



# Privacy, gossip and their relevancy for publicity

Felix Weil | QUIBIQ GmbH | [email@felixweil.de](mailto:email@felixweil.de)

# Artwork „Alter Ego“

by Robbie Cooper



# Photographs of real life persons and their avatars



# Breaking a taboo



# Not the single photos (I)



# Not the single photos (II)



It's the juxtapositioning that breaks the taboo

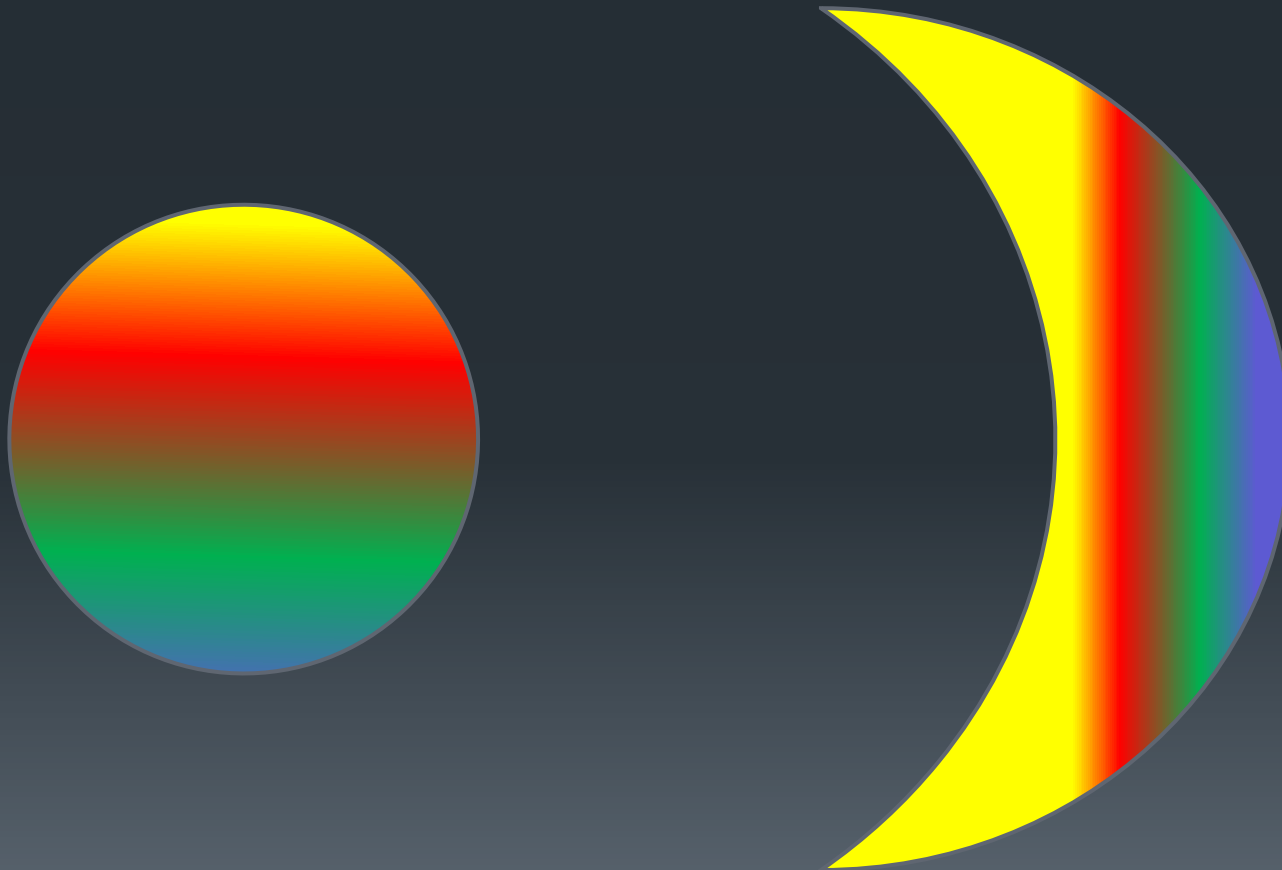


It destroys the ability to act accordingly in both(!) worlds





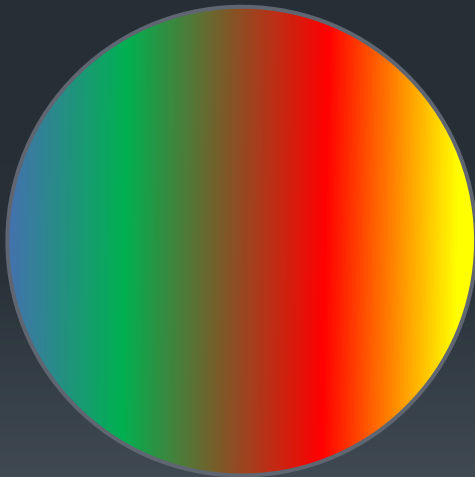
# The full spectra of public expectations and personal behavior ...



