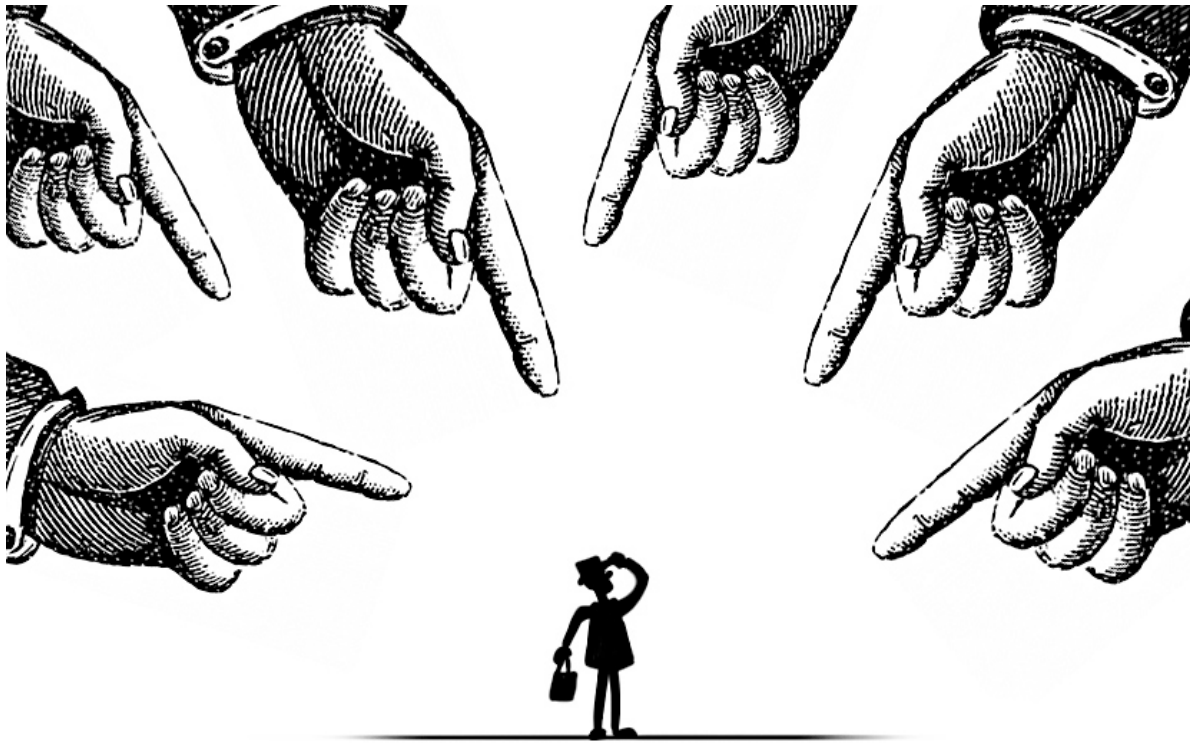


Education or Humiliation



1

An investigation into cancel culture and it's development
over time

¹ Bing. Available at:

https://www.bing.com/images/search?view=detailV2&ccid=vGJOx%2B5K&id=2578B8213685E2D0F33964283A133A6B39F809B3&thid=OIP.vGJOx-5K-X1-jzIC9fQMqwHaEv&mediurl=https%3A%2F%2F1.bp.blogspot.com%2F-5WdWOoXt5M0%2FXZLonGTB0vI%2FAAAAAAAAAANA%2FOR67Ohf6r6Mlt6lwk1-mybuRvMOzvsWIOCLcBGAsYHO%2Fs1600%2FGuiltv.jpg&exph=544&expw=850&q=cancel%2Bcultural&simid=608023148955323526&form=IRPRST&ck=591DEE5B4BC0063BB94A1C284708FCE4&selectedindex=1&ajaxhist=0&ajaxserp=0&pvotparams=insightsToken%3Dccid_DCYyEF1v%2Acp_927F08523AE495E480C2037E093320D0%2Aamid_324921C60E0CCB3015F678342F8F993F3C80A01A%2Asimid_607994716271483930%2Athid_OIP.DCYyEF1vflav7QS6817iqwHaED&vt=0&sim=11&iss=VSI (Accessed: 27 July 2023).

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Introduction

For my Personal Interest Project, my intentions were to research and explore cancel culture and its development overtime. I wanted to uncover the role of technology and society in the growing trend of cancel culture, and how they affect the use of it. I chose this topic as I am interested in how people use social media to remove platforms from those they believe have done something wrong or offensive. My PIP corresponds to the pop culture section of the society and culture syllabus, this is seen through the dot points, the role of popular culture in social change and censorship in popular culture.

The central hypothesis for my Personal Interest Project is; “what is the intended purpose of cancel culture and what is the role technology and society play in enforcing and promoting it?” I hope to uncover how technology has been the catalyst that has caused cancel culture to become the macro trend we see on social media everyday.

The investigation of this topic was conducted through both primary and secondary research methods, including the triangulation of content analysis, questionnaire and interviews. I used a content analysis as it allowed me to gather a large amount of information, while remaining time efficient. It provided me with qualitative data that allowed me to further push my research and develop knowledge on society's opinions in relation to cancel culture. A questionnaire was used as both a qualitative and quantitative research method, I chose to include both open ended questions and close ended questions, this provided me with a large amount of data that gave me both statistics and opinions of those who answered. This questionnaire reached a large audience, and allowed me to see the opinions of many different people on cancel culture and learn how society enforces and participates in cancel culture. Personal reflection allowed me to provide my own personal perspective onto my project and provided qualitative data.

For the completion of my PIP, I chose to include the cross cultural component of gender. I wanted to see how cancel culture negatively affected men and women when they experienced it. My cross cultural component connects to the continuity and change aspect of my project. I wanted to learn how cancel culture had progressed overtime and did this by completing a case

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study of two similar situations that involved a person being cancelled, however these interactions were 13 years apart. I also researched the changes and continuities expected to be seen in relation to cancel culture in the future for my final chapter.

Throughout the completion of the PIP, I was able to increase my social and cultural literacy as it increased my knowledge and interest in society and the growth of technology, and allowed me to learn how to complete research in an ethical and correct manner.

Log

For my Personal Interest Project, my concept was formed through the recent spread of the terminology cancel culture and cancelled. I chose this topic as I have personally noticed the phrase 'cancelled' being seen on social media a lot more recently, and I was curious to see what the origins of this phenomenon was. This led me to be curious about what cancelling a person entails, and how it is enforced by members of society, and the way society can assert power over influencers and celebrities. I intended to look at the connections between cancel cultures ' growth and the growth of technology and how they have both recently begun to be used on a macro scale. I also had a large interest in performative activism and had noticed how a lot of cancel culture was performative and most people still supported celebrities who had been cancelled.

When completing my primary research I began with a content analysis of a variety of tweets and what opinion they had on cancel culture, however, I was only able to pick a limited amount of tweets so the research was achievable. My questionnaire displayed issues with the amount of people I could reach to answer my questionnaire, this means that I was only able to gather a small sample size. My personal reflection allowed me to provide my own personal experience, but unfortunately lacked the opinions and beliefs of others, which could vary from my own. Throughout my project when finding secondary research, I found it difficult to find articles that related to my chapter three which centred around the future directions of cancel culture. Many articles did not provide many ideas on the continuities or changes of the future of cancel culture.

