



Cancel Culture: A Case Study on the Experiences of “Called Out” Person in Social Media

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ABSTRACT: The study aimed to investigate people's experiences called out in social media. Twenty victims from both international and local who experienced called out were used as the sampling frame in this study. The study used a case analysis method by gathering data from the web and interviews. It was found out that the victims had factors involved, subsequent effects, and realization. The victims took their actions personally, which resulted in some apologizing for their actions.

Keywords: *cancel culture, called-out, coping mechanism, factors*

I. INTRODUCTION

Technology brought a significant change in the world. It changed how people perceive things differently from what they usually did before. People have been violating social norms in the society like speakers of a program, including sexually explicit speech which hurts or threatens marginalized groups, mocking the lives of the poor, or even honor killings. Because of this unethical behavior, the concept of cancel culture emerged both in the offline and online world but gradually subsided over time. Around 2017, the rise of cancel culture became more widely known, coinciding with the #MeToo movement. In the awful context surrounding victims of abuse at the time, there were increasing reports of sexual abuse, which had either been hidden, gone unreported or otherwise ignored (Spelman, 2021).

The Covid-19 pandemic brought the idea of cancel culture again in a new and different medium on the internet, specifically Facebook, Twitter, Instagram, Youtube, and Tiktok. Most people use digital platforms for communication and life entertainment and the same thing for money-making and to gain popularity. The number of social media users increased since most people are isolated, quarantined, and limited to socializing outside, and issues become rampant (Singh, 2020). In 2021, Americans' massive increase in the amount of time spent in mainstream media ranged from twenty-eight minutes per day, and globally more than 3 billion social media users account for 49 % of the world's population compared to eMarketer's previous forecast in 2019. However, technology has disadvantages, and for example, they use digital media to discriminate against other people, execute inhumane action, and criticism. This digital cycle continuously evolves until it becomes more complex for everyone to understand. Molla (2021) stated that the new normal, where there is excessive use of technology in daily interactions mediated by the internet, has also changed the way people behave on those platforms. As a result of cancel culture, social media is under intense scrutiny for spreading misinformation and general toxicity (Shank, 2020). Cancel culture refers to people ostracized on social media, resulting in sanctions that affect their professions and personal lives. It is also a scourge against free expression and retribution known as called-out (Berube, 2018) that can damage reputation when protesters push for individual cancellation (Harpers, 2020).

Social media have become a fundamental part of people's daily lives, wherein users from distinct backgrounds take active participation regarding current social issues. The mainstream media has introduced influencers like vloggers, makeup gurus, and celebrity idols. Social media influencers (SMIs) are the latest generation of independent third-party brand ambassadors who utilize blogs, tweets, and other forms of social media to shape audience perceptions (Freberg, Graham, McGaughey, and Freberg 2018). Digital Marketing Institute (2021) supports that one of the most trending activities in the online setting is that millions of people frequently trust famous online influencers by turning to their favorite Instagram stars, Twitter personalities, and Youtubers for advice and recommendations in supporting different brands. This phenomenon is what inspires many people to become part of this community, but the approach in which they attain their goals is seriously harmful such as engaging in different clout chasing targeting various Cultural factors: (1) Social Organization is how people are divided in society based on sex, age, occupation, or even reputation; (2) Customs or the society's tradition, morals, and social standards; (3) Religion is the idea on humanity's spiritually, and significance in living; (4) Language is a variety of communication symbols that can be spoken, acted, or written; (5) Government is the system that society has created to maintain order ; (6) Economy is the process of purchasing, selling, trading, and putting value to products; and (7) Art is the perfect expression of beauty, emotion, and beliefs (Chapel, 2021).

People who mostly get called out and experience cancel-culture are famous online influencers, celebrity idols, and prominent corporations. According to Walsh (2021), Individuals are "cancelled" because they are media figures with many followers and consider that their opinions and actions have harmed a specific person, group of people, or community. In this case, if an individual commits serious crimes, the cancellation process is applied as a consequence of their actions as a form of social justice. Walsh (2021) also cites the following examples of offenses committed by the individual being accused and automatically received backlash because of the following violent accusation, such as sexists, racists, homophobic or transphobic activities, or comments. Researchers found that the concept of cancel culture present in an online environment adversely affects these individuals holistically. The victims of cancel culture experience loneliness, isolated and ostracization, which in some cases lead to depression, anxiety, and other associated condition (Spelmen, 2021).

The negative impacts of cancel culture on the reputation of individuals in the online setting are the driving force of the researchers to conduct the study "Cancel Culture: A Case study on the Experience of "Called out" Person in Social Media." They believe that they contribute significant information in becoming digital literate social media users to avoid the occurrence of cancel culture. Specifically, this research addressed the following objectives: promote awareness about the factors that cause cancel culture. Establish protection of social identities and reputation through a comprehensive evaluation of information regarding cancel culture.