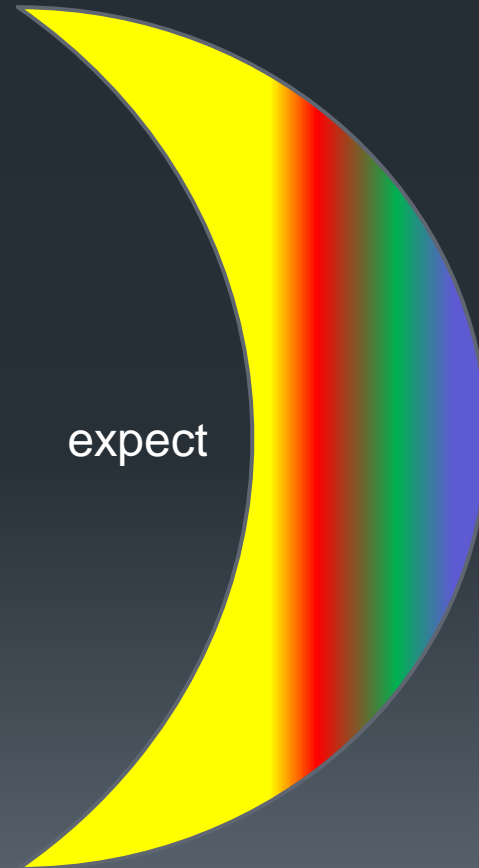
... are set in an interplay of two distinctions