I was curious to see where cancel culture was going to head in the future especially with the expected increase of technologies, that is why I chose chapter 3 to discuss the future directions of cancel culture, for chapter one I wanted to know what began 'cancel culture' or what it was before the macro trend seen today, for chapter 2 I chose to complete a cross cultural component of gender, and research to similar cases that had different genders involved to see the differences and similarities.

Throughout the entirety of the PIP I faced a number of challenges and limitations. One limitation was my research, as I had limited time and resources, I had to ensure I was both time and

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resource efficient, which limited the amount of research I was able to find and the quality of the research found.

By completing the PIP, I was able to gain an increase in my social and cultural literacy. This can be seen as I now have a greater sense of social responsibility, and can consider the impact of globalisation technologies and rapid change. I also now have a larger knowledge in my chosen topic and have a greater understanding on how to complete ethical and correct research.

Central Materials

Chapter 1: The origins of cancel culture

This chapter will consider the origins of cancel culture and investigate how it has gone through a transformative process to evolve over time and what has led to its development into a tool of silence and humiliation. With cancel culture growing, the question of whether it is morally okay to cancel someone because we do not agree with their beliefs has become a prominent argument in the debate of whether cancel culture is outdated and misused. I hope to uncover how globalisation and technology have influenced the consumption of popular culture. Through the connection to cancel culture, I can discover the role technology and globalisation have played in the macro consumption of popular cultures like social media. Cancel culture as defined by the merriam webster dictionary is “*to withdraw one's support for (someone, such as a celebrity, or something, such as a company) publicly and especially on social media*”². I am researching the weaponization of cancel culture and the nature and consequences of performative cancel culture. I hypothesise that cancel culture has developed into a tool that abuses power and silences relevant voices rather than provides them with a platform and the ability to speak out against authority figures who speak or act in offensive or incorrect ways . I am going to explore the cross cultural component of men vs women and look into how cancel culture differently affects both genders.

For one aspect of my primary research I completed a questionnaire. In this questionnaire, I asked a variety of questions about how people participate in cancelling and why they participate. I chose to do a questionnaire as I wanted to ask the people who participate in cancelling their reasons why and their opinions on the subject. I had limitations when completing this research as I could only reach a small portion of participants. Through this research, I discovered that only 31.3% of participants choose to participate in cancel culture³. With a small portion of participants who actually choose to participate in cancel culture, it brings into question the actual reliability of the practice. I also discovered that 75% of participants still choose to support a person who

² *Cancel definition & meaning* (no date) Merriam-Webster. Merriam-Webster. Available at: [Cancel Definition & Meaning - Merriam-Webster](#) (Accessed: January 21st, 2023).

³ *Primary research: Questionnaire completed on 24th of February*

was cancelled⁴. If one third of participants are still supporting a person who has been cancelled, the idea of performative cancel culture is brought up and the overall success of the practice. If we are only cancelling a person just to show that we supposedly care about the topic at hand, then what is the point. Performative cancel culture can lead to a lack of justice being brought to real social issues that need to be answered⁵.

Cancel culture is a transformative change to how persons interact with society through technology. Through this topic I can understand the social costs and benefits for individuals in wider society when both utilising and experiencing cancel culture. Cancel culture has become a global internet sensation being used to put careers on hold and put an end to a person's career altogether. It has been used to cancel business and force celebrities, politicians and institutions to be held accountable for their actions. Cancel culture started around 2014 but gained traction in 2017 when the #metoo movement began. The #metoo movement clearly displayed a need to have a tool that could be used to remove power from individuals who held large amounts of authority over people⁶, however through recent times cancel culture has begun to develop into an uncontrollable trend that appears to be turning into more of a name and shame tool rather than a tool used to hold people accountable and educate them on their wrong doings⁷. Through my primary research I was able to find a similar idea, when asked if the purpose of cancel culture was to humiliate rather than educate, 81.3% of participants responded yes⁸. If cancel culture chooses to humiliate rather than educate, what is its intended purpose in society if it isn't to help people learn and grow from their mistakes.

For one aspect of my primary research, I completed a content analysis. I did this by gathering tweets that were most popular when searching cancel culture on twitter. This research process had limitations as I had to ensure I was both time and cost efficient, however despite the limitations I was still able to view the opinions of others on my chosen topic and uncover how

⁴ Primary research: Questionnaire completed on 24th of February

⁵ Green, R. The reality of cancel culture, Bright publishing, <https://brightzine.co/news/the-reality-of-cancel-culture> (Accessed: January 23rd, 2023).

⁶ Grain, P.& (2020) *Cancel culture part 1: The history*, Medium. Available at: <https://medium.com/@poundandgrain/cancel-culture-part-1-the-history-910e53002c8a> (Accessed: 23 July 2023).

⁷ Kabir (2020) *The misuse of cancel culture*, Medium. ILLUMINATION. Available at: <https://medium.com/illumination/the-misuse-of-cancel-culture-b3daaceacf36> (Accessed: March 16, 2023).

⁸ Primary research: Questionnaire completed on 24th of February

society perceives cancel culture and its necessity in popular culture. I chose to use twitter as I noticed the power of twitter as a tool of cancelation and how people take to twitter to start trending hashtags when cancelling a person⁹. When completing this research I expected to find the majority of the tweets displaying a positive view of cancel culture due to it being a global trend, but was surprised to see that three quarters of the tweets showed opinions that were against cancel culture, with one tweet stating “*cancel culture isn't about accountability. It's about vengeance*”¹⁰. This tweet shows how cancel culture is not used for its intended purpose and is used rather to shame and seek ‘vengeance’ against a person who has done something society believes to be wrong, however despite people favouring negative perceptions of cancel culture, through secondary research I was able to discover differing opinions, “*Cancel culture is a beneficial and necessary part of modern media*”¹¹ With so many differentiating opinions being formed around cancel culture, it creates issues with its reliability and the actual importance of cancel culture both on social media and in society.

Cancel culture has begun to spark world wide debates of its effectiveness and usefulness to social media. It has forced celebrities and politicians to conform to the norm, pushed them into silence and has restricted those with differing views from speaking on them. With cancel culture becoming a macro trend, its original intended purpose has become ignored by the majority of society, through my primary research of a content analysis of various tweets I was able to find an opinion from Lizzo who has claimed similar ideas. “*Cancel culture is appropriation. There was real outrage from truly marginalised people and now it's become trendy, misused and misdirected*”¹². With a growth in the use of cancel culture ideas have begun to surface of whether we are cancelling for a reason with purpose or if it is just that we hold different political views and opinions. It presents the question of whether it is morally okay to cancel someone because we do not choose to agree with their beliefs. This similar idea has also been presented through my primary research with a tweet suggesting that “*do you believe that cancel culture is driven*

⁹ Brown, D. (2020) *Twitter's cancel culture: A force for good or a Digital Witchhunt? the answer is complicated.*, USA Today. Available at: <https://www.usatoday.com/story/tech/2020/07/17/has-twitters-cancel-culture-gone-too-far/5445804002/> (Accessed: 23 July 2023).