Specifically, this study is conducted to figure out the following:

1. What considerations prompted them to be mentioned on social media?
2. What are the consequences of calling them out on social media platforms?
3. What are the things they did after they experienced cancel culture?

II. METHODOLOGY

This study is qualitative research design in nature. Qualitative research studies analyze and understand things based on people's perceptions and meaning in a natural setting. It provides detailed information to explain complex issues (Awasthy, 2019). A significant drive in selecting a qualitative approach to this study is the versatility and reliability associated with data collection.

Participants

The researchers chose 20 samples to highlight the enormous intricacy of canceling culture. This study focuses on twenty specific cases of withdrawing from foreign (abroad) and local (in the Philippines) sources. The researchers obtained the necessary information from ten international and ten local artists and personalities experienced called out on social media platforms. There are references to numerous consultations throughout this paper to demonstrate the various occurrence of this problem.

Instruments

The researchers used records and documents in gathering data for this study—furthermore, a Case Analysis as an approach used for this research. A Case Analysis is used to describe a person subjected to cancel culture action in detail by assessing the given information in social media using Twitter and other platforms as a study site. It can access countless data streams,

from personal information to conversations. However, this affordance is still limited because power relations exist online. Although, the researchers also intentionally chose to use Twitter and other platforms from an anonymous position to preserve the researcher's identity. Researchers realize the potential harm in data.

Procedures

This research paper consists of data collection, data analysis, and presentation of gathered data. The first step was to collect data from the latest records and documents of the victims. After obtaining data, analysis began examining cancel culture from the different social media platforms, particularly Twitter. The researchers classified the data according to their cases and clustered it locally and internationally. After which, data presentation has made to determine the factors, effects, and coping mechanisms of victims of cancel culture.

III. RESULTS

Below are the 20 cases the researchers gathered on different social media platforms. The researcher included ten international artists/personalities and ten local artists/personalities who experienced calls out.

Local Artists/Personalities

CASE #1. Buknoy Glamour

'Nagkamali ako': Vlogger Buknoy apologizes for viral comment on tricycle drivers

By Lyka Nicart - July 4, 2020



Table 1: Shows the factors, effects, and coping mechanisms of Buknoy after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
- Buknoy violated social organization as one of the elements of cultural factor by being classist to a driver tricycle.	- Received online criticism (bashed), leading to ruined reputation. - Decrease of followers in social media accounts.	- Public apology.

A blogger and influencer, Buknoy Glamour, was bashed on the internet due to associating with classism against tricycle drivers. He posted a video belittling tricycle drivers when he was supposed to inspire his supporters to work hard to achieve their goals. Many netizens and celebrities hate him, especially those raised by tricycle drivers. Moreover, Buknoy committed other mistakes on the internet that made netizens dislike him more. After being

called out on social media, Buknoy received unpleasant comments on his social media posts, was criticized by the public, and questioned for being an influencer portraying offensive actions. Buknoy posted an apology for the incidents to clarify his intention and the real meaning of what he said on the vlog, but netizens were still mad at him and said his reasons were not unacceptable. As a result, he lost sympathy, attention, and support in social media.

CASE# 2. DJ Loonyo

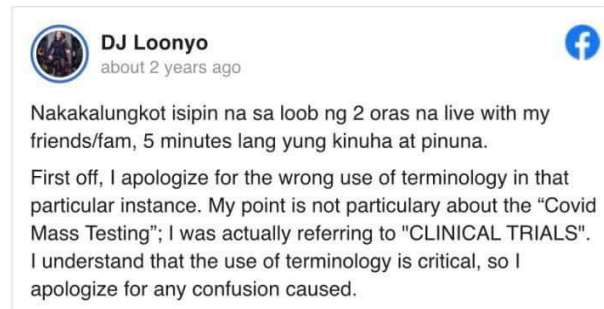


Table 2. Shows what factors, effects, and things Loonyo did after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
- Loonyo violated language as one of the elements of cultural factors by being unaware of the inappropriate terminologies he used in his speech.	-Received online criticism "Bashed." -Ruined his reputation -Decrease of followers in social media accounts.	-Public apology through dance cover uploaded in YouTube channel.

