Persuasion & Privacy in Cyberspace (Gurak)

1x

1. Introduction

- Ethos & Delivery - Rhetoric
- Critical Lens to Understand Social Phenom.
- Heuristic: Discourse & Action
- Aristotelian: Persuasion - Avail. Means,

1990: Lotus - 120 million customer db.
- For Request for Removal
1993: Clipper

3. Competing Visions - Bipolar Forecasting

5. Rhetorical: Community Ethos, Unique Delivery
- Not New (Public Speaking)
- New: Breaks Physicality,
  - Complexity

Lotus: Bottom-Up
Clipper: Top-Down

8. Community: Physical - But Also Values, Culture
  - Symbols
  - Fish/Kuhn: Values
  - Language & Dynamics

12. Communities as Persuasive/Rhetorical Bodies

Ethos: Finding Means of Persuasion
- Identifying w/ Character
- Trad. = Indiv. Speakers
  - Also: Collective
- Effectiveness / Quality
- Meeting Place

16. Delivery: Asynch., Durable, Multiplicitious

Flattened Hierarchies

2. Lotus:


Expert: Alan Westin - Legitimate Businesses

23. ROM % Error Fixing
3. CASE OF CHIP CHIPS:

- Top-down (CSIR) coordination -> EMAIL

4. EXIGENCE IN CYBERSPACE:

- General concern: tangible symbol
- Speed of delivery
- Ethos: shared attitudes - tech. values 
- INSTANT ETHOS
- EASIER TO ASSUME PARTICIPANT VALUES
  - Acceptance / agreement
  - Formal mixed w/ CONVERSATIONAL
- '10 marvel at NEW TECHNOLOGY'

5. STRUCTURES OF ONLINE COMMUNICATION:

- Anonymity: circumscribes trad. gatekeeping
- Tech. deforms - create / reduce < rights
- Tech alone = determinative
- Text 10 person = attracting
- More than one model for communication, hierarchy -> DIRECT EMAIL

6. TRUST:

- CULTURAL TRAD.
- OVERT EXPRESSIONS OF FAITH

- ETHOS, FLAMING & INACCURACY:

7. Open Discussion & Faith
   - Self-selecting communities & trust
   - INSOLVENCY & INCO.

8. FLAMING

9. ETHOS & DOMINANCE: READY ACCEPTANCE

10. CLOSED COMMUNITIES - rule out DEBATE

11. REACTION TIME & DELIBERATION

9. GENDER

10. Myth of libertarian EQUALITY
8. Big Brother: Corp./Gov't:

117 Lotus: rhetorical failure

135 über: lower response - no public impact / personal concern.

9. Epilogue:

130 Community + language = one of most important issues.

133 Need for communities: both pluralist & unified.

Privileged discourse