¹⁰ Primary research - content analysis - completed on 20th of January

¹¹ Price, G. (2021) *The benefits of cancel culture*, The Eyrrie. Available at: <https://eyrionline.org/7536/opinion/the-benefits-of-cancel-culture/> (Accessed: 23 July 2023).

¹² Primary research - content analysis - completed on 20th of January

*more by the desire to improve social justice or humiliate those with opposing views?"*¹³. While people are cancelled everyday for differing opinions, a lot of it tends to be performative for a person to seem 'woke', but a lot of the time they in reality don't care about the event or what is happening, this is due to social medias constant transformative changes, "*One reason performativity is so easy on social media is down to social media's speed. Social issues are presented to us constantly...*"¹⁴. Our fast moving speed on social media has led to a constant change in what we perceive as the current most important social justice issue. Due to technology being ever evolving, means that society's values and beliefs are constantly changing, this plays a role in the way a person is cancelled and who is cancelled. One moment everyone is cancelling a certain celebrity but by the next week no one remembers as they have moved on to the next 'social issue'. If this is the true case and cancelling a person isn't permanent then it proposes the question of what is truly the point of going through the process of cancelling someone just for no outcome. Societies' ever changing and fast paced communication and connections has led to false change and performative activism that often leads to serious social issues being left unanswered and ignored.

When looking at an issue of cancelling being used incorrectly or not in a serious enough manner, there are many examples that can be displayed. This idea of cancelling a person but not following it through can be seen through results on my questionnaire, when I asked the question of whether someone still supports a person who has been cancelled, 75% of people said yes¹⁵. I also, from personal experience, have chosen to continue to listen to music of a cancelled artist or band, or wear clothing from a cancelled brand¹⁶. Kanye West is a major example of a celebrity who has been cancelled multiple times but still continues to come back and release more music that gets streamed and has thousands of people supporting him, creating the idea that cancel culture has little to no effect on the consumption of a specific product or media after it has been cancelled. West was cancelled for being a Trump supporter in 2017, for taking to the stage during Taylor Swift's VMAs speech in 2009, and most recently he was cancelled for promoting white

¹³ Primary research - content analysis - completed on 20th of January

¹⁴ Green,R. The reality of cancel culture, Bright publishing, <https://brightzine.co/news/the-reality-of-cancel-culture> (Accessed: January 23rd , 2023).

¹⁵ Primary research: Questionnaire completed on 24th of February

¹⁶ Primary research: personal reflection

supremacists and anti-semitic ideas in 2023¹⁷. This idea of Kanye West still having a career after being cancelled on multiple occasions, can tie into my cross-cultural component, as it can propose the question of if his gender affects his ability to be cancelled in an effective manner. Many people when speaking of Kanye West talk about how they still listen to his music and use the phrase “separate the art from the artist”¹⁸. In my questionnaire I asked a question about why someone still chooses to support a cancelled person and I got this response, “*because he made graduation*”¹⁹ This is a reference to Kanye West's song *graduations* and a clear display of the fact that as long as the product remains popular, cancel culture will be ineffective.

While cancel culture began as a tool to help marginalised people in society have a voice, it has grown into an outdated and misused trend. Through my secondary and primary research, I was able to learn that cancel culture has become ineffective in recent years thus proving my hypothesis that cancel culture has become a tool of silence rather than a tool that works to educate society. Through my case study on Kanye West, who has been cancelled on multiple occasions, I was also able to discover that the majority of cancel culture is performative and people are able to make comebacks and keep having supporters despite being cancelled.

¹⁷ France, L.R. (2022) *Kanye West cancelled? here's why it probably won't happen*, CNN. Cable News Network. Available at: <https://edition.cnn.com/2022/10/15/entertainment/kanye-west-canceled/index.html> (Accessed: April 5, 2023)

¹⁸ France, L.R. (2022) *Kanye West cancelled? here's why it probably won't happen*, CNN. Cable News Network. Available at: <https://edition.cnn.com/2022/10/15/entertainment/kanye-west-canceled/index.html> (Accessed: April 5, 2023).

¹⁹ Primary research: Questionnaire completed on 24th of February

Chapter 2: Cases of Cancel culture

This chapter is going to investigate the way gender affects the severity of cancel culture. I want to uncover whether cancel culture is more common for men or women and which is more severe. I am going to conduct case studies on the 2022 Johnny Depp and Amber Heard trial and compare and contrast it to the Chris Brown and Rhianna cancellation that took place in 2009. I have chosen to study and compare these two events as they can clearly display the continuities and changes that have taken place since 2009 and 2022 in relation to cancel culture and gender. Through the research I will conduct in this chapter I hypothesise that cancel culture will have greater repercussions for women than men, and will leave longer lasting effects on their careers.

Cancel culture may affect all celebrities, but through recent times, cancel culture has been seen to create larger and longer lasting effects for women as opposed to men. As seen through many macro examples such as, Ben Affleck, Kayne West, Jimmy Fallon, men are able to bounce back and re enter the industry with little to no repercussions, while actresses like Amanda Bynes and Lindsay Lohan, were treated in very different ways and still struggle to this day to re enter and re gain their careers after facing severe drug and mental health issues, similar to the men previously listed²⁰. The agenda setting theory, which is the ability of the media to influence the public to what issues are most important and their views on them, can be a clear display of the way technology has influenced society to favour a specific gender. A reason behind the need to target women more through cancel culture could be pushed by society's views and their influence of power over women and their need to be more strict on the way they present themselves and speak, it can also be due to the fact that women are seen as more vulnerable and weak in society. "Bullies target the vulnerable; I guess, in this arena, women are deemed the vulnerable ones."²¹ Through my own personal experience, of being on social media, I have also seen harder repercussions for women as opposed to men when they are cancelled²². By looking at the way cancel culture targets women we can see how cancel culture is a way to hold power over others, the ones doing the cancelling hold the power over those who are being cancelled.

²⁰ Zhu, L. (2021) *The effects of cancel culture on women* (no date) *The Women's Network*. Available at: <https://www.thewomens.network/blog/the-effects-of-cancel-culture-on-women> (Accessed: March 16, 2023).

²¹ Freeman, H. (2022) *Why women fear cancel culture more than men*, *UnHerd*. Available at: <https://unherd.com/thepost/why-women-fear-cancel-culture-more-than-men/> (Accessed: March 16, 2023).

²² Primary research: Personal Reflection

When looking at the evolution of the interaction between gender and cancel culture, we can see how the nature of this interaction has experienced continuity and change through different examples. The Johnny Depp and Amber Heard trial hold similar circumstances to the Chris Brown and Rhianna incident of 2009, both face the same issue, but hold a person of different gender as the one being cancelled. By looking at these cases, I can uncover how the treatment between Brown and Heard differs or correlates.

