

The Idea of Reputation in a Post-Truth Era

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Abstract : This paper considers the importance of acquiring, cultivating, and protecting one's personal online reputation in a post-truth era. Although the idea of the individual is essential psychological construct, the concept necessarily now includes our online reputation. The idea of this online reputation has expanded to become almost more important than any other factor in terms of our professional, social and psychological development. The discussion will first consider philosophical ideas of the self, followed by an examination of underlying concepts of perception and interpretation in a post-truth world. Then, the idea of the recent shift to a consideration of posted images, through words and photos, in the construction of self, will be discussed. Next, the relation between private personal life and exterior social life, including our reputation in a variety of realms will be addressed. This will include the adoption of specific strategies and behaviors, which facilitate accuracy, currency and necessary modifications with regard to our online reputation. Finally, specific ways in which we can negotiate the fluid dynamic between reputation, and inner and outer selves to optimum effect will conclude the discussion.

Keywords : image, post-truth, privacy, reputation, surveillance

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