Filipino dancer DJ Loonyo got a lot of internet hate after his less than impressive speech regarding pandemics, mass texting, and face mask. This allegation was made in a live stream. The video was captured by one of the netizens, Coach Clarke, and used to call out Loonyo on Twitter. Netizens and his fans were disappointed with Loonyo. This issue affected the career of Loonyo; viewers and followers of his social media accounts decreased, and he lost his fans. Loonyo also received criticism from the public. Loonyo apologized and cleared his statement in his Facebook account "First off, I apologize for the inappropriate use of terminology in that particular instance. My point is not particularly about the "Covid Mass Testing." I referred to "CLINICAL TRIALS." I understand that the use of terminology is critical, so I apologize for any confusion caused." Still, his apology did not reach the expectation of many netizens. Loonyo has to be careful about how he uses his influence and action to win the attention of his fans again. After the said issue, Loonyo posted a dance video titled "pasensya na" to show his apology

CASE #3. Heart Evangelista



Table 3 shows the factors, effects, and what Evangelista did after she experienced calls out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
- Evangelista violated neither one of the elements of cultural factor. But criticized because of misinterpretation of netizens.	- Received online criticism "Bashed." - Negative impact on career. It affects her Mental health.	- Public apology - Social Media break.

Filipino actress Heart Evangelista compliment a bone cancer patient for being positive during this pandemic. While Metro Manila was under enhanced community quarantine to prevent the virus from spreading, some people who had essential commitments outside their homes were required to walk or use private vehicles since all public transportation was suspended. Cynthia Espiritu, who had bone cancer, had to go to the hospital to attend her scheduled checkup. GMA News posted a short video where Cynthia was interviewed at a checkpoint to scan her temperature. It was seen in the video how Cynthia struggled with her condition. Still, despite it, she remained positive and went to the hospital with a wide smile. Heart Evangelista was spotted on the video online and could not help Cynthia, but else she was amazed at her positivity. "Dearest Cynthia, thank you for inspiring others to smile and stay positive... God Bless you and your friend," she wrote. After retweeting the video in her account, netizens did not touch, criticized her, and accused her of being happy about it. The public concluded their criticism based on the action of Evangelista in the video, wherein the actress did not offer help to Cynthia. Evangelista tried to explain the pure intention of her activity and answer the criticism of the public. "IM NOT HAPPY ABOUT THIS! I'm saying she is still smiling and trying to be positive. Guyssssssss stop this....lift each other and help! Not hate!". Evangelista did an excellent break because she could not take the bashing anymore. A few hours later, Evangelista tweeted again to apologize to those offended. She deleted all her tweets about the allegation and accepted the hate and bashing towards her. The netizens felt happy to her for being open to criticism, taking her mistake, and keeping her feet on the ground.

CASE #4. Yeng Constantino



Table 4 shows the factor, effects, and what Constantino did after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
- Constantino violated Social organization by mocking the reputation of a Doctor.	- Received online criticism "Bashed." - Decrease of followers in social media accounts. - Negative impact on career. - It affects her Mental health	- Public apology - Social Media break

Yeng Constantino's vlog criticized the hospital's staff for their lack of preparedness and professionalism. She was prompting netizens to accuse her of "doctor-shaming" licensed medical professionals and being unaware that they were in a provincial hospital that may lack certain services and staff that she was accustomed In a Facebook post, Yeng Constantino criticized the Dapa Siargao Hospital for allegedly failing to adequately care for her spouse after he suffered a head injury while cliff diving in Sugba Lagoon. The singer expressed dissatisfaction with the facilities but drew the wrath of internet users by naming the doctor, whom Constantino claimed was unconcerned about their plight. "Naisip ko, 'Bakit ganito? Dapat may equipment sila dito dahil malapit ito sa mga tourist attraction na may cliff diving na prone sa aksidente,'" Yeng said. Yeng Constantino has already decided to have a social media break after receiving backlash for a vlog about her husband Yan Asuncion's ordeal in a Siargao hospital following an accident. Yeng Constantino received criticism after releasing a vlog complaining about the situation, particularly in the medical community, for doctor shaming. Yeng Constantino apologized to the doctors, whom she named on Facebook, and reported the vlog. The vlog and post were "caused by her elevated emotions." she said.

CASE #5. TONI GONZAGA

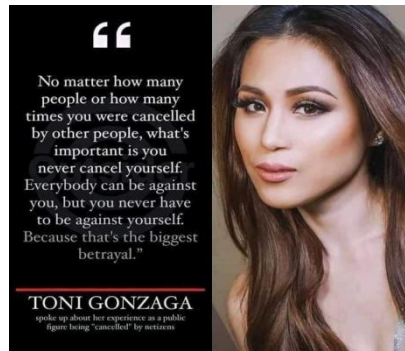


Table 5. Shows the factors, effects, and Gonzaga's actions after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
Gonzaga violated neither of the elements of cultural factor. Her political stance made herself to experienced cancellation.	Received online criticism "Bashed." Decrease of followers in social media accounts. Negative impact on career.	Defend herself from the accusations.