In 2022, Johnny Depp took Amber Heard to court for a defamation case, which resulted in Depp winning²³. This trial was live streamed and became a meme centred trial, which mostly made fun of Heard²⁴. While there was a mass amount of cyber bullying being targeted towards Amber Heard, we saw Johnny Depp being supported by millions of fans online. Because of this trial and the cancellation of her career, she lost a job, while Depp gained much respect, #JusticeForJohnnyDepp and #AmberHeardIsAPsychopath, are some of the hashtags that were trending at the time of this trial.²⁵ Taking into account the results of the trial, it is not unexpected that Depp was uplifted by millions, however, through my own personal experience I have never seen people on social media take such large measures when targeting a person who has been cancelled²⁶. With this many people coming together to collectively target a specific person, it displays power at a macro level. Many people have come out and stated they will now refuse to watch any movies that Heard stars in²⁷, while this may be an understandable response to her actions, actor Kevin Spacey has begun to return to acting despite having multiple men claim sexual assault charges against him²⁸. Spacey being able to come back and regain his career as an

²³ Moghe, S. (2022) *Legal victory for Johnny Depp after he and Amber Heard found liable for defamation*, CNN. Available at: <https://edition.cnn.com/2022/06/01/entertainment/johnny-depp-amber-heard-verdict/index.html> (Accessed: 24 July 2023).

²⁴ Dellatto, M. (2022) *Anti-amber heard Twitter campaign one of 'worst cases of cyberbullying,' report says*, Forbes. Available at: <https://www.forbes.com/sites/marisadellatto/2022/07/18/anti-amber-heard-twitter-campaign-one-of-worst-cases-of-cyberbullying-report-says/?sh=7bfe0beb7d64> (Accessed: 24 July 2023).

²⁵ Brockbank, M. (2023) *The Johnny Depp-Amber Heard defamation trial shows the dangers of fan culture*, The Conversation. Available at: <https://theconversation.com/the-johnny-depp-amber-heard-defamation-trial-shows-the-dangers-of-fan-culture-182557> (Accessed: April 5, 2023).

²⁶ Primary research: personal reflection

²⁷ *Amber heard reacts to losing all movie roles after getting exposed in court* (2022) YouTube. Available at: <https://www.youtube.com/watch?v=dUBinUZEwrU> (Accessed: 24 July 2023).

²⁸ Blistein, J. (2022) *Kevin Spacey, accused sexual harasser, creeps back into film with major role in historical drama*, Rolling Stone. Available at: <https://www.rollingstone.com/tv-movies/tv-movie-news/kevin-spacey-cast-historical-drama-1242-1351858/> (Accessed: 24 July 2023).

actor, but Heard being unable to book anymore roles, can clearly display how a person's gender can affect the way they are cancelled.

When looking at the 2022 Heard vs Depp trial, we can see some continuities and some changes between this event and the 2009 Chris Brown and Rhianna event. In 2009 Chris Brown and Rhianna were dating, and eventually this led to Rhianna posting on social media with a beat up face from Chris Brown hitting her²⁹. This led to the majority choosing to speak out against Chris Brown and support Rhianna, which is a similar reaction to how society reacted when the Heard and Depp trial took place. However, Chris Brown himself came out and in his documentary release in 2017 and stated that the fight that took place that night was mutual, she was hitting him and he lashed out which led to him hitting her³⁰. When the event originally took place many people led to cancelling him, although cancel culture was not a named phenomena at the time, but despite the incident he still has a large following today, which can be seen by the fact that he has 142 million followers on instagram³¹. While he has admitted to hitting Rhianna, and spoke about his side of the events in his documentary and claimed it wasn't like him to hit a woman, however, many more women, fans, staff and even singer Frank Ocean have spoken out against him³². Now while many fans say what he did is in the past, some of these allegations have been very recent³³. Through my own personal experience³⁴, I have also seen videos, such as Brown throwing a fans phone only this year, on social media platforms of Brown exhibiting violent behaviour³⁴. When looking at the difference in treatment between him and Amber Heard and the way they were both cancelled, it displays a gap in the treatment between genders. It could be that with Amber Heard people were looking for an excuse to say sexist and unruly things about a woman with no backlash, while it is a good thing that a man is choosing to speak about abuse he

²⁹ Krishnamurthy, C. (2023) *Chris Brown was 19 years when his relationship with Rihanna was confirmed* (2023) HITC. Available at: <https://www.hitc.com/en-gb/2023/02/18/how-old-was-chris-brown-when-he-was-with-rihanna-in-2008/> (Accessed: 24 July 2023).

³⁰ *Chris Brown opens up about Rihanna incident in his New Documentary* (2017) YouTube. YouTube. Available at: https://www.youtube.com/watch?v=LXIobMW9c7s&ab_channel=ChrisBreezyChannel (Accessed: April 5, 2023).

³¹ Brown, C. [@chrisbrownofficial]. (n.d.) Followers [instagram profile]. Instagram. Retrieved 20 July, 2023, Available at: [BROWN \(@chrisbrownofficial\) • Instagram photos and videos](https://www.instagram.com/chrisbrownofficial/)

³² Autry, R. (2021) *Opinion | how is Chris Brown still a thing? (no date)* NBCNews.com. NBCUniversal News Group. Available at: <https://www.nbcnews.com/think/opinion/chris-brown-told-world-who-he-was-rihanna-we-didn-ncna1272430> (Accessed: April 5, 2023).

³³ Loveland, M. (2021) *A complete timeline of Chris Brown's legal troubles*, Nicki Swift. Available at: <https://www.nickiswift.com/456469/a-complete-timeline-of-chris-browns-legal-troubles/#:~:text=In%202013%2C%20he%20took%20aim%20at%20Frank%20Ocean.,was%20reportedly%20homophobic%20slurs%2C%20gun%20threats%2C%20and%20fiss> . (Accessed: 24 July 2023).

³⁴ Primary research:personal Reflection

has faced, many people on the internet are using this trial as an excuse to discredit feminism and quite women's voices rather than uplift the voices of men who are abused without simultaneously silencing women's voices³⁵. Many people took to the internet to post about how feminism is 'toxic' and we should not believe all women, rather than posting to uplift Johnny Depp and speak on the effects toxic masculinity has on men and their ability to speak up about abuse³⁶. The trial allowed a male figure with a large amount of power to display that it is okay to speak out against abuse, however many people have used the internet to display misogynistic ideals and promote ideas that imply all women are lying about abuse using Heard as an example³⁷. This trial has gone from supporting men to degrading and silencing women, both male and female victims should be able speak up against their abusers without simultaneously silencing the other.

Cancel culture has experienced a transformative change that has caused it to grow into a macro trend that holds women to higher standards than men³⁸. I hypothesised that cancel culture would have greater repercussions for women, and leave longer lasting effects on their careers, and through my various amounts of research I was able to confirm this hypothesis.

³⁵ Laws, C. (2022) *Johnny Depp and amber heard's defamation trial is being used as an excuse to discredit women and Tout misogyny*, *Vogue India*. Vogue India. Available at: <https://www.vogue.in/culture-and-living/content/johnny-depp-amber-heard-defamation-trial-is-discredit-women-tout-misogyny> (Accessed: April 5, 2023).

