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A World in Crisis:
The Role of
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**Teflon Reputations and *Glass Jaws*:
A Conceptualization of Declarative
Public Support (DPS) to Manage
Reputations in the Public Sphere**

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The Big Question

Why some reputations seem too fragile as glass those may be shattered with merely one blow; whereas other reputations are like Teflon, nothing bad sticks to them?

Declarative Public Support (DPS)

Declarative public support (DPS) is the concept of solicited or unsolicited and positive or negative statements of support based on low levels of emotions and transient beliefs from outside of one's social support system in a particular time and space which may be exhibited both in the physical and the digital realms.

DPS and Related Concepts

- Social Support
- Social Movements and Collective Action
- Elections and Public Opinion Polls

Characteristics of DPS

DPS is characteristic of a supported may benefits from it through reputation repair, encouragement, redemption, validation, and even catharsis.

- Effective
- Measurable
- Predictable
- Manageable

Fame/Infamia

Melodrama

**Antecedents of
DPS**

Resonance

Social Contract

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