The famous host and inspirational speaker, Toni Gonzaga, spoke about having experienced being canceled on social media for two decades of her stay in showbiz. She's been calling out a lot of times already. And with all those years facing this, "I have been canceled for twenty years of my life." Toni candidly told Wil. She continued to say, "Last year, I canceled for one whole year during the pandemic. She has practiced not getting such negativity to have a place in her life. Canceling someone is also canceling the support given, and as for Toni, the essence of such is not to cancel oneself. She said, "Everybody can be against you, but you don't have to be against yourself. "Denying yourself with that kind of self-love is accordingly the biggest and most painful betrayal one can do to himself. She added, "When you betray yourself, that's hard to forgive." And that is where she gets the core of facing those who cancel her with a strong face. The powerful statements Toni shared have touched many hearts and made many people realize their worth and not weakened by that negativity from people who don't know their story.

CASE #6. Kim Chiu



Table 6. Shows the factor, effects, and what Chiu did after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
- Chiu violated Language. Experienced cancellation because of unclear statement she delivered online.	- Received online criticism "Bashed." - Ruined his reputation - Decrease of followers in his social media accounts.	- Public apology

Kim is one of the Philippines' most well-known and prominent female showbiz figures. Kapamilya actress Kim Chiu revealed her lowest point in life was when netizens chastised her. *"Sa classroom may batas, bawal lumabas, oh bawal lumabas pero pag nagcomply ka na bawal lumabas pero may ginawa ka, inayos mo yung law ng classroom niyo at sinubmit mo ulit ay pwede na pala ikaw lumabas"*- this is the actress viral controversial statement that has been circulating on social media. After being heavily ridiculed online, the actress admitted to being depressed, but she just told herself that phase and needed to move on. During the height of the scandal, the number of hurtful words became unbearable for her, and Chiu shunned social media for several days. Kim Chiu responds to the backlash she received for her viral classroom analogy statement with her new feel-good tune, *"Bawal Lumabas* (The Classroom Song). *"Okay, lang magkamali. I learned my lesson. Now, let's celebrate!"* Kim stated. The Kapamilya actress' statement, in which she attempted to link the terms of ABS-franchise CBN's renewal to school rules, has produced several memes and even dance versions during the last week. Instead of pouting, she wrote this song, which pokes fun. And goof in the chorus but also accepts the blunder as a learning experience as its whole.

CASE #7. Drew Arellano



Table 7. Shows the factor, effects, and what Arellano did after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
- Drew violated Language. Experienced cancellation because of unethical phrases posted on social media.	- Received online criticism "Bashed." - Negative impact on career.	- Public apology.

Andrew James Estrella Arellano a Filipino showbiz personality. He hosts the famous Kapuso educational show entitled *"AHA!"*. Netizens, including Juan Miguel Severo, were offended by Drew's recent statement about the novel coronavirus. He bluntly stated, *"We are the virus and COVID-19 the cure."* Drew Arellano's recent statement regarding the new coronavirus received backlash on social media. In response, Drew apologized to anyone

offended by his recent social media comments. He acknowledged that his post was disrespectful, and he wished for everyone's well-being during the global pandemic. "Please accept my apologies for the tweet. He wrote, "It was inappropriate." "I hope everything is okay on your end," he continued.

CASE #8. Bryanboy



Table 8 shows the factor, effects, and what Bryanboy did after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
- Yambao violated Social organization by being racist and homophobic.	- Received online criticism "Bashed." - Ruined his reputation - Decrease of followers in his social media accounts	- Public apology.

Bryan Yambao is a Filipino and Global influencer. This Pinoy blogger sprung into a racist act and got called out. As a result of his tweets about gays engaging in scandalous behavior, Bryanboy was charged by Filipino Catholics. Netizens also noticed some pictures uploaded to his social media accounts showing disrespect to sacred religious symbols of the Catholic Church. Bryanboy's recent statement regarding the hatred of Pope Francis sparked outrage on social media. After receiving negative feedback, he continued to defend his position. He ended another post telling the Catholic gay men that "there's nothing Catholic about taking dick up the butt," so "may your God forgive you while you sniff someone's scrotum and suck dick."

CASE #9. RAFFY TULFO



Table 9 shows the factors, effects, and Tulfo's actions after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
- Tulfo violated neither one of the elements of cultural factor. Experienced	- Received online criticism "Bashed." - Decrease of followers in her	- Denied and defend himself from allegations.

cancellation because of social media accounts.
giving sympathy.

