



# ONLINE REPUTATION

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# Online Reputation – Definition



- The estimation in which a person or thing is generally held; opinion
- A high opinion generally held about a person or thing; esteem
- Notoriety or fame, especially for some specified characteristic.

*Collins English Dictionary - Complete & Unabridged 10th Edition 2009*  
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# Online Reputation – Who, How, When and Where?



**Who** is creating it? All internet users create it for themselves and contribute to other people's online reputation.

**How** is our online reputation being developed? Through Googling, chatting, tweeting and undertaking all sorts of different activities online. And also sometimes even without doing much. We need to remember we should Google our own name or nicknames we use from time to time in order to check what information are attached to them. Sometimes we can find out someone is putting some content online using our name and we can take some actions to report and stop such an attempt of identity theft.



# Online Reputation – Who, How, When and Where?



**When** is our online reputation being developed? All the time. Once we go online for the first time or once someone mentions our name online we are able to create our online reputation and we also have to be aware that it also is being created for us (other people can comment on our profiles or put our pictures online etc.)

**Where** is our online reputation being created? Everywhere online. So it is being developed by users of all sorts of devices – computers, tablets, smartphones, consoles etc.



# Online Reputation – Being anonymous? Not really!



Anonymous is a word often used when talking about Internet. It means nobody is able to recognize who you really are. The trouble is that we are NOT anonymous online. If someone wants to identify us – this is possible. When we create a nickname we still use the same device we usually use so the device still can be identified. And to create the nickname we sometimes use familiar names or birth dates – all those are additional hints for someone who would like to identify us.

# Online Reputation – It has an impact on our lives!



Online reputation is based on people's beliefs and observations and therefore we have to take good care of what impression we make online.

Everything we do online automatically becomes the next part of our online reputation. When we always post classical music pieces and suddenly we post a piece of rock people would probably notice it and immediately think there must be a reason for this change. When we always post funny sentences from some websites people probably think we are funny and we have a sense of humor but some of them might also find it annoying and childish...

# Online Reputation – It has an impact on our lives!



Once earned reputation doesn't have to be permanent but we have to remember that some things might be remembered longer by others. For example if we keep posting silly pictures of ourselves and in some time we apply for a job as an accountant, our future employer might think there is a good chance we still are irresponsible and infantile and an accountant needs to be well organized and reliable...

So each move online should be done carefully and keeping in mind that what we find funny or exciting today may one day prevent us from fulfilling our goals.



# Online Reputation – Basic terms



**Google** (*verb*) – search using “Google.com”

**Identity theft** – an act of pretending to be someone else using the other person’s name or nickname

**Like** (*verb*) – click a “Like” button to express interest or liking

**Digital fingerprint** – a mark we leave each time we go online



# Online Reputation – Basic terms



**Report** (*verb*) – write to administrator about inappropriate content being put online or a person breaking rules online

**Netiquette** – a set of online rules

**Sensitive content** – any information that might cause confusion or be inappropriate for some people. It's better to avoid putting any type of sensitive content online

# Online reputation – what can we do?



- Monitor our presence online
- Make children aware of the consequences of building an online reputation
- Implement rules
- Protect our property online
- General rule – remember you are in a public space!

# Online reputation – who can contribute to the protection of an online reputation?



**Everyone!** Teachers can raise awareness among students, parents can talk to their children, educate them and help them monitor their online presence. All members of family can talk to the child and teach him/her rules of behavior, all members of community can learn about online reputation and try to educate children and other adults.

In what way can we raise awareness? By organizing campaigns, events and workshops but also by following the rules and talking about them in everyday life.

# Online reputation – what have we learned in this lecture?



- What is online reputation?
- How can we protect our online reputation?
- Who can do something about online reputation?
- When do we build our online reputation?
- Where do we build our online reputation?
- How do we build our online reputation?



# Thank you

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