

Online reputation management in a digital world: *Designing the study*

Frances VC Ryan, Hazel Hall (Supervisor), Alistair Lawson (Co-Supervisor), and Peter Cruickshank (Co-Supervisor) Edinburgh Napier University, Centre for Social Informatics

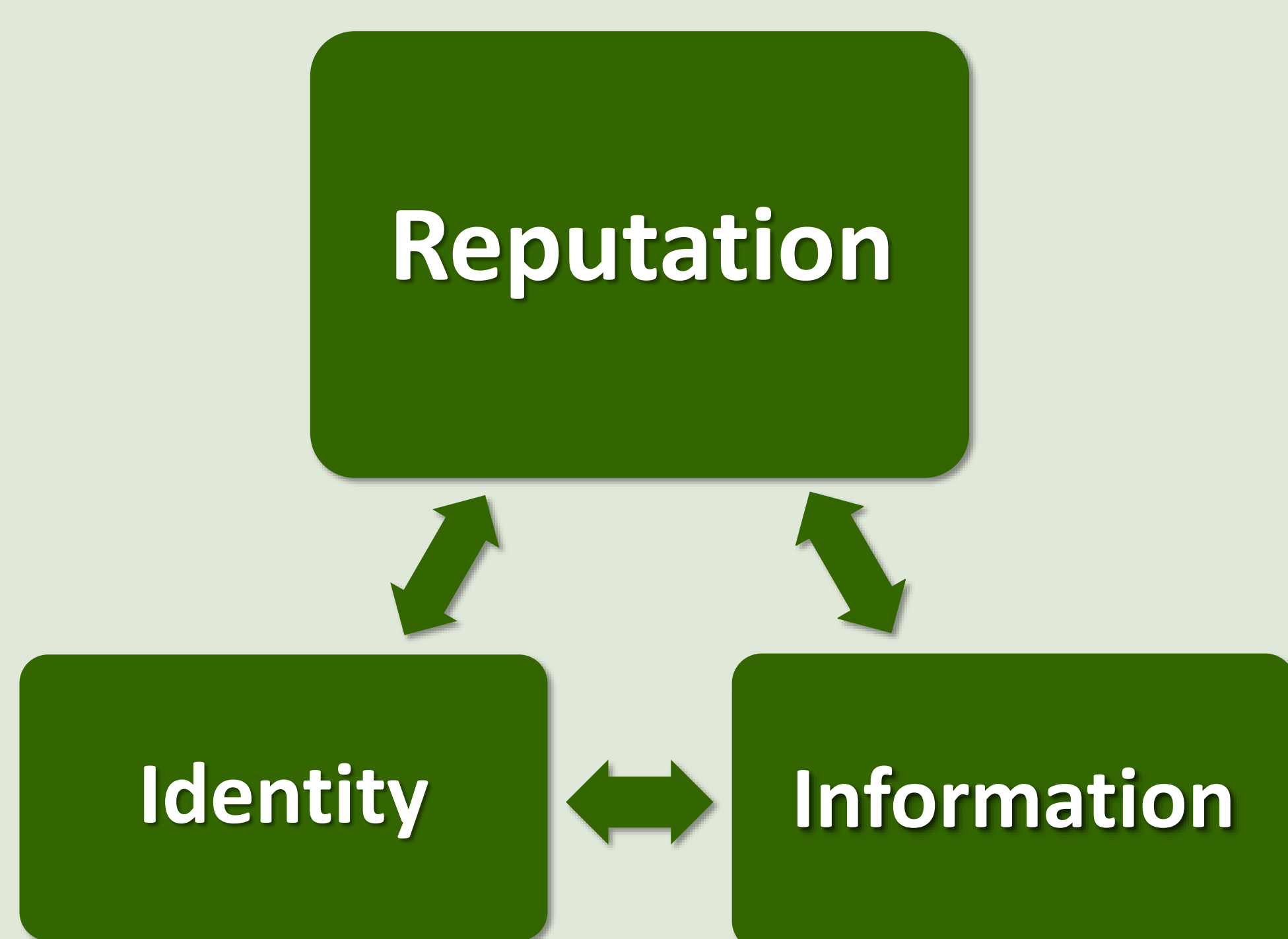


Research questions:

1. How do people evaluate the reputations of others from the online evidence available to them?
2. How do people manage their own reputation through their online activities?

Context:

Reputation, identity, and information are linked with individuals in online environments. This research will investigate the relationship between these three concepts. The work's main focus is how reputations are generated, conceived, and managed. It will consider the impact of reputation in the online and offline worlds of individuals.



Why is it important?

Because the line between online and offline has blurred to the point that our online and offline worlds have combined to become one real world. We plan offline activities online, and we share offline activities online. In some ways, they're the same space now. Additionally, we have limited control over much of the information found online about us.