Raffy Tulfo canceled on the internet after the Live the guesting in Kapamilya Sunday musical-variety show on ASAP Natin to, Tulfo in his program Wanted sa Radyo show sympathy in closing the broadcast operation of ABS-CBN. The supporters of Duterte got mad when Tulfo compared his subscribers to the votes of Duterte in the 2016 election. As well as a piece of news that Tulfo would run in the position of vice president to compete with Duterte in the place in an incoming election would spread on the internet that made the netizens dislike and share nasty comments about him. After Tulfo experienced cancellation, he explained in a radio program and answered all spreading news about his candidacy and said that this issue is only a norm and clear his statement about comparing the voters and subscribers of his social media accounts.

CASE #10. CAT ARAMBULO ANTONIO



Table 10 shows Antonio's factors, effects, and actions after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
Antonio violated Language. Experienced cancellation because of inappropriate words.	Received online criticism "Bashed." Negative impact on career.	Public Apology

Cat Arambulo Antonio canceled because of social media interaction. Due to the immense backlash that her Instagram story has hammered, calls for cancel herniation have become evident on Twitter. She ranted while watching news of crowded checkpoints being mannered by military personnel. Specifically, she said, "my god, why don't you mother***** stay at home? Stay home! Don't you guys get it? Tigas ng ulo [Hard heading], this is precisely why they need the military because you f*****s won't stay at home. Guys, come on. The following day, she became one of the Twitter trending topics in the Philippines. After receiving a barrage of negative feedback, she has since issued an apology. However, online users have also criticized this who did not address why her statement calls out. Then Cat quickly uploaded an apology video and a text. She said, "In all humility and sincerity, I would like to apologize for being insensitive. I didn't mean to undermine everyone; I should be more considerate of others trying to cope with this crisis.

International Artists and Personalities

CASE#1. J.K. Rowling



Table 1. Shows Rowling's factors, effects, and actions after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
- Rowling violated Social organization. By being racist and transphobic.	- Lost most of her followers	- Explained the point thoroughly.

She is the author of the famous book series Harry Potter. Rowling was canceled for being transphobic. The controversy started as Rowling tweeted support for TERFism. TERFism believes that trans women aren't women and that biological sex is the only factor determining someone's gender. Then, she further affirmed her opinion by mocking a news headline about transgender people on Twitter. In June of last year, she teased a publication for saying "people who menstruate" rather than "women," which has led to people calling her transphobic and calling for a boycott of her books. In the three-part tweet, Rowling said: Rowling closed out her tweets by saying that just because she doesn't understand trans people doesn't mean she hates them. She identifies as a female, which is in her last tweets. In a June 10 essay responding to the outcry over her earlier tweets, Rowling expressed empathy, and she has said, "I know and love trans people." Still, she primarily wrote about her concern about gender transitioning, further inflaming her critics. She continued to defend her position on Twitter, even while interacting with children sending in their drawings in hopes of illustrating her soon-to-be-published book "The Ickabog."

CASE #2. David Dobrik

Table 12 shows Dobrik's factors, effects, and actions after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
Dobrik violated social organization. Called out because of being racist.	Lost his subscribers and sponsorships.	Social media break and Public apology

Dobrik is a YouTube star who got canceled in March 2021. Dobrik's videos feature the "Vlog Squad," a recurring group of friends. A woman claimed squad member Durte Dom raped her while she was incapacitated by alcohol. The victim named Hannah said that she was a sophomore at college when Durte Dom raped her unconscious because of alcohol. , former squad member Trisha Paytas admitted that she was there when the alleged rape occurred. Dobrik has lost subscribers and almost all his sponsorships because of the allegations. Last year, Dobrik said he was taking a severe break from social media following the sexual assault allegations against Vlog Squad. His apology came after the reports of his crime. In his apology statement, Dobrik said he took the time to accept structures that allow checks and help netizens express distress. Dobrik tried to address the controversy, but people were not convinced and still called for the YouTuber to be officially "canceled." After which, he decided to take a break from making his viral content.

CASE #3. Gina Carano



Table 3. Shows Carano's factors, effects, and actions after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
- Carano violated Government. Experienced cancellation because of political comparison.	- Almost got fired on her job	- Kept silent

Carano is the leading role and was fired in Disney and Lucasfilm's "The Mandarinian" after posting a story on her Instagram compared to Nazi German climate. Her social media posts disparaged people based on religious and cultural identities and were considered unacceptable and disgusting. Carano put some words "boop/pop/beep" on his Twitter bio, and many Twitter users saw this as Carano openly mocking trans people. She quickly removed the words after being helped by her Co-star, Pedro Pascal. But Carano did not apologize, and several other controversial posts remain on his social media accounts.