³⁶ Laws, C. (2022) *Johnny Depp and amber heard's defamation trial is being used as an excuse to discredit women and Tout misogyny*, *Vogue India*. Vogue India. Available at: <https://www.vogue.in/culture-and-living/content/johnny-depp-amber-heard-defamation-trial-is-discredit-women-tout-misogyny> (Accessed: June 20, 2023).

³⁷ Laws, C. (2022) *Johnny Depp and amber heard's defamation trial is being used as an excuse to discredit women and Tout misogyny*, *Vogue India*. Vogue India. Available at: <https://www.vogue.in/culture-and-living/content/johnny-depp-amber-heard-defamation-trial-is-discredit-women-tout-misogyny> (Accessed: June 20, 2023).

³⁸ Zhu, L. (2021) *The effects of cancel culture on women* (no date) *The Women's Network*. Available at: <https://www.thewomens.network/blog/the-effects-of-cancel-culture-on-women> (Accessed: March 16, 2023)..

Chapter 3: Future Directions

This chapter I am aiming to discuss and seek the future directions for cancel culture and actively assess the continuities and changes expected to occur. For This chapter I want to uncover if cancel culture will continue to either enhance social conformity or nonconformity. I hypothesise that as technologies continue to grow and evolve, cancel culture will simultaneously continue to grow and become more harsh on celebrities and businesses.

With a push for social change by society through the use of technology, social media users have begun to hold a large amount of power over businesses. Many businesses have been cancelled for things they have not actually done, and also are in fear of being cancelled for choosing to speak out about social issues, or fear choosing not speak out at all about social issues³⁹. This casts a shadow on the future of cancel culture and whether it will serve a useful purpose, or continue to promote illegitimate change in present social justice issues. While cancel cultures' original purpose may have been to educate those on their wrongdoings and help to promote pressing issues in the world, I have seen the opposite through my own personal experience. I have seen that cancel culture recently has began to trend on a variety of social media platforms such as Twitter and Tik Tok⁴⁰ which has led to a more hostile environment being created surrounding cancel culture over time.

However, despite the growing overuse of cancel culture, it still can provide benefits to individuals and wider society, with its origins being to help marginalised groups in society have a voice⁴¹. While it has grown into a trend for all members of society to overuse, cancel culture can be useful to raise awareness, and help to point out wrongdoings from celebrities and businesses who hold power over consumers of their media and products. An example of a positive use of cancel culture can be seen in the #METOO movement, which allowed women who had experienced sexual assault from authority figures speak out and remove power from these

³⁹ Factmata (2022) *The Future of Cancel Culture*, Factmata. Available at: <https://factmata.com/the-future-of-cancel-culture/> (Accessed: 15 May 2023).

⁴⁰ Primary research: Personal Reflection

⁴¹ Romano, A. (2021) *The second wave of 'cancel culture'*, Vox. Available at: <https://www.vox.com/22384308/cancel-culture-free-speech-accountability-debate> (Accessed: 15 May 2023).

figures⁴². Can cancel culture be able to change to develop back into a tool that helps rather than harms, “*I don't think cancel culture will ever really stop however i believe that it may expand to educating rather than humiliating*”⁴³” this is a quote provided by my questionnaire when asked about the future directions of cancel culture. Perhaps society has a chance to cause a transformative change that allows cancel culture to return to its intended purpose. By having cancel culture change and creating platforms that allow people to speak out about those who abuse the power provided to them by society, it creates a line where celebrities know they are unable to cross and allows society to eradicate the power held by those who misuse and abuse it.

As social media will continue to increase due to the growing technologies in the world, cancel culture will continue to be a prevalent part of society⁴⁴. Cancel culture has provided society with a chance to speak their minds in a more anonymous way and begins to create a ‘mob mentality’⁴⁵ that encourages and persuades people to conform. Cancel culture not only forces those who are cancelling to conform, but also forces those being cancelled to conform to what society views as woke and politically correct. Is cancel cultures' future direction going to be silencing those who oppose the views we as a society consider the norm. “Continuing on, too many people are too politically correct.”⁴⁶ This direct quote from my questionnaire, allows the idea of cancel culture continuing to grow and expand due to people not agreeing with the opinions of those they choose to cancel. Similarly, people may choose to agree to participate in cancel culture due to social desirability, when asked if you fear judgement for not choosing to cancel a person, 62.5% of respondents answered yes⁴⁷. If people are afraid or fear judgement for not cancelling a person, they will have no choice but to conform and go along with the practice despite not agreeing with the actions taking place. This may prove to be an issue with cancel culture in the future, as people will continue to conform, and be more likely to with the growth of technologies, cancel culture will continue to grow into an overused trend used to silence and humiliate people rather

⁴² Price, G. (2021) *The benefits of cancel culture, The Eyrre*. Available at: <https://evriconline.org/7536/opinion/the-benefits-of-cancel-culture/> (Accessed: 10 July 2023).

⁴³ Primary research: Questionnaire completed on 24th of February

⁴⁴ Yec (2022) *Council post: Be careful: Cancel culture is here to stay, Forbes*. Available at: <https://www.forbes.com/sites/thevec/2021/10/05/be-careful-cancel-culture-is-here-to-stay/?sh=e636e5a2ac79> (Accessed: 26 July 2023).

⁴⁵ Young, T. (no date) *Cancel culture exists to promote a ruthless mob mentality, Encyclopedia of Opinion*. Available at: <https://www.parlia.com/a/cancel-culture-promotes-vitriolic-mob-mentality> (Accessed: 26 July 2023).

⁴⁶ Primary research: Questionnaire completed on 24th of February

⁴⁷ Primary research: Questionnaire completed on 24th of February

than reverting back to its intended purpose⁴⁸. Will cancel slow down and allow people to speak their opinions in a more open manner, or will it continue to create and promote conformity through technology.

Technology will continue to grow and evolve and impact our views, beliefs and values. The matter at hand is if society can allow cancel culture to revert back to its intended purpose, giving marginalised groups a voice, or if it will just proceed even further into a macro trend that encourages and promotes conforming to what society views as the norm. My hypothesis was partially proven, as through research I discovered that cancel culture will continue to grow, it just may not continue to be as harsh or overused in the future. If cancel culture can positively change in the future it will be a helpful tool to ensure the removal of power from those who abuse it, however if it continues it may result in an overused and illegitimate trend that jumps from one social issue to the next without providing any justice.

⁴⁸ Weiner, G.S. (2020) *Cancel culture is not the problem; conformity culture is*, *aei*. Available at: <https://www.aei.org/op-eds/cancel-culture-is-not-the-problem-conformity-culture-is/> (Accessed: 26 July 2023).

Conclusion

The intended purpose of completing my Personal Interest Project was to research and gain a deeper understanding on cancel culture and the role technology and society play in enforcing and promoting it. Throughout the investigation I completed in my PIP, I was able to discover and learn about cancel culture and see the role that both society and technology play in enforcing it. I was also able to learn a lot through my cross cultural component which displayed to me the effects gender will have on how a person is cancelled and the repercussions they face. I also learned about the future directions of cancel culture and how a lot of the changes we will see in the future will be negative. This topic was relevant as technology and social media are now an ever growing and integral part of society and something we come across everyday.

