

INNOVATIONS

Virtual Call-Out: The Aggressions and Advantages of Cancel Culture

Erika Denise C. Placio¹, Danilo S. Vargas², Maria Adrielle S. Estigoy³

Central Luzon State University, Philippines¹

Central Luzon State University, Philippines²

Central Luzon State University, Philippines³

soliman.camilla@clsu2.edu.ph¹

dsvargas@clsu.edu.ph²

mariaadrielle.estigoy@clsu2.edu.ph³

Abstract: In the study “Virtual Call-Out: The Aggressions and Advantages of Cancel Culture”, the researcher gathered and interpreted data and information about the six cancel culture victims through content analysis. The results show that 1) act of discrimination and own political stance are the causes why victims are canceled; 2) cancellation started in July 2019 and continue until September 2020; 3) the bashing, unsubscribing, and demands on job removal are the manner of netizens in canceling the victims; 4) netizens type of cancellation in social media are criticizing, educating, and sympathizing with the victims; 5) victims handle the cancellation by focusing on positive people, ignoring the bashers, social media detachment, and admitting accountability; 6) on its impact to their career/livelihood, victims stopped content creating, has ruined reputation, job removed, while some are more motivated to work; 7) on its personal effects, victims have undergone depression but gain enlightenment, and while one attain higher self-esteem 8) lastly, the social issues raised in the cancellation are about shaming, political stance, exercising privilege, toxic positivity, and racism.

Keywords: 1.VirtualCall-Out 2.Aggressions 3.Advantages 4.CancelCultur

Introduction

Digital media indeed makes the life of users convenient. Every day, each person is performing their lifestyle, but still hoping for good experiences and improvement in life. With these changes, the technology sector is also developing through time, supplying assistance on necessities of people to make things easier. One of these interesting inventions is social media, an electronic device that is supported by billions of people in the world (Dollarhide, 2020).

According to Data Report (n.d.) as of January 2021, there are 4.20 billion social media users around the world equating to more than 53 percent of the total global population. Due to the greater number of engagement of people and diverse contents in the virtual platform, the occurrence of criticisms is inevitable which roots from the contradictory perceptions and opinions of people that center on arguments about an individual, cultural, racial, political, class, and social issues (Shah, 2017). People on the internet are sensitive these days that cause them to criticize others, particularly those account users who posted or committed offensive or ignorant content online.

On the discourse study written by Saporito (2021), big platforms such as Facebook and Twitter have high profile accounts campaigning from different countries around the world which criticize individuals through public shaming who have been caught by mobile phone cameras or content posted online that contains angry, offensive, or racist remarks.

Historically, its roots in the early-2010s of popular Tumblr blogs wherein fandoms would discuss the agreeable or criticize the flaws of some artists and eventually termed 'call-out' when they are caught doing bad behaviors in public.

Until then, the cancel culture sparks into the collective consciousness of netizens around 2017 as several professionals such as Lisa Nakamura of the University of Michigan studied that the trend is related to race, gender, and sexuality and eventually concludes it as 'cultural boycott' of celebrity, brand, company, or concept (Greenspan, 2020).

The cancellation typically begins with a clip or screenshot posted where account users then identify the person and attack the committed behavior. Eventually, people will find out their address, work, and the worst scenario is pressuring them to lose their employment. Posting of perpetrators' personal social media holdings including photographs with their family, friends, and colleagues, and often making memes to mock them are the common behavior of netizens when lining-up others on trends list as 'officially canceled'.

However, according to Mishan (2020), cancel culture is still unclear if the goal is to correct the wrongful actions or to just simply perform condemnation and humiliation to the offenders out of satisfaction. In addition, as freedom of expression and speech are favored in the virtual arena, the canceling somehow progresses into eliminating constructive discussion between citizens, encouraging lawlessness with foul or derogatory statements, and promoting public backlash (Romano, 2020).

Netizen's offensive and ignorant statements were the root of criticism in social media which further affected and created chaos into the collective solidarity of people and groups in the society as cancel culture eradicated the constructive discussion of issues but rather put non-public and public figures to spotlight negatively by being judgmental and worsening criticisms that immensely impact the victim's personal and social life.

Thus, this study aimed to accomplish and explore the reason of cancel culture and its negative and positive outcomes to the netizens, victims, and society.

As mentioned by Lu (2019), the cancel culture utilized by the public is a new method to persecute misconducts in social media as users function to be the judge, jury, and executor of any individual, making the cancellation spread widely and uncontrollable. Unfortunately, it is eventually regarded as a witch hunt on social media because of how frequently people are canceled for less serious offenses, distinct on the intention to hold perpetrators accountable for their mistakes.

