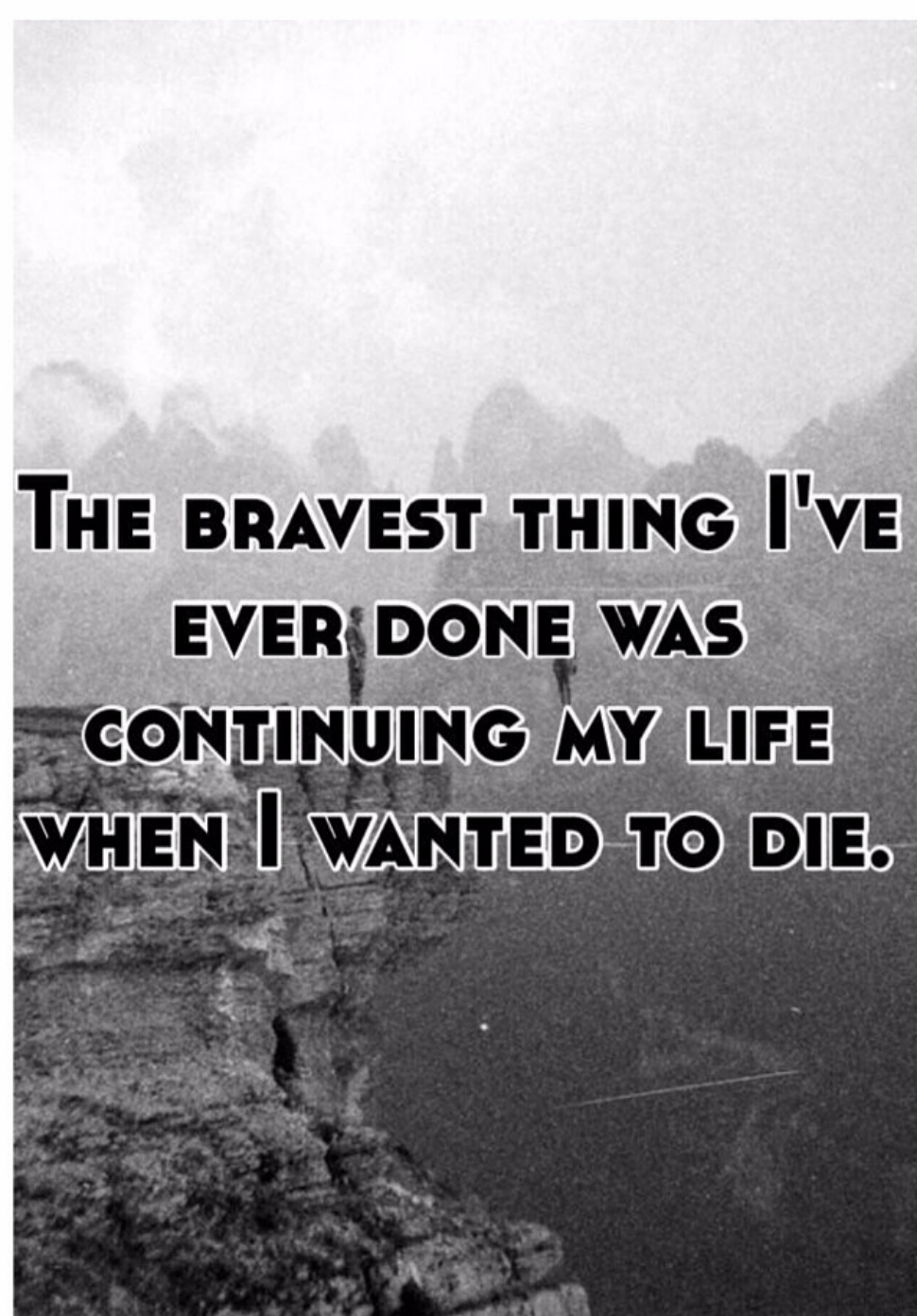


Whisper - An Effective Use of Anonymous Persuasion?

People around the world need a safe place to express themselves without fear of judgment. An anonymous secret sharing site can fulfill this requirement. Whisper is one such site.

“Whether Facebook or Twitter, you’ve always got your game face on and are telling people how cool your life is. On Whisper, you have the ability to share authentic true raw emotions, and the feeling is freeing because it’s anonymous” (Gannes)

In our world of always having your 'game face' on, Whisper is a place to be free through its anonymous format. This is one of the first things about Whisper that persuades users to use and respond to the site and app



Whisper uses the rhetoric of anonymity, words, and images to create a response from its audience