The original hypothesis for my Personal Interest Project was that cancel culture was a tool originally created to educate, and is now being used as a tool to silence and humiliate. Through my various amounts of research, I was able to prove my hypothesis. In chapter one I found a variety of opinions that proved my hypothesis to be true and that cancel culture is misused and now humiliates more than educates. Throughout the PIP I was constantly challenged with the question of whether cancel culture was necessary, I found a variety of different opinions and had issues trying to answer the question, however, I came to the conclusion that cancel culture is necessary in order to remove power from authority figures such as celebrities and give the power back to marginalised voices in society.

My chosen research methods were appropriate for the research I was completing. A questionnaire allowed me to reach a large audience and gather a large amount of both quantitative and qualitative data that helped me to understand where members of society stand with their opinions in relation to cancel culture. A content analysis showed me various of the most popular tweets when searching up cancel culture on twitter, twitter is a platform frequently used to cancel people, and this helped me to further push my hypothesis. Personal reflection allowed me to present my own ideas and experiences in my PIP.

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Cancel culture was once a tool used by marginalised voices in society, but with the increase in technology, grew into a macro trend that is impermanent. However, despite the negative way we can see cancel culture moving forwards, it can be a powerful and useful tool that can remove power from famous figures who hold authority over people despite the fact they have done something wrong or offensive. It can also help to educate people and empower those in society who would not usually have a voice against big name celebrities. Cancel culture will need to be redirected in its future directions and needs to be used less often to ensure that it is being used to educate.

Annotated Bibliography

Primary Research

Content analysis

For my personal interest project I conducted a content analysis on 20th of January 2023. This entailed examining a variety of opinions posted online that related to and centred around cancel culture. I chose to analyse opinions found on twitter and I marked down whether the tweets provided a positive or negative stance on cancel culture. I chose to analyse this information as through a variety of research I was able to uncover that twitter is a social media platform used often to cancel people. I wanted to research if people agreed or disagreed with the practice of cancel culture, in order to uncover societies role in the practice of cancel culture. I utilised quantitative data in order to gain a larger understanding of the connection between society and technology in relation to cancel culture and how it takes place. I chose to analyse what the tweets said about cancel culture and I also looked at the responses in the comments made by others. The validity and reliability of my research may have been impacted due to a limitation with the amount of tweets I could record information on, I had to make my research time efficient which meant I was unable to analyse a large amount of tweets. In order to make sure I was able to find a large amount of opinions on cancel culture, I chose the most popular tweets, in order to make sure I was choosing opinions that a large amount of people agreed with. This research helped with my project as it provided me with opinions of society, who are the ones doing the cancelling. BY completing this research, I was able to increase my social and cultural literacy as it increased my knowledge in the growth of technology, and allowed me to learn how to complete research in an ethical and correct manner.

Questionnaire

My second choice of primary research was a questionnaire, completed on the 24th of February 2023. I sent my questionnaire out via social media and got a range of responses from 30 participants. Through this questionnaire, which provided me with both qualitative and quantitative data, I was able to examine the role of cancel culture in society and the opinions people had about cancel culture and the effects cancel culture had on the consumption of a certain product. Through creating this questionnaire I was able to ask questions ranging from have you ever participated in the cancelling of someone and what do you think the future direction of cancel culture will be. The research was useful as it allowed me to seek others opinions and take them into consideration while conducting my research as well as using them to either justify my opinions or challenge my opinions. During this process, I was limited as I could only reach participants on a meso level as I was using social media to share the questionnaire and could only share it with people who I knew. This could have affected my results as I could not get a large sample size and was restricted in the amount of people my questionnaire could reach. This research however was still valid and reliable as I had collected the opinions of others and effectively applied them to my project in an ethical manner. Through the completion of my questionnaire, I was able to grow my social and cultural literacy as I was able to gain a larger understanding of others opinions and beliefs surrounding cancel culture while simultaneously remaining ethical though having participants be anonymous.

Personal reflection

For my final piece of primary research I conducted a personal reflection in February 2023. In order to complete this research, I recorded and analysed my own experiences in relation to cancel culture. When first choosing to complete this type of primary research I showed hesitancy as I did not want to provide a biased perspective, however I have found that it was very beneficial to my personal interest project as I have both witnessed and participated in cancel culture. I utilise technology in my everyday life and have a large amount of experience with cancel culture and the way it is used on social media. While completing my personal reflection, I had to ensure I was applying experiences that correlated with my personal interest project. When completing this research, a large limitation that occurred was that I could only apply my own micro experiences to the project and lacked the opinions and experiences of others. The validity and reliability of this research is hard to analyse, I was both the one providing the data and analysing it. Throughout the completion of this research, I had to ensure I maintained social and cultural literacy, I did this by maintaining an ethical viewpoint of the experiences I provided. This grew my social and cultural literacy as it showed me how to use my own personal experiences in an ethical manner.

Secondary research

Social Media

Brown, C. [@chrisbrownofficial].(n.d.)Followers[instagram profile]. Instagram. Retrieved 20 July, 2023, Available at: [BROWN \(@chrisbrownofficial\) • Instagram photos and videos](#)

This is a reference for Chris Brown's instagram account. I utilised his account to see how many followers he had despite his past. This related to my research as I was case studying the effects cancel culture had on Brown's career

Crave, P. (2023) *cancel culture is appropriation*, Twitter. Available at: <https://twitter.com/PopCrave/status/1612226810875645953> (Accessed: 20 January 2023).

This was a tweet I analysed in my content analysis. This was posted by Pop Crave, however it features a quote from singer Lizzo. In this tweet Lizzo implies that cancel culture is appropriation based on the fact that cancel culture's intended purpose was to help marginalised groups have a voice against people who help large amounts of power. This tweet heavily related to my personal interest project as it connected to my chapter one which was based on the origins of cancel culture and where cancel culture is at now. The research gathered from this tweet further pushed the idea of cancel culture originating from marginalised groups in society.

Kay, O. (2023) *The desire to punish/humiliate those with opposing views?*, Twitter. Available at: <https://twitter.com/ObeyTheKay3/status/1615431736527314945> (Accessed: 20 January 2023).

This was a tweet I analysed in my content analysis. The person who posted the tweet proposed the question of whether culture is driven by the desire to improve social awareness or to humiliate people who oppose our views. This was a very important question that I came across many times while writing my personal interest project. I wanted to uncover whether cancel culture humiliated or educated, and this tweet contributed to the research of answering this question.

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Musk, E. (2023) '*cancel culture needs to be canceled!!*' | *elon musk*, *Twitter*. Available at: <https://twitter.com/MuskUniversity/status/1660979231222902785> (Accessed: 20 January 2023).

This was a tweet I analysed in my content analysis, it was tweeted by Elon Musk and provided a negative opinion of cancel culture. This tweet helped my research, as it was posted by someone who had a lot of power and provided a negative opinion of cancel culture and stated that it was time to 'cancel cancel culture'.