This surveillance on social media has become normal as any personality, either non-public or celebrity who makes a mistake is at risk of cancellation and in danger of scrutinizing by the mass for being tagged problematic, insensitive, and canceled.

The problem in this modern criticism is that it is continuously popularized in social media making the culture a 'theatre' or performative spectacle which allow those people who callout to feel morally good and show their adherence to the vulnerable, diminishing the main reason why the trending topic is discussed on the internet (Ditum, 2014).

Social media users or 'netizens' bashed the person included in news headlines without knowing what causes the internet backlash. Thus, further investigation about canceled culture and finding the objective reason why people were canceled in social media is important so that the concept's main purpose is to educate and enlightenment of wrongdoings can be attained.

Most of the studies about cancel culture are about situations that cause cancellation of people. Therefore, this study provided a new body of knowledge about its effect on the victims as there are cases wherein less serious offenders or sometimes innocent people persecuted online are suffering the most after the incident, overlooking the aggression it brings instead of teaching perpetrators a lesson. An example was David Peterson, fired art professor at Skidmore College, who in-fact just a passerby at that time with his wife, was caught present in a pro-police rally against the movement for black lives matter, with the former wearing the blue shirt which surmounts the allegations against him (Churchill, 2020). There are other innocent and guilty perpetrators of cancel culture but studies commonly focused on the committed faults forgetting their point-of-view and how the criticism promotes self-censorship, social media mobbing, and destruction of victim's career.

Lastly, with the complexity of social media, cancellation in the platform also empowers individuals to voice out and share their opinions, particularly to promote democratization and social justice. Even though the phenomenon instigates negative outcomes, generally it can be an effective tool to raise awareness in the society that is why further study of its potential for activism is important. As mentioned in the study of Norris (2020), public shaming has the legitimate role of ceasing homophobic slurs, sexual harassment, unacceptable abuse of power, or criticizing engagement in practices of cultural appropriation. Thus, the cancel culture does not only implicate a boycott of people or product but teach accountability and uplift social issues through the wide virtual platform.

Objectives of the Study

This study generally aims:

1. To find out the causes of cancel culture happened in social media
2. To determine in what year and month when the cancellation happened
3. To determine the types of cancellation and netizens manner
4. To determine the victim's manners of handling the cancellation

5. To know what are the impact, personal effects, social issues raised in the victim's cancellation

Scope and Limitations of the Study

The primary goal of this study was to evaluate the reason people enact cancel culture in social media, the negative outcome, and its positive purpose in terms of societal awareness.

The study was limited only to content analysis and descriptive analysis of scholarly articles regarding cancel culture. The data evaluated came from taped interviews and statements of prominent cancel culture victims. Specifically, the study analyzed the cases of David Peterson, Amy Cooper, Yeng Constantino, Joseph Morong, and Mark Averilla aka Aunt Julie to know further about the effects of cancel culture on their career and livelihood.

The researcher conducted the study on the second semester of the academic year 2020-2021 at Central Luzon State University.

Review of Related Literature

Cancel culture in social media

Kato (2021) defined cancel culture as a phenomenon that became common in 2019, asserted in the Australian Dictionary, which society dismisses people for behaving outside of perceived social norms. Social media usage interceded the relationship between internet usage of the general public and political consumerism, wherein people choose to avoid a person, boycott specific products or brands to punish for undesirable conducts, practices, or policies (Bimber et al., 2013). The notion of cancel culture is narrowly applied by the practice of cancellation of withdrawing support for public and non-public figures and companies that committed objectionable or offensive remarks caught in the public's eye.

The basic tactic of consumer boycotts is people's strategy to shame perpetrators to utilize penalties and punishment through damaging reputations, limit access to social platforms, up to end their career in just a period.

An example is those public figures who unintentionally did or said something problematic, either in the present or past, social media people or so-called netizens immediately decide to stop supporting them and their work by completely "canceling" them. It is a viral problem in the entertainment industry, even though they made mistakes years ago, people used it against them creating chaos in their present career until they are destroyed (Delgado, 2020). Another recent example is when several YouTube and TikTok content creators in the Philippines were bashed for attending parties during the pandemic. Quite similar to the Instagram idols referred to as "con idiots", those reported for breaking quarantine protocols (Delgado, 2020).

