

# WHAT HE SAY:

## UPDATE:

### HOW TO RUIN YOUR LIFE IN ONE TWEET

IN December 2013, JUSTINE, A SENIOR Publicist at IAC, made a terrible joke ON Twitter: "Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!" The Internet gleefully tore Sacco apart, but British Author Jon Ronson had a different take. "There was a brutality to that which I didn't think we were capable of," he says.

[Justine] Sacco's story is at the heart of So You've Been Publicly Shamed, RONSON's New book. It dives into the culture of public shaming, which goes back to the Puritans and beyond but has exploded online. RONSON's examples of ruined lives range from ex-New Yorker Writer Jonah Lehrer to Lindsey Stone, a charity worker who lost her job after a photo of her flipping the bird at Arlington National Cemetery went viral. "The democratization of justice on the social media has turned horrific," says RONSON, who also wrote The Men Who Stare at Goats. He hopes his book will break the cycle: "I want to be in a world where people aren't defined by the worst thing they did." — BY JASON NEWMAN ROLLINGSTONE APRIL 9, 2015 [ISSUE 1232] Page 19 [Rollingstone.com/Books](http://Rollingstone.com/Books)



WHAT I SAY !!!

HOT N NASTY !!!!!!!

DON'T blame it all ON the TWEETS, THE SOCIAL INTERNET !!

What about the Radio Talk/Chatter Box Echo Made HOT by Mr. Rush Limbaugh !!

Please NEVER FORGET the Reinventing Ms. Barbara Walters ABC.COM / THE VIEW "HOT TOPICS" The Media Darling purportedly made Bullying! Gutter Trash Gossip! Mean multi-millionaire Respected Ladies of "Social Value"!

O' my God! how can ANY CONSCIOUS NOBS ["MIND"] ever Not mention the Englishman Simon Crowell, AMERICAN Idol, FOX.COM, who so smilingly Sadistically taught us Americans how to Demean ourselves and LOVE THE PRIZE (ZT!!)!!