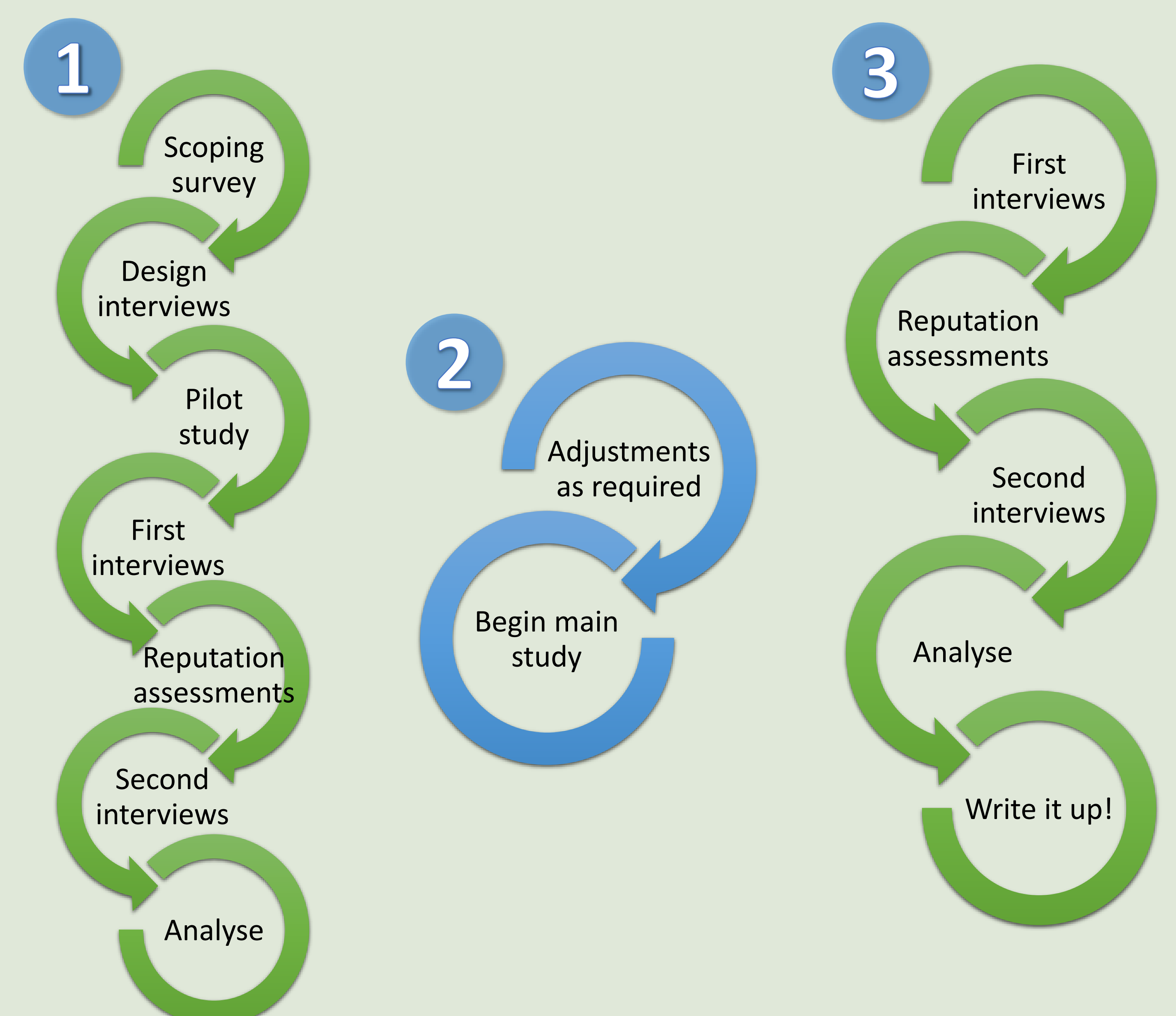
The research:

The research investigates issues of reputation management online from a social informatics viewpoint. Highlights include:

- Personal reputation; *not* corporate identity or brand
- How individuals decide what to share—or not to share (self-censorship)
- Use of pseudonyms, anonymous accounts, and alias profiles
- Opting to not use social media*
- How individuals evaluate the reputations of others
- Information sharing and subsequent deletion (including the Right to be Forgotten)
- How awareness of, and concerns related to, online reputation changes over time

Proposed methodology:

The methodology for this research has yet to be fixed. However, it is anticipated that a mixed-methods approach will be taken, using a combination of quantitative and qualitative techniques.



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Notes: *It should be recognised that it is possible to find information online for even those who have actively elected not to maintain an online presence.
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Want to know more? Find Frances at:

Email: f.ryan@napier.ac.uk

Twitter: [@cleverfrances](https://twitter.com/cleverfrances)

PhD blog: www.JustAPhD.com

Elsewhere: www.About.me/FrancesRyan