According to Palmer (2020), there are three steps in boycotting public figures; unfollowing in all social media platforms, withdrawal of support in all projects and endorsements, and then learning to separate between the new and old conduct of the person to avoid tolerating bad conducts.

The downfall of a celebrity due to this concept started from low ratings on television exposure and guesting, decreasing subscribers on Facebook, Twitter, and Instagram handles, up to rejection by audiences in all public appearances as their expression of defiance and intolerance due to bad behavior. However, Kato (2021) added that before the phenomenon of cancellation popularized, rejection of people, shows, movies, or even brands because of problematic assertions or ideologies are common already but not termed as call-out culture.

It is a common liberating notion that canceling culture is a pathway for educating anyone but it's a fact that rich people can escape out of it while poorer can suffer. In incidents of misplaced blame and accusations, it can cause legitimate harm to non-public people causing great loss in their job and livelihood because of boycotting and judgment unlike those privilege of money and power who can bear with it and start over their life (Han, 2021)

Aggressions in cancel culture

According to D'amour (n.d.), bashing individuals who are also willing to learn about social inequalities or injustices do not function in pursuit of collective awareness but only cause alienation and shame. To enlighten other people, to push for critical thinking and encouragement is significant to comprehend beyond instant circumstances and headlines brought by media manipulation.

Cancel culture has a positive impact because of raising awareness and enlightenment but it can be ugly as individuals have habits of being close-minded, generating lack of understanding of other people's opinions, instigating own point of view, and never letting others learn their lesson, which creates the notion of internet censorship provoking fear of committing mistakes on social media to avoid being canceled.

According to Barbera (2015), echo chambers are a term in which individuals are largely exposed only to conforming opinions such as choosing articles from outlets aligned with their personal opinions. On the other hand, filter bubbles pertain to personalization and segregation of contents that people are likely to agree with and eventually will share in their social environment.

The downside when social media users are exposed to conforming opinions is that people will only agree with the content that aligns with their beliefs and strongly disagree on opposing ideas, which sometimes they often label as fake content already. Very similar to what Kato (2021) mentioned in the Harper Magazine about cancel culture as a denouncing movement, censorious, and composed of intolerance of opposing views which results in the trend of public shaming and expulsion with the tendency of dissolving issues in blinding moral certainty. Thus, they criticize conflicting worldviews in a way of personally attacking the person to insist on their thought.

An example is a situation in the political arena where voters often segregate the information they contain to avoid confusion on whose political candidate to support. Sometimes, voters already know which one to vote so they choose to filter the information within media platforms they use, closing their minds to recognize other perspectives (Kenski & Stroud, 2010).

a) Social media mobbing

According to the study conducted by Rob Henderson, engaging in cancel culture increase an individual's social status, opening new opportunities to move up that figurative ladder by taking others down and serves as strong psychological motivation for some people. That aggression is called mob mentality or social media mobbing.

As mentioned by Noble et al. (2017), it is not new that social media foster an act of democratizing force which everyone can express their own opinions to the world so when there is a situation of awfulness and injustice, any person can proceed to the internet and voice out their outrage. However, there are instances that things went too far and violate human law. In cyber vigilantism, objective thinking is overlooked because people tend to ignore sentiments and commit mob sweeps across social media instead.

Runions, Shapka, Dooley, and Modecki (2013) analyzed that social media interaction contributes to the increasing possibility for cyber violence as people lack social and emotional ties, particularly empathy—the ability to understand someone else's emotional state. In the study of Perren and Helfenfinger (2012), it is said that cyber violence is the result of the lack of morality of people because the online world has extended wider boundaries which freeing freedom of expression. Hence, social media amplifies the perspective of society and people can be provoked emotionally when it comes to other people's transgressions or perceived violations of social expectations.

b) Self-censorship

In the past decade, social media sites such as Facebook, Twitter, Instagram, Snapchat, and YouTube have expanded rapidly as online public spaces for political expression. Unfortunately, Weinstein (2014) found out in a study that young adults encounter identity threats by posting on social media about their views that is why refraining engagement in social media or betting on offline spaces are much safer. Added by him, online actions reflect the social expression of identity comprising emotions, beliefs, and attitudes.

Self-censorship pertains to the decision of social media users to have a careful assessment of whether and how they will post about controversial news stories or put comments that may arouse negative attention from their family, friends, or other people who can recognize their reaction. As indicated in Parks & Mukherjee (2017), criticism and commentaries about sexuality and LGBTQ issues, and discussion of military and police are topics that most people shy away from or use circumvention tactics when deliberating.