CASE #4. Kieran Bhattacharya

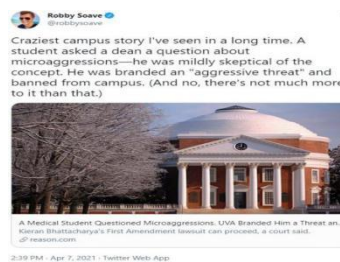


Table 4. shows Bhattacharya's factors, effects, and actions after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
- Bhattacharya violated custom. Experienced cancellation because of unethical behaviour.	- Got banned, suspended, and barred from returning to the University. - Criticized in Social Media for behaving inappropriately.	- Filed a case against the school for violating First Amendments Rights.

Bhattacharya was a student at the University of Virginia School of Medicine. He was banned from campus and suspended and barred from returning to campus after questioning a speaker's definition of microaggressions during a panel discussion. An assistant professor logged a complaint about Bhatarya's questions during the panel. An administrator mandated that he gets counseling before returning to class. Bhattacharya is now suing the school for violating his First Amendment rights.

CASE #15 Peter Vlaming



Table 15 presents the factors, effects, and Vlaming's actions after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
- Vlaming violated social organizations by being racist and transphobic.	- Lost of job	-Filed a case in Supreme Court.

Vlaming, a French teacher of West Point High School in Virginia, was fired for not using a transgender student's preferred pronouns. "I explained to my principal that I couldn't in good conscience pronounce masculine pronouns to refer to a girl. He gave me an official written reprimand that said it was the first step in a process that would lead to my termination." Vlaming said in an interview with The Daily Signal. Eventually, the West Point School Board voted unanimously to fire Vlaming. According to Christian Broadcasting Network, the former French teacher is currently taking his case to the Virginia Supreme Court.

CASE #6. Shane Dawson



Table 16 presents the factors, effects, and Dawson's actions after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
- Dawson violated social organization by being racist and sexist.	- Decrease followers on YouTube account	- Public apology and temporarily resigned.

Shane Dawson is an American YouTuber who became one of the first vloggers to fame on YouTube. Dawson was canceled after involving in several controversies, such as portraying racial stereotypes, making pedophilic jokes, and making provocative sexual gestures toward a picture of Willow Smith. During his cancellation, Dawson's experience has a huge impact on his career. Delete several of his older videos, demonetize his account on YouTube, lose 1.2 billion views on his channel, and temporarily leave from YouTube. After that controversy, he had addressed his arguments back in June 2020 and apologized for his wrongdoings. He feels ashamed and embarrassed over a lot of stuff, old clips that started coming out when he got canceled and said, "I've learned a lot. I'm so happy it happened. So grateful I got canceled because it changed my life." Dawson moved to Colorado with his fiancé to start another content and videos. On October 7, He returned to YouTube with a new video titled The Haunting of Shane Dawson.

CASE #7. Scott Cawthon

I'm a republican. I'm a Christian. I'm pro-life. I believe in God. I also believe in equality, and in science, and in common sense. Despite what some may say, all of those things can go together. That's not an apology or promise to change, it's the way it's always been.

If I get cancelled, then I get cancelled. I don't do this for the money anymore; I do it because I enjoy it. If people think I'm doing more harm than good now, then maybe it's better that I get cancelled and retire. I would accept that. I've had a fulfilling career. Besides, most things that people can take from you are things that never had much value to begin with.

I have always loved, and will continue to love, this community and this fanbase, even if someday it doesn't include me anymore.

Table 7. Presents the factor, effects, and what Cawthon did after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
Cawthon violated social organization. By being biased on political.	Got lost his career, and supporters	Triggered the situation Refused to apologize

Cawthon was the developer of the widely popular "Five Nights at Freddy's" video game franchise, which was canceled in June after fans began to look for Open Secrets, a website containing lists of political donations information about his campaign contributions. When it was leaked that Cawthon had donated money to various Republicans, including Senate Minority Leader Mitch McConnell and former President Donald Trump, there were calls for him to resign. Initially, Cawthon refused to apologize, posting, "I'm a Republican. I'm a Christian. I'm pro-life. I believe in God," Cawthon continued, "I also believe in inequality, science, and common sense. Despite what some may say, all of those things can go together. That's not an apology or promise to change; it's the way it's always been." The pressure eventually proved too much for Cawthon, and he announced his departure from the series. "I miss making games for my kids. I miss doing it just for the fun of this is to say that I am retiring."

CASE #8. Chris Noth



Table 18. Presents the factors, effects, and Noth's actions after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
- Noth violated social organization by sexually harrassing women.	- Received online criticism. - Negative impact on career	- Refused and denied the allegation thrown.

Noth who was accused of sexual assault on December 2021 through the THR report, has been experiencing public scrutiny in multiple sexual assault allegations. His work has been affected due to issues or allegations. It involved many of his jobs, and companies were lost. Noth has dropped his agency. Because of the allegation, he was involved in accusations of sexual assault. Noth says that "I don't know for certain why they are surfacing now, but I do know this: I did not assault these women." also he said that "The accusations against me made I met years, even decades, ago are categorically false," The spokesperson of Noth denying him

about the allegations saying that "There's never been a single complaint or report about him misbehaving on the set of Sex and the City." Chris Noth denied the issues accused him.

