

Metaphorical Inspirations for Privacy Management



Figure 2: Regulating observations – digital device becoming part of the body and body cloth being used to protect the information displayed from onlookers (Source: Becky Stern, 2008)



Figure 3: Regulating disturbances – circular object as shield around the body to protect access to physical self (9gag.com, 2016)

Q. What image schemas and primary metaphors can you see?