With online self-censorship in terms of politics, an individual can decide to not disclose political preferences and opinions in their social media handles even if they want to profess them (Loury, 1994). Self-censor occur to citizens when expected results to their own online political opinion are negative so they settle to just keep quiet to avoid bashing and aggression from netizens who have opposing views.

Activism in cancel culture

Social media platforms such as Facebook and Twitter, are applications mostly used by people for information source to communicate with others, for content expression, social interaction, and group political participation (Velasquez & Wash, 2015). With the extensive

usage of social media, diverse movements of individuals slowly influence others to the point that challenging social ideologies become the center of argument until it turns to activism. In social media movements, students are the most active participants either online or offline.

Situational theory of publics (STOP) theoretical framework of James Grunig highlights:

People's communication is functional in problem-solving of issues such as cancel culture. In this theory, humans as collective beings are highly programmed to solve problems. The three main concepts included are problem recognition, level of involvement, and constraint recognition (Grunig & Kim, 2011).

According to Ryu (2020), public figures are held accountable for offensive actions and insensitive comments through the cancellation of shows and firing of stars from series. There is appropriate action taken by the entertainment industry to publicize its intolerance for bigotry to show its support in the protests calling for social justice.

With the accelerating rise of media and mass literacy through the years, Beauchamp (2020) stated that the cancel culture become a tool to challenge elite opinions and to uphold social awareness on issues including the fight against racism, sexism, bullying, and inclusion of marginalized groups such as people of color, women, and LGBTQ+ people.

In a matter of fact, since it is difficult to have faith in the justice system in penalizing those who committed a crime or executed awful behaviors, people tend to shift on canceling them for vengeance just like the hashtag #MeToo movement in Twitter wherein people created a movement to condemn police injustices and white supremacy (D'amour, n.d.). The application potentially allows voices to finally speak, be heard, and share ideas and interest in mobilizing a wider public view for pressuring perpetrators to be accountable.

Based on the article in Thesaurus Dictionary, jokes about racism, sexism, and other transgressions will not be tolerated anymore and no one is shying away to pernicious acts or words of someone so the basic way to convey the outrage is to call them out. Even it is considered dehumanizing actions, there is still a need for dehumanizing works to address the offenders.

Added by Rutledge (2020), it is an effective way to gather support for marginalized individuals just like the #MeToo movement wherein people who are afraid to come forward can gain confidence to unfold the truth for social justice and equality. The online activists regulate state control by documenting government transgressions to the public through their social media accounts and sometimes using memes and dark humor to undermine political authority.

On contrary, Goh (2015) said that the scholars have also found out that online activism of people resulted in resistance of state control and rather allows liberalization and democratization of ideologies, making society fail to have collective belief.

In the study conducted by Velasquez & LaRose (2015), countries such as the Philippines, Thailand, and Indonesia are rated high in social media users engaging politically to express their political views while Singapore, Vietnam, Malaysia, and Myanmar reportedly rated with about half, and Cambodia for the only quarter in users engaging to politics.

Based on the study of Clark (2020), she mentioned that being canceled is a designation that should be taken as a lesson especially for celebrities, brands, and other out-of-reach figures because it happened only to seek justice and accountability for mistakes.

However, Jones (2021) argues that people can practice activism but to frank callout someone for their mistakes is not the thing but instead other people do it to abuse their freedom of expression to cyberbully others. He amplifies that educating someone should happen with respect and understanding of someone unlike what cancel culture foster, which gives no room for learning from their offensive conduct.

Methodology

The researchers decided to conduct a qualitative method through content analysis or descriptive analysis to systematically investigate, analyze, and extract meaningful interpretation of the pre-existing data from visual contents such as images and video clips; audio data like voice records and podcasts episodes; audio-visual data such as taped interviews; and textual data from documents, web articles, and personal written statements of the participants.

Since this is descriptive content analysis, the researcher investigated six personalities that are victims of cancel culture. The researcher gathered either taped interviews or written statements on the experiences of Yeng Constantino, Joseph Morong, Mark Averill aka Aunt Julie, Toni Gonzaga, Amy Cooper, and David Peterson.

Results and Discussions

The results show that acts of discrimination and political stance were the causes why victims are canceled; cancellation started in July 2019 and continue until September 2020; bashing, unsubscribing, and demands on job removal were the manner of netizens in canceling the victims; netizens type of cancellation in social media were criticizing, educating, and sympathizing with the victims; victims handle the cancellation by focusing on positive people, ignoring the bashers, social media detachment, and admitting accountability; on its impact to their career/livelihood, victims stopped content creating, has ruined reputation, job removed, while some are more motivated to work; with personal effects, victims undergone depression, but gain enlightenment while one attain higher self-esteem; lastly, the social issues raised in the cancellation were about shaming, political stance, exercising privilege, toxic positivity, and racism.

