



Whisper Application

Privacy changing the face of
communication

Minnie Patnaik
IPSG 8552 Communicating through Social Media and World Events

What is Whisper?

“You are who you are
when no one is
looking”

<http://www.youtube.com/watch?v=CjvXvi0rwm>
c



o **The Whisper app is a social-network app intended to promote online anonymity.**

o **The developer claims this will prevent and combat cyber bullying.**

o **This anonymity is claimed to have fostered a support network where this is a strong concern and care among users**

whisper

Available on the
App Store

Why does anonymity matter?

- Social networks, like Facebook and Twitter and LinkedIn all serve their own purposes to connect with others.
- Most people do not or are not able to communicate freely on these sites because of fear of the repercussions that might result.



The need for online privacy

Facebook usage

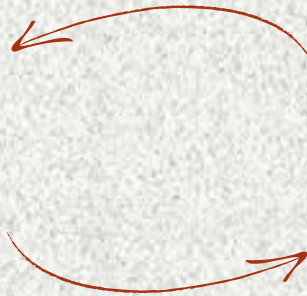
- o “Facebook is more like a global social network; it’s like our communication layer to the world. It’s no longer an outlet to share personal thoughts.”

-Anthony Rotolo,
professor at Syracuse
Univeristy

Whisper application usage

- o “Whisper appeals to people because it taps into this increasing awareness of your digital footprint and that everything you post online can be traced to you.”

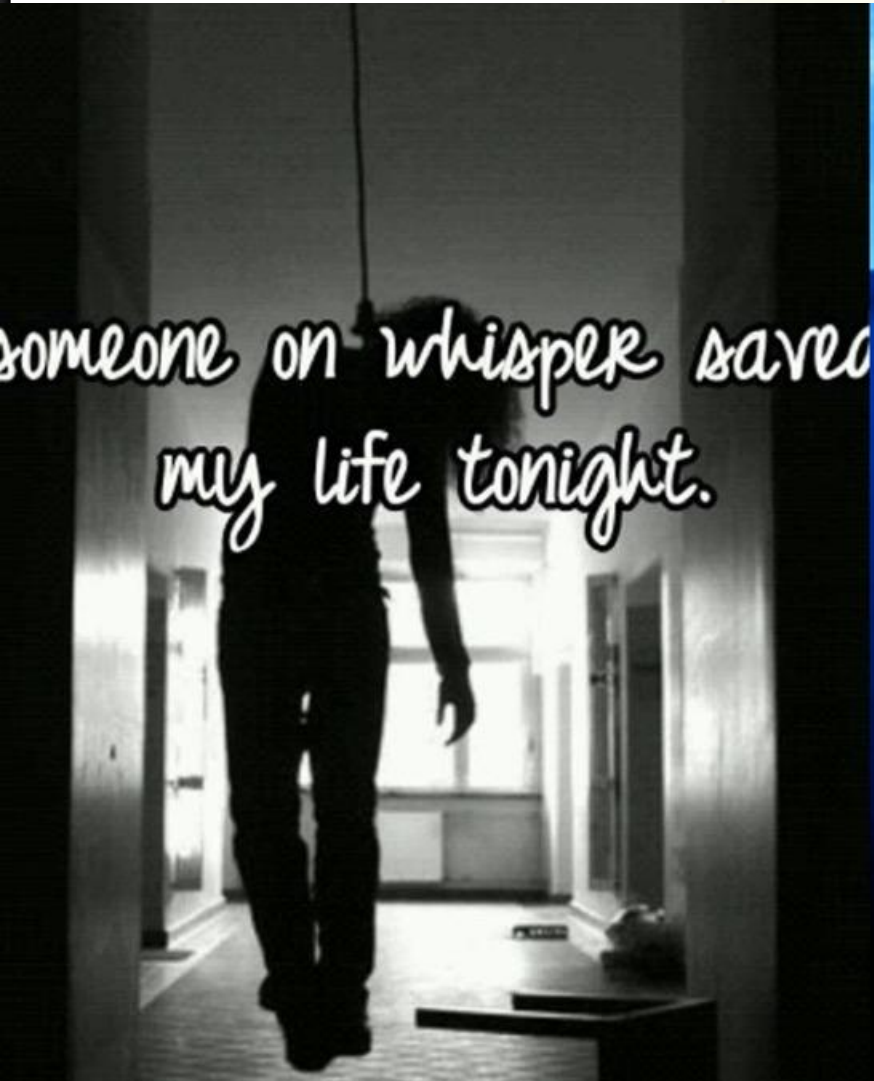
-CEO Michael
Heyward



Why privacy matters online?

