information. But when it comes to our ability in managing information about ourselves, this control can prove illusory. We have an ability to defend our reputations, however, various people have many ideas and opportunities to find, criticize and publish our weaknesses. An important part of Solove's book is about how human tendency to gossip and spread rumor is amplified by technology. Our chats is exponentially more powerful and damaging when blogged on the Internet. Though Mr. Solove worries about our sharp tongues and eagerness to cast the first stone, he also points out the danger we pose to ourselves, the trap we set for ourselves with every item of personal data we post on the Web. The fact is that we have created and become our own enemies. Our self-exposures are accommodated by the Internet

in this era through texting, recording, or sending our videos to cyberspace. We will be able to create self-exposure, but at the same time we must deal with the issues it creates.

Solove also described a socio-legal analysis of the relationship between gossip, rumor, and reputation maintenance and the responses, both normative and legal, to evolving forms of online expression, as well as examining information privacy and the law and society. Much of the book's contents described the ways in which privacy has diminished in an age in where technology allows for the diffusion of information and in which punishments for this diffusion are weak or simply impossible to do.

Daniel J. Solove in his article titled "Privacy Self-Management and the Consent Dilemma" in 2013 promotes regulatory approach for protecting privacy as privacy self-management. The idea is the law provides people with a set of rights to enable them to decide how to weigh the costs and benefits of the collection, use, or disclose their information. It is like the implementation of the rational choice and the cost and benefit theory. People will think about whether their decision to share or keep certain information will be beneficial or the opposite. People will be more aware in giving consent to any form of collection, use, or disclosure of their data. However, Solove claimed that privacy self-management does not provide meaningful control except to undermine key assumptions about how people make decisions regarding their data and the assumptions that underpin. Solove also stated that it is virtually impossible for people to weigh the costs and benefits of revealing information or permitting its use or transfer without an understanding of the potential downstream uses, further limiting the effectiveness of the privacy self-management framework.

Solove also explained about the difficulty people face in self-managing their privacy due to a series of structural problems. There are too many entities collecting and using personal data to make it feasible for people to manage their privacy separately with each entity. Moreover, many privacy harms are the result of an aggregation of pieces of data over a period of time by different entities. Solove also demonstrates some baseline norms and laws that should govern the spread of personally identifiable information, gossip, and rumors. In addition, privacy self-management addresses privacy in a series of isolated transactions guided by particular individuals. Privacy costs and benefits, however, are more appropriately assessed cumulatively and holistically, not merely at the individual level. Privacy law and policy must confront a complex and confounding dilemma with consent. Consent to collection, use, and disclosure of personal data is often not meaningful, and the most apparent solution even more directly denies people the freedom to make consensual choices.

If we are able to adopt privacy self-management and the consent dilemma on the Internet, then there is a hope that a gossip-saturated blogosphere or other social networks can become a more fair, decent, and perhaps even public-minded place against the conventional wisdom that would declare the net unpredictable and uncontrolled. We must understand that the freedom of information-flow on the Internet can enslave us by ruining our reputations and preventing us from becoming the people we want to be. Therefore, through offering practical advice on self-control, and considering the cost and benefits of how societal norms and laws shape privacy, can together act as a filter and barrier from technology's relentless progress. (dna)