Causes of Cancel Culture

On the results of analysis on interviews and statements of cancel culture victims, discrimination and political opinion/stance of the victims became the reason why they are criticized in social media. Discrimination garnered 67% (Figure 1) it involves Yeng Constantino for doctor shaming in Siargao; Joseph Morong for artist shaming regarding an art tweet; and David Peterson and Amy Cooper for racism against black people. On the other hand, the political stance/opinion, 33%, was recorded as another reason why artists are shame online. Toni Gonzaga was criticized by the netizens for being blatant in supporting

Bongbong Marcos and Rodrigo Duterte, especially on the social issues amid the COVID-19 situation and closure of ABS-CBN in 2020.

Year and Month when the Cancellation Happened

Upon synthesizing, the cancellation of cancel culture victims mostly happened in 2020 where it was Toni Gonzaga and Amy Cooper in May, David Peterson in July, Mark Averilla in August, and Joseph Morong Wayback in September. However, with 17%, Yeng Constantino was grilled by the netizens in July 2019.

Historically, the phrase cancel culture started in 2016 and 2017 but few users recognized it for different meanings until it has been used in Twitter in 2018 and 2019 with the purpose of reporting and posting about peculiar behaviors of individuals.

Netizens Manner of Cancellation

On the statements of the six cancel culture victims, the netizens canceled them through bashing, unsubscribing, and demand on job/employment removal. Upon analysis, 50% (Figure 2) of them, such as Yeng Constantino, Toni Gonzaga, Joseph Morong, and Mark Averilla were bashed in social media while 25% of them were boycotted through unsubscribing to their shows and contents. On the other hand, which have 25%, David Peterson and Amy Cooper were pressured by the netizens to be removed/fired from their current jobs because of the shame it brought to their respective associations/company.

Netizens Types of Cancellation

During the time of cancellation in social media, many netizens gave their statements/opinions regarding the issue. On overall response, 45% (Figure 3) of the comments are about educating/enlightening the victims on the issues they are facing, and those are Yeng Constantino, Joseph Morong, David Peterson, and Amy Cooper. Then, 33% of which are criticisms of Constantino, Gonzaga, and Amy Cooper. Lastly, 22% of the respondents have sympathized with the situation of Mark Averilla and David Peterson.

Educating and empowerment, through executing online shaming, gave people a sense of agency in which they have a platform to enact social change and enlightenment on critical issues such as calling out demonstrations of racism, homophobia, and rape culture (i.e., the #metoo movement).

Victims Manners of Handling the Cancellation

On how the victims handled the cancellation of netizens, Yeng Constantino, Joseph Morong, and Amy Cooper said that they admitted accountability for their mistakes and moved on (33%) indicated in Figure 4. Meanwhile, Mark Averilla and David Peterson said in a statement that they survived the crisis by focusing on positive people around them (33%). Constantino and Averilla had also practiced social media detachment for over a year to ease

out the pressure online (22%). Only Toni Gonzaga left a comment that she handled the situation by ignoring the bashers and continue her daily life (12%).

Impact of Cancel Culture on the Victims Career/Livelihood

The cancellation of the victims' lives has been difficult as it affects their careers and livelihood. Base on the results of content analysis, the cancellation caused Joseph Morong to be removed from his current job (29%) and has ruined his reputation (29%) since the incident happened, which David Peterson and Amy Cooper experienced. With 28%, (Figure 5) famous personalities such as Yeng Constantino and Mark Averilla have decided to stop content creating to avoid the bashers. However, in 14%, Toni Gonzaga explained that the cancellation of netizens had brought her to become more motivated in her work and projects.

Personal Effects of Cancel Culture on the Victims

On the mental and emotional state of victims, 57% of them had gone through depression during those times wherein Yeng Constantino and Mark Averilla admitted they had lower self-esteem due to shame; David Peterson experienced anxiousness and fear on his life; while Amy Cooper said that she once admitted to being suicidal to end the difficulty she was in. Also, 29% said they were enlightened after the shaming, while 14% attain higher self-esteem as shown in Figure 6.