Rodent, Z. (2023) *Y'all gotta learn that accountability ≠ 'cancel culture'* , *Twitter*. Available at: <https://twitter.com/SpiceRatDnB/status/1683148102482685952> (Accessed: 20 January 2023).

This was a tweet I analysed in my content analysis. This person states that cancel culture is not accountability and that they are different concepts. She says that people are playing off microaggressions as jokes and implying that it makes it okay to say hurtful things. The person who posted the tweet says that if people who make these 'jokes' don't want to take accountability, people don't want to support them. This tweet helped my research, however still leaves unanswered questions about what society views as accountability.

Slater, T. (2023) *it's about Vengeance*, *Twitter*. Available at: https://twitter.com/Tom_Slater_/status/1615713230759796736 (Accessed: 20 January 2023).

This was a tweet I analysed in my content analysis, this tweet spoke about an example of a celebrity, Jeremy Clarkson, who was cancelled and apologised but was still not forgiven. This tweet brings forth the meaning of cancel culture if it isn't about educating people on their wrong doings. The person who posted the tweet states that it's about vengeance not accountability. This tweet was helpful for my research as it both provided an example of cancel culture, and also mentioned the idea of accountability versus vengeance which heavily correlates with my personal interest project.

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sun, C. (2023) *how about yall just have some accountability*, Twitter. Available at:
https://twitter.com/celestialsun_/status/1616780143694848000 (Accessed: 20 January 2023).

This was a tweet I analysed in my content analysis and it stated that the people who don't like cancel culture are the ones being cancelled or people who are friends with those being cancelled. This tweet also stated that people should just have some accountability, this was important for my research as I was constantly presented with the question of whether cancel culture was about accountability or just humiliating those with differing opinions.

Wab.eth, W. (2023) *accountability for bad actions*, Twitter. Available at:
<https://twitter.com/wabdoteth/status/1617442008917839872> (Accessed: 20 January 2023).

This was a tweet I analysed in my content analysis and it provided an interesting opinion on cancel culture. This tweet stated that cancel culture should not exist, but people should still be held accountable for their bad actions. This was helpful for my research as it reinforced the idea that accountability is needed, but cancel culture may not be the way to achieve that accountability.

Visual/Audio Media

Amber heard reacts to losing all movie roles after getting exposed in court (2022) YouTube. Available at: <https://www.youtube.com/watch?v=dUBinUZEwrU> (Accessed: 24 July 2023).

This youtube video discusses the effects Amber Heard has faced after being cancelled. It speaks on the movie roles she has lost, and the hate she has begun to receive on various social media platforms. It also features a variety of clips from interviews of Amber Heard speaking about the repercussions of the trial she had against Johnny Depp. This source helped me further my research as it provided information of the repercussions Heard faced which correlated to my cross cultural component of uncovering which gender experienced cancel culture harsher. However this could be an unreliable source as the creator of the youtube video could have had the ability to take clips out of context causing them to have completely different meanings.

Bing. Available at:

https://www.bing.com/images/search?view=detailV2&ccid=vGJOx%2B5K&id=2578B8213685E2D0F33964283A133A6B39F809B3&tid=OIP.vGJOx-5K-X1-jzlC9fQMwHaEv&mediaurl=https%3A%2F%2F1.bp.blogspot.com%2F-5WdWQoXt5M0%2FXZL0nGTB0v%2FAAAAAAAAAANA%2FQR67Ohf6r6Mlt6lwkl-mybuRvMQzysWlQCLcBGAsYHQ%2Fs1600%2FGuilty.jpg&exp=544&expw=850&q=cancel%2Bcultural&simid=608023148955323526&form=IRPRST&ck=591DEE5B4BC0063BB94A1C284708FCE4&selectedindex=1&ajaxhist=0&ajaxserp=0&pivotparams=insightsToken%3Dccid_DCYyEF1v%2Acp_927F08523AE495E480C2037E093320D0%2Aamid_324921C60E0CCB3015F678342F8F993F3C80A01A%2Asimid_607994716271483930%2Athid_OIP.DCYyEF1vflav7QS68I7qwHaED&vt=0&sim=11&iss=VSI (Accessed: 27 July 2023).

This source was a photo used for the title page of my personal interest project. This image depicted a man standing in the middle of the image with many large hands pointing directly at the man. It is a black and white photo. It is beneficial to my personal interest project as it represents the idea of cancel culture, pointing out and isolating a person who has done something a group in society perceives to be wrong.

Chris Brown opens up about Rihanna incident in his New Documentary (2017) YouTube. Available at: https://www.youtube.com/watch?v=LXIobMW9c7s&ab_channel=ChrisBreezyChannel (Accessed: April 5, 2023).

In this youtube video Chris Brown opens up in his documentary, released in 2017, about his life. In this documentary he speaks on the situation that took place between him and Rhianna in 2009. He talks about both sides of the story and shares what took place that night. This youtube video helped me with my personal interest project as it helped me to gain a better understanding of the situation as it was a crucial factor in my case study of Chris Brown. I also was curious to hear his side of the story rather than continue reading articles that could potentially be setting agendas against him. This source is very reliable as it is Chris Brown himself speaking about his side of

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the story, unlike an article written by someone else who could potentially paint Brown or Rhianna in a bad light.

Media Articles

Autry, R. (2021) *Opinion | how is Chris Brown still a thing? (no date) NBCNews.com. NBCUniversal News Group. Available at: <https://www.nbcnews.com/think/opinion/chris-brown-told-world-who-he-was-rihanna-we-didn-ncna1272430> (Accessed: April 5, 2023).*

This article's main focus is how Chris Brown, despite a violent history most of which targeted women who he had intimate relationships with, still manages to have a music career where he is able to top charts and be nominated for awards, and in one case win an award. This article dives into Chris Brown's history both in terms of his legal history and his career history providing information on how despite such vulgar actions has continued music with a large fanbase, of women in particular. The author also speaks on how his gender has affected his ability to continue a career despite his past, and states that it could be because most of his fan base is women and society has created the idea that violence against women is acceptable. This article related to my personal interest project as I was case studying Chris Brown as part of my cross cultural component which centred around gender, this article provided me with information on both Brown's actions and the effect his gender has had on his ability to be cancelled. This article was a reliable source and had dates and evidence for all the facts they spoke about.

Blistein, J. (2022) *Kevin Spacey, accused sexual harasser, creeps back into film with major role in historical drama, Rolling Stone. Available at: <https://www.rollingstone.com/tv-movies/tv-movie-news/kevin-spacey-cast-historical-drama-1242-1351858/> (Accessed: 24 July 2023).*

This article talks about the accusations people have made against Kevin Spacey, and how despite multiple men stepping forward and sharing stories he has not yet been charged and is re-entering the film industry. This author speaks on the people who were alleging the reports and how many of them are now dead and Spacey was not charged for any of the accusations. This article related to my personal interest project as I was using Kevin Spacey as an example to display the difference that takes place between genders when they are cancelled. This article helped my research by further proving my hypothesis that cancel culture has more repercussions for women than men. This article was a reliable source as it provided facts and evidence when speaking on the accusations against Spacey.

