

Celebrity Defamation: Part I

BY: ADRIANOS FACCHETTI

Celebrity defamation is a growing trend. Don't believe me? Click on any of the links below.

Roger Clemens
Courtney Love
Perez Hilton
Kirstie Alley
Demi Moore
Britney Spears

There are a number of reasons for this.

The Rise of Social Media

No one can deny the awesome rise of social media and its ability to influence our culture. Millions of people use tools like Twitter, Facebook, and LinkedIn every day to consume and share information and as a means of interacting with other like-minded people.

It is also an incredible information delivery system. That delivery system allows celebrities to communicate with their fans (to influence them) without resort to traditional media, which gives celebrities new found power.

The Immediacy of The Internet

Everyone knows the Internet allows for instantaneous transmission of information. But people forget that publication of information on the Internet is permanent and potentially far-reaching.

The Fiction of Invincibility

People feel invincible on the Internet. They write and post information they would never say in public. They also act in ways they would never do so in public. I know this is hard to believe, but take a look at Twitter. How often have you seen someone tweet about their exact location; especially celebrities (I've been guilty of

this myself). Well, shouldn't people be worried about disclosing their location to others? This is both a privacy and personal safety issue. Yet people tweet freely about where they are.

The Public Relations Bump

"There is no such thing as bad publicity except your own obituary." - Brendan Behan

Celebrities believe that all publicity is good. Is it good for business to start a fight with another celebrity on Twitter? You betcha.

The next article in this series will examine whether different rules apply to celebrities with respect to internet defamation.

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