Social Issues Raised in the Victim's Cancellation (Figure 7)

Based on the critical analysis of victims' statements, there are social issues that caused their cancellation. As a result, an act of discrimination was caught when Yeng Constantino committed doctor-shaming while Joseph Morong for artist-shaming, which both behavior as inhumane in the society. David Peterson and Amy Cooper both perpetrated racism, which involved discrimination against black people. The issue in political opinion/stance also resonated with the backlash on Toni Gonzaga and Mark Averilla by the citizens, with contrasting views in politics, which is also a big deal in today's generation. Lastly, the argument on toxic positivity and exercising privilege amidst difficult situations aroused danger among netizens as it turned out insensitive in a society experiencing pandemics and crises.

Conclusion

1. Since discrimination and political stance/ideology were the reasons why victims are canceled, it turned out that cancel culture occurs as people invoke social policing by shaming perpetrators over perceived violations of social norms, and execute political correctness as they commit mobs to condemn or silence those people who have different opinions from them.

2. Even before, boycotting personalities for their bad behaviors is already common just like the criticism happening on Tumblr in 2010. Therefore, people do cancellation before but the term 'cancel culture' is unpopular not until the emergence of social media and the platforms such as Facebook and Twitter, wherein people are using in their everyday lives that is why criticisms become inevitable.
3. Despite the criticisms, netizens also used the online platform such as Facebook and Twitter do not just to callout the perpetrators but to educate them on issues they are not aware of or uneducated about just like the #MeTooMovement, which advocates for social issues such as human rights, oppression, and equality for third sex.
4. Just like celebrities for their fans, the victims having a support system is indeed a significant way to overcome the damage of cancellation and move on in their life.
5. The cancellation has detrimental emotional damage to victims as they can experience remorse and anxiety but it also enables the perpetrators to reflect on their misdeeds by letting the experience as an opportunity to have personal growth. On the economic impact, the boycott is an anticipated outcome as people want to establish a movement to diminish the professional power of perpetrators so they can learn and change their behavior. As people are more knowledgeable today about things in society, it is easy to recognize social issues and injustices, which foster the opportunity to give criticism and educate by callingout who commit mistakes through social media.

Recommendations

1. To educate someone when other people are degrading human rights is a good thing but it should happen properly and with respect instead of throwing hate or shame. Also, people should realize that everyone is entitled to their opinion especially on politics but they should not condemn others unless people themselves have harmed others.
2. People should be aware that to callout or cancel someone on the internet should be done with a reason not just because it is a popular trend in social media sites. Thus, they should criticize because they care and not for clout.
3. Not all call-out or cancellation in social media happen because of the celebrity's (or non-celeb) personality but it has deeper reasons such as raising awareness or enlightening others on issues, which concerns the general public like upholding human rights and promoting equality. That is why people should take time on knowing what the incident advocates before canceling.
4. When experiencing cancellation, even upon the devastating outcome on career and emotional health, victims should admit and learn from their mistakes and find a support system (may it be family, loved ones, or friends) who will inspire them to rebuild their confidence, mental health, and even to help them start over in their livelihood.
5. With the emergence of social media in today's society, it's obvious that it easily affect the lives of people. For everyone, they should be careful or vigilant on things they disclose on their accounts as everyone on that platform are sensitive and

knowledgeable enough to spot injustices, unfairness, and bad conducts, which can cultivate bashing/criticism. On the other hand, the netizens should do the same thing as their words and actions can badly affect a person, whether in mental, emotional, physical, or economic well-being.

Acknowledgment

The authors would like to express their gratitude to the following: The Development Communication professors and department faculties for their availability for consultation, support, patience, and understanding throughout the semester.