CASE #19. Chrissy Teigen



Table 9. Presents the factors, effects, and Teigen's actions after being called out on social media.

Cultural factor/s	Effect/s	Coping Mechanism
Teigen violated custom by being involved in cyberbullying.	Got depressed	Triggered the situation by posting more comment about the issue in social media.

Chrissy Teigen has been canceled for the allegations of cyberbullying. She got depressed after reporting her when she told a 16-year-old to kill themselves. After taking a break from social media for about a month, Teigen returned online in June. Chrissy Teigen shared a post on social media stating that she was depressed following the fallout from a bullying scandal. "Just feels so weird to pretend nothing happened in this online world but feel like utters--- in real life," Teigen said on Instagram. "Going outside sucks and doesn't feel right. Being at home alone with my mind makes my depressed head race. "The supermodel said she wants to mind her own business and not comment on celebrity affairs. "Cancel club is a fascinating thing, and I have learned a wholesale [sic] lot. Only a few understand it, and it's impossible to know till you're in it," Teigen said in her most recent post. "And it's hard to talk about it in that sense because you sound whiney [sic] when you've done something wrong. It just sucks." Teigen added, "I'm just ... tired of being sick with myself all day. I don't even know if it's good to say any of this because it's gonna get brutally picked apart, but I don't know. I can't do this silent s--- anymore! If you or someone you know has also been canceled [sic], please let me know if there is a cancel club reunion because I could use some time off my couch!". Chrissy Teigen has somehow, jokingly, accepted the notion that she may be canceled "forever."

CASE #10. David Flynn



Table 10. Shows the factors, effects, and what Flynn did after being called out on social media.

Cultural factor/s		Effect/s	Coping Mechanism
- Flynn violated organization. racist.	social by being	- Lost of job	- Kept the family away from the issues accusations.

Flynn was the famous head football coach at Dedham High School in Dedham, Massachusetts. According to school authorities, Flynn was fired in January after his contract was not renewed due to severe philosophical differences. Flynn said that he had never been informed that he would be terminated. Flynn and his wife wrote to school officials, expressing their worry that their daughter's international geography and history lessons comprised unconnected curricula and materials that were fundamentally political. Washington Free Beacon said, "Middle school history teacher Kim Randall created an avatar of herself for her online classroom that wore a Black Lives Matter T-shirt. And used materials that depicted police officers as 'risks' to black people and black people as 'risks' to white people." Flynn and his wife concluded that the best course of action would be to remove their two children from the school district and enroll them in a private Catholic school after a series of meetings with the superintendent and committee members.

IV. DISCUSSION

The study investigated the factors that drive netizens to criticize, blame, and call out artists or social media personalities. Wherein, researchers gathered four factors under the cultural sector. These cultural factors were classified into: (1) Government; (2) Customs; (3) Language; and (4) Social Organization. The results of the investigation showed.

First, Government. It was found out that a few victims were criticized and called out is due to their political stances, unethical behavior towards the government that opposes people effusively praising a loathed politician. It is believed that people get called out because they have contradicting ideas and opinions towards the politicians. Muller and Schwarz (2019) stated how social media could instigate hate crimes by propagating nasty statements from opinion leaders, such as extremely influential social media users, to the broader public.

Second, Custom. Violation of custom, tradition, morals, and social standards are also factors to experience calls out on social media. Jamieson (2021) stated that victims of cancel

culture experienced cancellation due to their inappropriate manners towards other people or groups. Language. The majority of the criticized social media personnel and well-known user of these different platforms were called out. It is due to harsh posts, comments, and wording towards an individual whom the majority have seen does not agree with or oppose what they have shared. It is believed that someone whose actions or words were unacceptable and who has a differing opinion from ours can make us angry or question our foundations and stance in the world. Based on the study of Romana (2020), the emergence of "cancel culture," and the concept of canceling someone coincides with a familiar pattern where a celebrity or other public figure does or say something offensive in the form of distributing jokes, words, and actions that may harm anyone in the mainstream media.

Lastly, Social Organization is one of the cultural factors that greatly drives netizens to call out somebody on social media. Based on the results, being homophobic, transphobic, and sexist on social media leads to a higher chance of experiencing cancellation. Violation of reputation, being racist towards other people online were also rooted for cancellation. According to Meesala (2020), Some individuals and corporations have been "canceled" for expressing thoughts or attitudes that are objectively problematic or inappropriate from a public standpoint. As stated in the recent social justice movements such as the Black Lives Matter Movement, Cancel culture has shown to be a helpful tool for identifying the steps taken by individuals and businesses to correct unethical behavior in the social environment. Hence, cancel culture used to obliterate racist statues, rename structures named before white supremacists, call out celebrities and eminent figures in society, and address racist, sexist, or homophobic views or ideologies.