o <http://www.youtube.com/watch?v=Fu1C-oBdsMM>

o http://www.youtube.com/watch?v=H_pqhM03ZSY



someone on whisper saved
my life tonight.



**WHAT I SHARE WITH
FRIENDS..**

**WHAT I SHARE ON
WHISPER ...**

Whisper message

- Whisper is known as "the anti-Facebook."
- Whisper has become popular on college campuses; as of the end of last year, Whisper has reported to have reached 3 billion viewers.
- The manner in which messages are sent and received is evolving even more than before.



Social impact

- Many users seek relationships and advice as well as to share secrets.
- People are craving more authenticity and really want to feel more connected to people.
- Whisper project—Your Voice:
 - <http://www.your-voice.org/>

Implications

- ◊ Whisper's anonymity allows users to be whoever they want to be
- ◊ On a global scale, it allows users to enter the minds of users from all over the world and share their deepest secrets without fear of rejection.



Consequences



Some argue that the anonymity of whisper might lead to more bullying and unsafe interaction with other users.

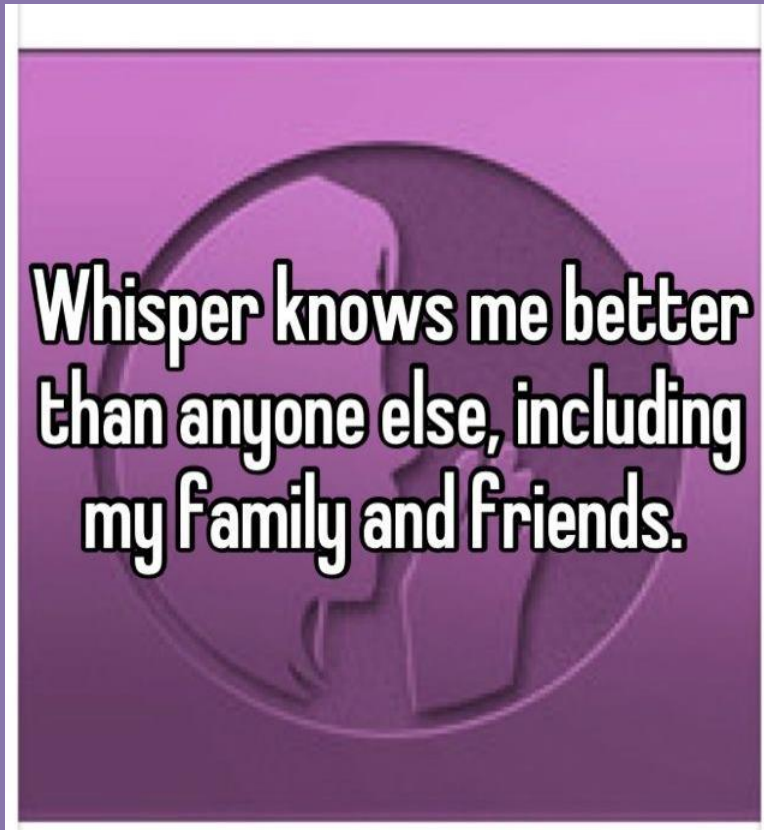
◦ **Whisper App Rape**

◦ **The dangers of anonymity on social media.**

◦ **Is it Whisper's responsibility to ensure no dangerous contact with its users?**

Available on the
App Store

Discussion



- o Do you think this way of communication on social media will change Facebook privacy policies?
- o Would you be comfortable sharing your deepest secrets or thoughts with people who you do not know? What are the dangers of communicating with strangers?
- o Do you think Whisper is creating an environment where people are able to connect on a deeper level than on traditional forms of social media?