conceal



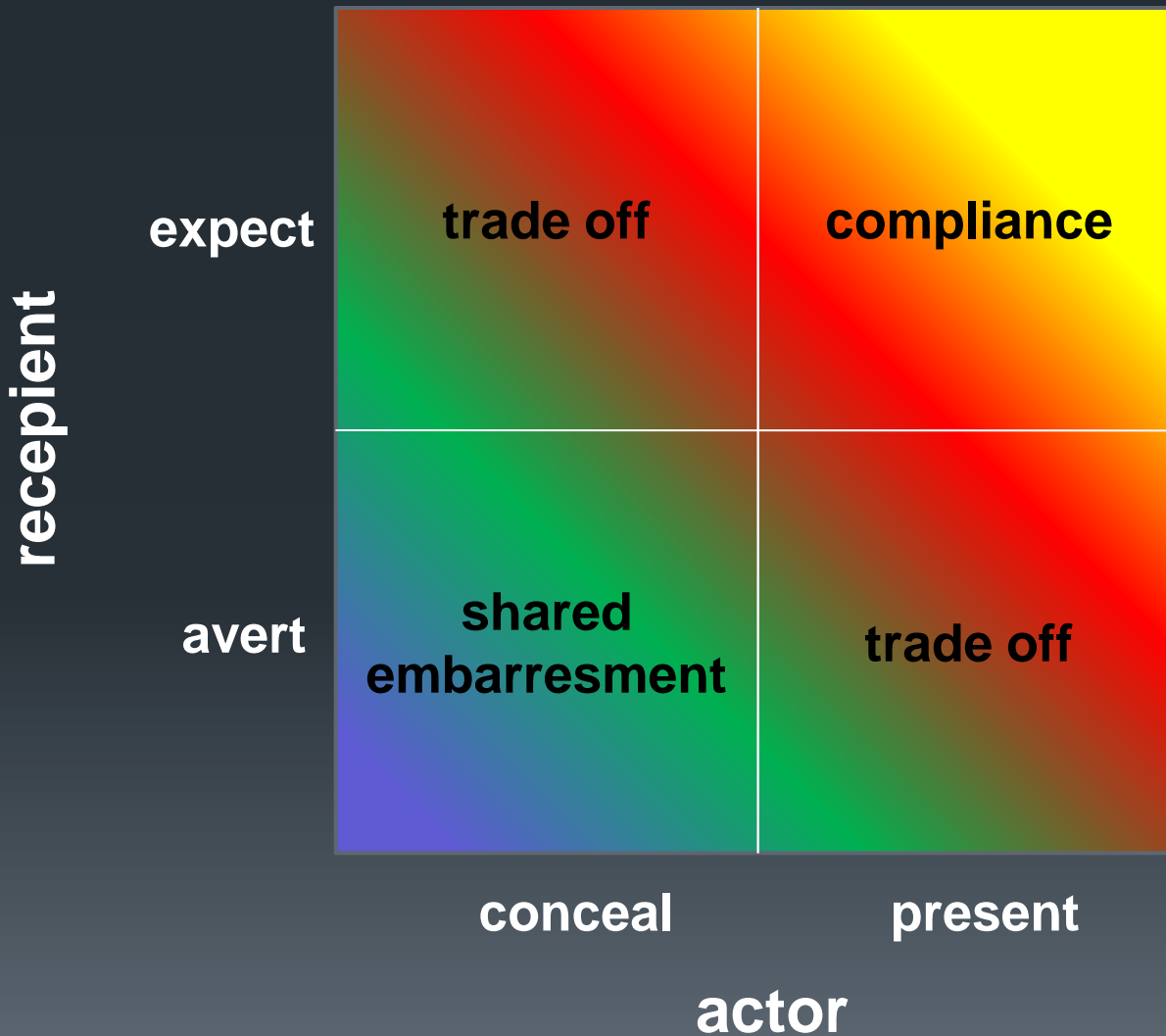
present



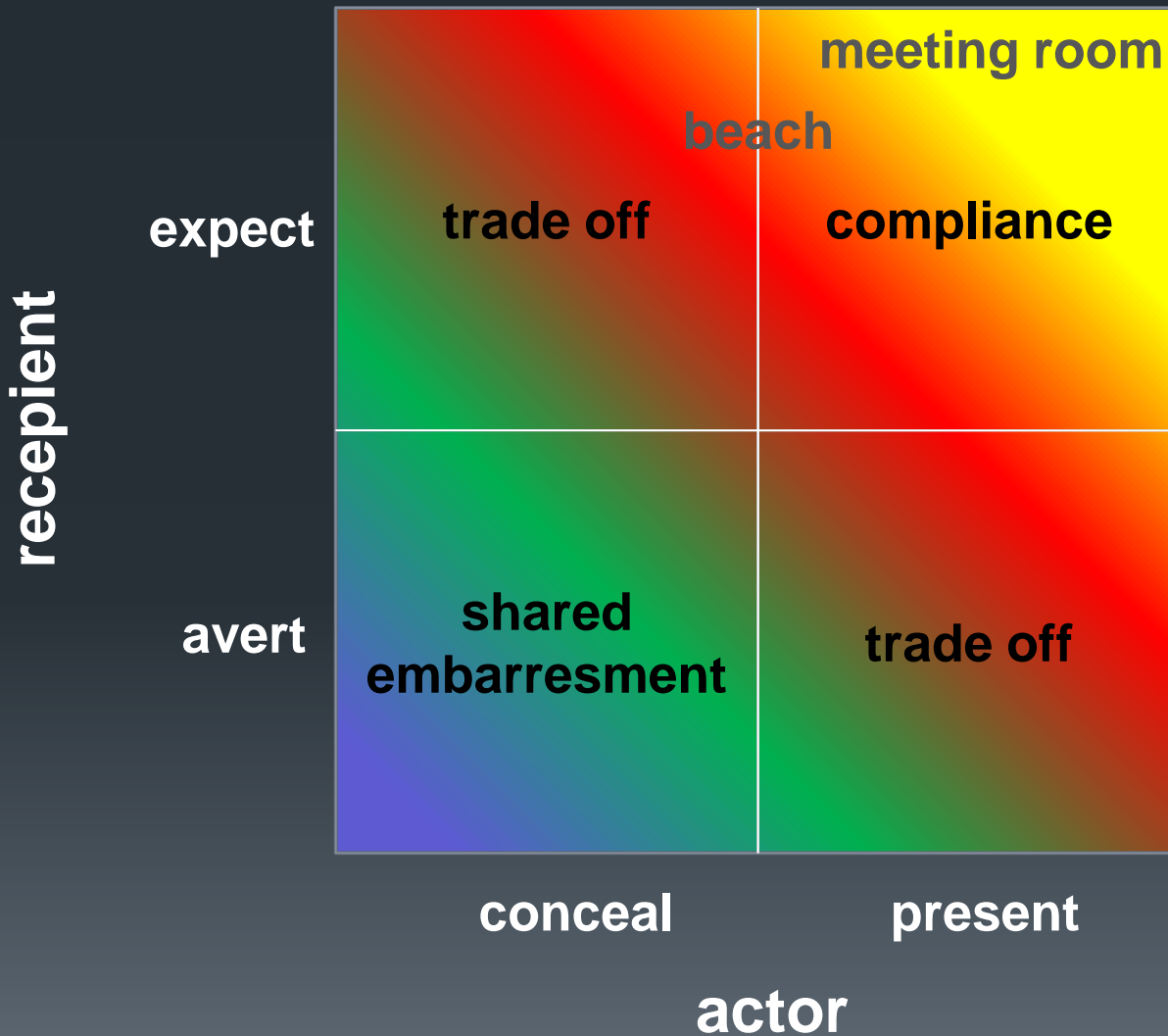
expect

avert

# Distinctions are spanning the space of interaction ...



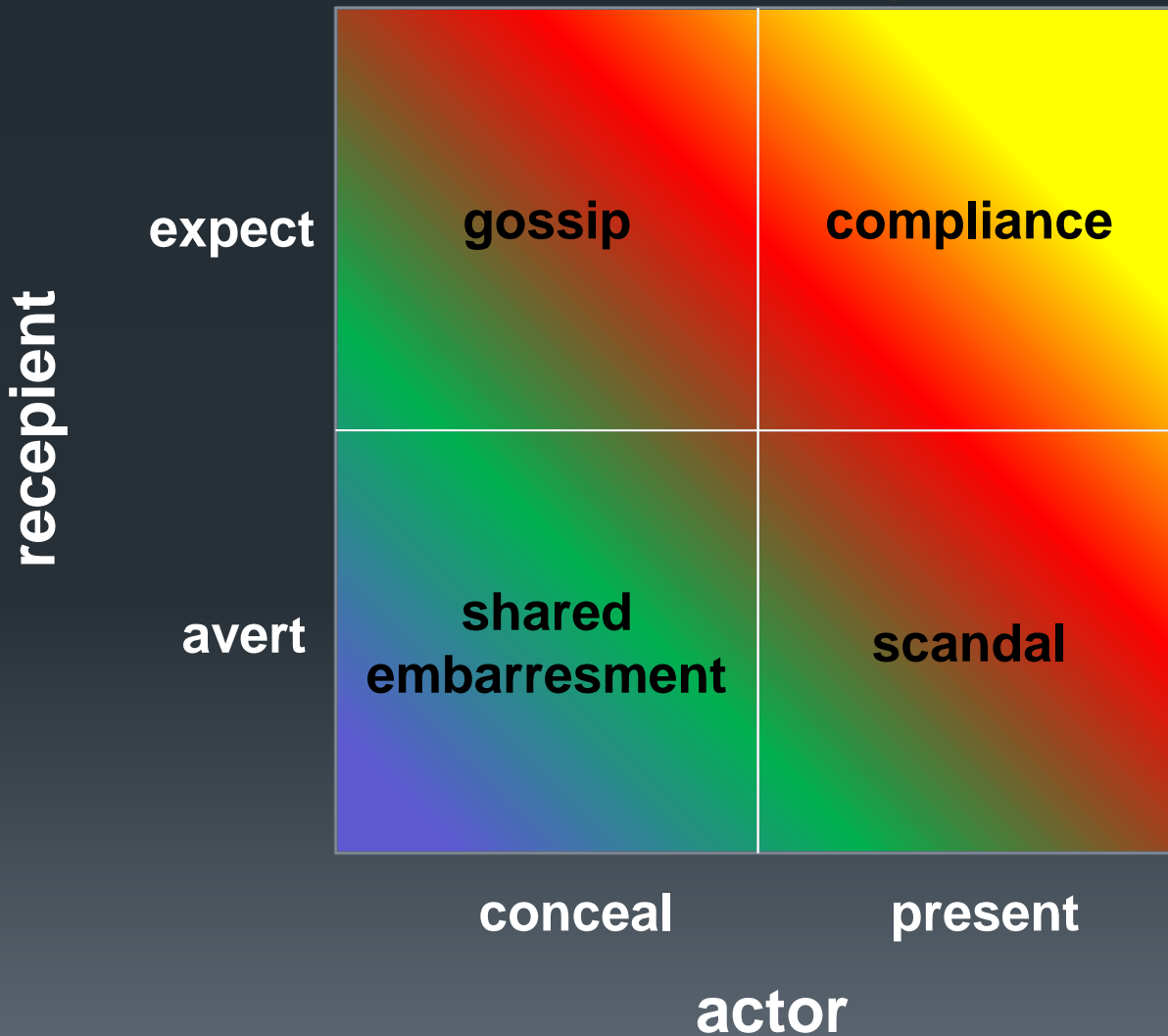
# Caveat I: its limits are context sensitive



Or does he really want more fitting ads in the game?



# Caveat II: limits are not fixed but can be moved by scandals and gossip



# Distinction of contexts and dynamics of change

- **Proposition I:**

Respect the limits of a context (i.e. provide the technical features to clearly set a context)

- **Proposition II:**

Setting up clear limits will provoke gossip and scandal: allow for it and respect the change they will provoke



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