This study also found out the consequential effects of cancellation on the lives of victims. The results of the investigation showed. People who experienced cancel culture faced the consequences of their doings or allegations. Most of them lost sympathy and attention to TV productions which led into decreased in their social media followers and their reputation as a celebrity or influencers due to the expectation that they were the ones who should serve as role models in spreading good vibes. At the same time, some of them admitted that this controversial issue has terrible impacts on their mental health. That is why they take a break in their social media activities after being called out and experiencing public shaming. This finding supports the Marchs (2021) study that a person's experiencing canceled culture may impact their mental health and make them feel ostracized, socially isolated, and lonely. According to a study, loneliness has also been linked to higher instances of anxiety, sadness, and suicide. They may become overwhelmed by fear that people will turn on them. Those others will find something in their past to use against them. Few entertainers or other public figures have indeed canceled. That is, while they may have faced negative criticism and calls with being held accountable for their statements and actions, a few of them have genuinely experienced career-ending possessions. Shenton (2020) elaborated that the rise of "Sper culture" and the idea of canceling someone coincides with a familiar pattern: A celebrity or another public figure does or says something threatening and offensive. A public backlash, often charged by politically progressive social media issues. Then come the demands to cancel the person to effectively end their career or revoke their cultural cachet, whether through boycotts of their work or disciplinary action from an employer.

It was also found out that most victims made public apologies in many ways, such as through dancing, video recording, singing, and posting apologies on their social media accounts. Some of them did a fantastic break to avoid hate comments to hold the issues and

explain their side afterward. Together with their apology was their alibi and reason on why they did those unnecessary. Another was being silent or without any statement about the issues. And some of them claimed that it was only a misinterpretation.

Moreover, additional delineations about cancel culture as a reformatory justice practice can also be assessed compared to other discursive accountability practices. They don't say anything since they don't want to bring attention to themselves. After the incident, some bystanders can weigh down with guilt.

Jenna Arnold, an activist and author who was a key organizer of the historic Washington Women's March in March 2017 agreed that cancel culture is counterproductive since the humiliation of being incorrect deters people from pushing forward. There is usually a sense of remorse when we watch individuals apologizing, making amends, and changing their conduct (Brown, n.d.).

The free-speech argument is two-fold – it will not achieve progress through silencing either party, whether that's 'canceling' someone or dismissing one's right to criticize. Being told you're wrong doesn't mean you are canceled. It's time to listen, process, and move forward.

EDUCATIONAL IMPLICATION

It was found out that cancel culture was completely widespread on different social media platforms and many people are unaware of adverse effect and consequences after being called out. In this regard, the following remediation were made to educate students to become digitally literate and to have netiquette in an online social setting to evade cancel culture to maintain social reputation:

1. The Curriculum planners may tailor fit the design of Technology for Teaching and Learning (SEd PROF-221) subject to include media literacy as one of the topics;
2. the finding suggests that School Wide Policy that incorporate values is one important element be integrated in curriculum particularly in (GEC 1) Understanding The Self and Ethics;
3. the professors or instructors may employ interdisciplinary approach in teaching incorporating media literacy in various subjects;
4. guidance Counselor may use the result of the study and serve as basis in counseling process in response to mental issues particularly in the cases of students experienced being called out.

V. CONCLUSION

From this study, researchers concluded that cultural factors are why people get called out from social media. Wherein majority of the victims presented in this study violated social organizations that spoke about racism, sexism, and minority groups like the LGBTQIA+ community. Social media artists and personalities were mainly criticized, shamed, and called out because of their shady words, unethical behavior, and inappropriate manners reflected in their social media accounts. However, some of the victims got criticized because of the misinterpretation of netizens. Furthermore, researchers concluded that the effects of cancel culture faced by the victims are criticism, unending backlash, loss of their jobs, few ended their

career, and decreased of followers was seen to be the significant effect of experiencing cancellation. Lastly, the victims of cancel culture wanted to bring back what they had started in life. Therefore, victims made a public apology to be held accountable for their actions. But some of them remained silent and did not take any action towards the issue thrown.

Finally, the result indicates that cancel culture refers to an attack on someone's employment and reputation by a determined collective of critics based on an alleged disgraceful and disqualifying opinion or action. The concept of cancel culture is quite contentious. People who are opposed to cancel culture is challenge free speech. At the same time, the other side of the argument claims that cancel culture arose because of increased accountability for people's actions in society.

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