References

1. Barbera, P. (2015). *How social media reduces mass political polarization evidence from Germany, Spain, and the U.S. APSA Conference.*
2. Bandura, A. (1986). *Social cognitive theory: Toward a unifying theory of behavioral change. Psychological. Review, 84, 191–215.*
3. Beauchamp, Z. (2020, July 20). *The “free speech debate” isn’t really about free speech. The Vox.*
4. Bimber, B., Copeland, L., & Zuniga, G. (2013). *Political consumerism: Civic engagement and the social media connection. Sage Journals: New Media and Society.*
5. Clark, M. (2020). *Drag them: A brief etymology of so-called “cancel culture” Communication and the public. Sage Journals*
6. Churchill, C. (2020). *Churchill; at Skidmore, curiosity might get you canceled. Times-Union.*
7. D’amour, A. (n.d.). *Cancel culture: the good, the bad, & its impact on social change. Onourmoon.*
8. Goh, D. (2015) *Narrowing the knowledge gap: the role of alternative online media in an authoritarian press system. Journalism and Mass Communication Quarterly. 92(4), 877–897.*
9. Greenspan, R. (2020). *How ‘cancel culture’ quickly became one of the buzziest and most controversial ideas on the internet. Insider.*
10. Grunig, J. & Kim, J. (2011, February 01). *Problem-solving and communicative action: a situational theory of problem-solving. Journal of Communication, vol. 61, no. 1, 2011, pp. 120-149.*
11. Henderson, Rob. *“What Propels Cancel Culture? Human Nature May Lead People to Magnify Moral Transgressions.” Psychology Today 53, no. 2 (April 3, 2020): 36–38.*
12. Jones, T. (2021, March 21). *Commentary: cancel culture is the new cyberbullying. Granite Bay Today.*
13. Kato, B. (2021, March 10). *What is cancel culture? Everything to know about the toxic online trend. The New York Post.*
14. Kenski, K. & Stroud, N. (2010, June 7). *Connections between Internet use and political efficacy, knowledge, and participation. Journal of Broadcasting & Electronic Media.*
15. Loury G (1994) *Self-Censorship in public discourse: a theory of ‘political correctness and related phenomena. Rationality and Society 6(4), 428–461.*

16. Mishan, L. (2020, December 3). *The long and tortured history of canceled culture*. *The New York Times Style Magazine*.
17. Noble, W., Owen, T. & Speed, F. (2017, June 21). *Cyber vigilantism – how the cyber mob behaves*. Springer Link.
18. Norris, P. (2020). *Closed minds? Is a 'cancel culture' stifling academic freedom and intellectual debate in political science?* Harvard Kennedy School.
19. Ong, E. (2019). *Online Repression and Self-Censorship: Evidence from Southeast Asia*. *Government and Opposition*, 1–22. doi:10.1017/gov.2019.18
20. Palmer, K. (2020). *Kancelkulture: An analysis of cancel culture and social media activism through the lens of minority college students*. *The College of Wooster: Senior Independent Study Theses*.
21. Parks, L., & Mukherjee, R. (2017). *From platform jumping to self-censorship: internet freedom, social media, and circumvention practices in Zambia*. *Communication and Critical/Cultural Studies*, 14(3), 221–237.
22. Perren, S. & Helfenfinger, E. (2017). *Cyberbullying and traditional bullying in adolescence: Differential roles of moral disengagement, moral emotions, and moral values*. *European Journal of Developmental Psychology*.
23. Runions, K., Shapka, J. D., Dooley, J., & Modecki, K. (2013). *Cyber-aggression and victimization and social information processing: Integrating the medium and the message*. *Psychology of Violence*, 3(1), 9–26.
24. Ryu, J. (2020, June 19). *All the celebrities who've been fired for their racist comments, as Hollywood takes account*. USA ,Today.
25. Saporito, Gabriella, " *Canceled: Positionality and Authenticity in Country Music's Cancel Culture*" (2021). *Graduate Theses, Dissertations, and Problem Reports*. 8074.
26. Shah, S. (2017). *Conflict in society: definition, causes, types, and other details*. *Sociology Discussion*.
27. Velasquez, A. & LaRose, R. (2015). *Social media for social change: social media political efficacy and activism in student activist groups*. Research Gate.
28. Velasquez, A., Wash, R. (2014). *Latent users in an online user-generated content community*. *Computer Supported Cooperative Work (CSCW)*, 23, 21–50.
29. Weinstein, E. C. (2014). *The personal is political in social media: online civic expression patterns and pathways among civically engaged youth*. *International Journal of Communication*, 8, 210–233.

