ENG1121

“Rumor” in-class exercise

According to *Forbes* magazine, “reputation defenders” or “online reputation management services” “claim to be able to swiftly clean up your digital profile. Depending on how much cyber-scrubbing needs to be done, these services can either be free or cost upwards of $1,000 a month” (Lock 1). These services are offered by companies like Reputation.com and BrandYourself.

While the impetus for hiring a reputation defender varies from person to person (some may want to take down mug shots, while others may want to disassociate from a rumored “Ashley Madison” subscription), many customers are simply seeking help in stopping the spread of a rumor that threatens to damage their reputation or professional prospects.

**Works Cited**

Lock, Cheryl. “Is Online Reputation Management Worth the Money?” *Forbes*. 26 July 2013. Web. 24 March 2016.

1. Alan Glenn, Robert H. Knapp and Jesse Singal all approach the topic of rumors differently, please describe what is unique about each author’s approach.
2. Do Glenn, Knapp, and Singal agree on what constitutes a rumor? Please cite information from all three authors in your response.
3. What do Glenn, Knapp and Singal suggest about why certain rumors have longer lifespans than others? Please cite information from all three authors in your response.
4. Why is it important to cite real-life examples when discussing rumors? Draw upon at least two sources (either from our assigned readings or your independent research) in your response, using in-text citations if needed.
5. Prepare a Works Cited referencing Glenn, Knapp and Singal’s work.