Figures 1-7 of Cancel Culture

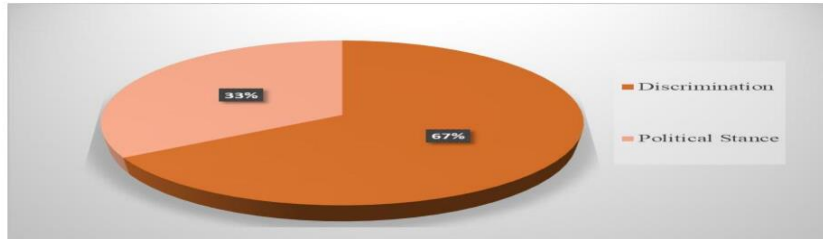


Figure 1. Causes of Cancellation of Victims



Figure 2. Netizens Manner of Cancellation

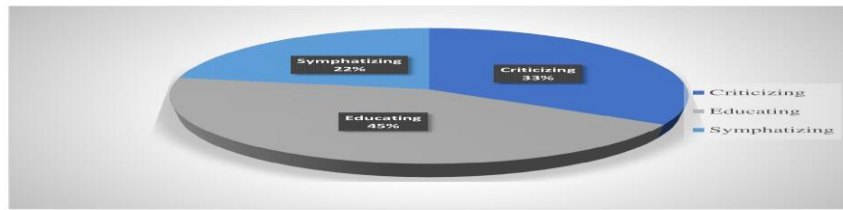


Figure 3. Netizens Types of Cancellation

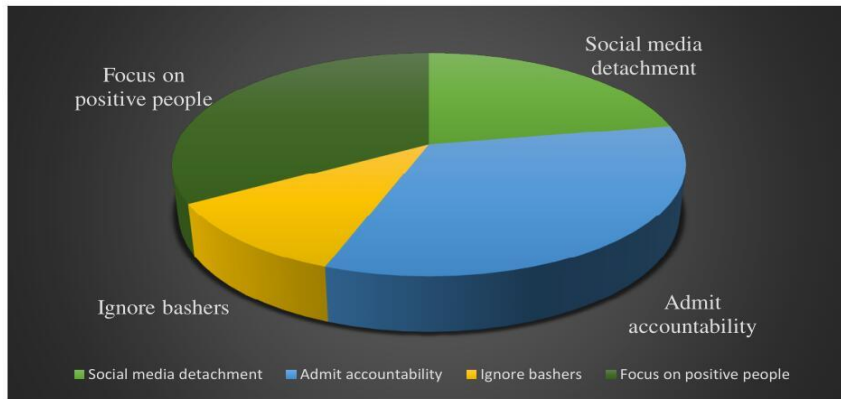


Figure 4. Victims Manners of Handling the Cancellation

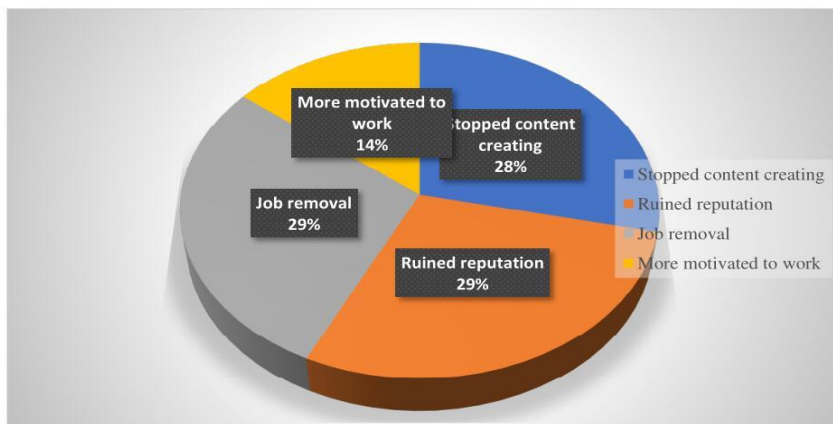


Figure 5. Impact of Cancel Culture on the Victims Career/Livelihood

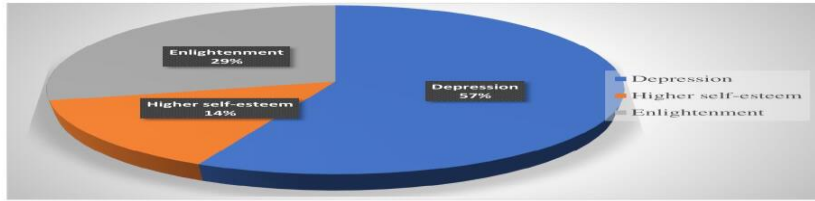


Figure 6. Personal Effects of Cancel Culture on the Victims

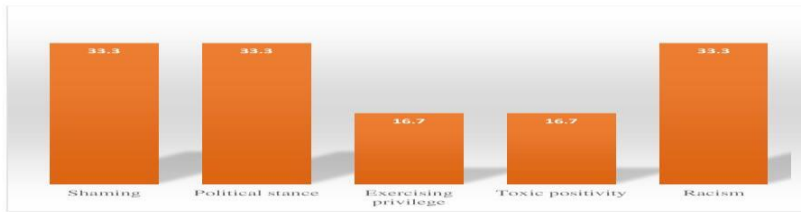


Figure 7. Social Issues Raised in the Victims Cancellation