Brockbank, M. (2023) *The Johnny Depp-Amber Heard defamation trial shows the dangers of fan culture*, *The Conversation*. Available at: <https://theconversation.com/the-johnny-depp-amber-heard-defamation-trial-shows-the-dangers-of-fan-culture-182557> (Accessed: April 5, 2023).

This article talks about 'fan culture' seen on social media throughout the trial that took place during the Depp and Heard trial in 2023. It mentions how many fans took to the internet to bully and harass Amber Heard in defence of Johnny Depp, creating hashtags such as #amberheardisapsycopath, and cyber bullying and cancelling her. It talks about how parasocial relationships affect the perception of celebrities despite these fans not actually knowing the celebrities. This article related to my personal interest project because it spoke about some of the ways people cancelled and bullied Heard when she was getting cancelled. This is related to my case studies as I choose to complete a case study on Amber Heard. This was a reliable article that provided facts and evidence on the situation and presented an unbiased perspective.

Brown, D. (2020) *Twitter's cancel culture: A force for good or a Digital Witchhunt? the answer is complicated.*, *USA Today*. Available at: <https://www.usatoday.com/story/tech/2020/07/17/has-twitters-cancel-culture-gone-too-far/5445804002/> (Accessed: 23 July 2023).

This article talks about the way society utilises social media platforms such as twitter to cancel celebrities. The author speaks about how through twitter people are able to create hashtags that can spread from a micro to a macro level in a matter of minutes, these hashtags can be used to spread hate and ideas about celebrities or businesses who an individual or group believes should be cancelled. This can lead to a mass amount of people choosing to come together to cancel a person, however the author provides the perspective of a person being supposedly 'too big to cancel', thus proving the idea that as long as the celebrity remains popular people will still continue to follow and support them. In this article there are examples of these events happening, and examples of hashtags that have trended on twitter for the purpose of cancelling a person thus making the article a more reliable source. This article provided valid points for my personal interest project as it showed how twitter is a platform that is commonly used to cancel people.

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Cancel definition & meaning (no date) *Merriam-Webster*. Merriam-Webster. Available at: [Cancel Definition & Meaning - Merriam-Webster](#) (Accessed: January 21st, 2023).

Having access to this website allowed me to gain a definition on the term cancel culture. When looking for a definition to the broad term that is cancel culture, I was able to find a broad definition that adequately describes the definition and meaning when I use the term cancel culture in this PIP. It was relevant to my project as I was in need of a definition of the term cancel culture and this website was able to provide it for me. This website is an official website that has proper and checked definitions and is reliable and valid to be used in my project.

Dellatto, M. (2022) *Anti-amber heard Twitter campaign one of 'worst cases of cyberbullying,' report says, Forbes*. Available at: <https://www.forbes.com/sites/marisadellatto/2022/07/18/anti-amber-heard-twitter-campaign-one-of-worst-cases-of-cyberbullying-report-says/?sh=7bfe0beb7d64> (Accessed: 24 July 2023).

This article speaks on the effects the defamation trial had on Amber Heard. Many people took to social media to bully, harass and share negative opinions about Heard. This article says most of the bullying took place via twitter and was said to be one of the worst cases of cyberbullying ever seen. This article also provides a brief overview of the trial and the events that took place leading up to the trial. This author does not side with either Depp or Heard, just states facts about what was seen on social media during the trial and this unbiased perspective benefitted my personal interest project as I was looking for facts that provided examples of what society did to cancel Heard. This is a reliable article with vast amounts of facts and statistics on the tweets seen on twitter about Heard.

Factmata (2022) *The Future of Cancel Culture, Factmata*. Available at: <https://factmata.com/the-future-of-cancel-culture/> (Accessed: 15 May 2023)

This article speaks about the potential future of cancel culture and the expected overuse of the practice. It provides examples of how cancel culture is beginning to target businesses and that this is expected to increase in the future. It speaks on how people are beginning to expect brands to their values, “buying on belief”, and the brands who do not represent the belief, will be punished, or in this case cancelled. With an increase in the consumption of products, there is also expected to see an increase in the use of cancel culture. This article was reliable and had helpful and valid information, as the author was able to support her statements with examples. This

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article helped me with my project as it spoke about the expected future directions of cancel culture which correlates to my chapter 3.

France, L.R. (2022) *Kanye West cancelled? here's why it probably won't happen*, CNN. Cable News Network. Available at: <https://edition.cnn.com/2022/10/15/entertainment/kanve-west-canceled/index.html> (Accessed: April 5, 2023).

In this article, the author examines Kanye West and the things he has done throughout his career that has led to him being 'cancelled'. This article raises the issue that Kanye West has been cancelled on multiple occasions but still continues to have millions of followers and have music that can top the charts. This article displays the idea that although Kanye West has done a variety of bad things, he most likely will never be cancelled due to people who still support the things he is saying and the people who still wish to listen to his music. This idea of listening to the music of a cancelled artist is also brought up throughout the article. She speaks of the saying of separating the art from the artist which was an idea that I came across a lot in my research. This article had reliable information with a variety of examples and links to continue further research on other topics if needed. It heavily related to my research as I was specifically researching cancel culture in relation to Kanye West for a case study.

Freeman, H. (2022) *Why women fear cancel culture more than men*, UnHerd. Available at: <https://unherd.com/thepost/why-women-fear-cancel-culture-more-than-men/> (Accessed: March 16, 2023).

This author presents ideas of the different effects cancel culture has on men as opposed to women in a more broad perspective, this view gave me a larger scale and perception of cancel culture and its effects on more than just celebrities and businesses. The author provides statistics in the article that state that 61% of women fear speaking their opinion for fear of harsh criticism or cancelling, this creates more reliable data with opinions and surveys from the general public being provided and gives me a more open minded view of cancel culture and societies view on it. The way the article speaks on the perception of women in relation to cancel culture pushes my hypothesis and helps me to gain a larger understanding of my chosen topic. This was a reliable article that backed up its facts and opinions with examples and statistics.

Grain, P.& (2020) *Cancel culture part 1: The history*, Medium. Available at: <https://medium.com/@poundandgrain/cancel-culture-part-1-the-history-910e53002c8a> (Accessed: 23 July 2023).

This article speaks on cancel culture, how it began, where it is at now, and highlights the differences between cancel and call out culture. This author spoke on both the positive and negative sides of cancel culture, and talked about the many varying opinions on the internet about cancel culture. The author speaks about how brands can market through technology in order to regain themselves after being ‘cancelled’. These brands are able to utilise the media in order to regain their status. This article proves that cancel culture will be ineffective if the product is still popular as people will continue to consume it. This article was reliable as it provided detailed examples, and linked to other articles to back up the facts. It related to my project as it provided the history of cancel culture, and spoke about how brands and celebrities use the media to regain their status after being cancelled.

Green, R. *The reality of cancel culture*, Bright publishing, <https://brightzine.co/news/the-reality-of-cancel-culture> (Accessed: January 23rd , 2023).

This article speaks about the origins of cancel culture and how it has become performative instead of actually being a tool used to help hold people accountable. The author speaks about how cancel culture is a tool that can be used to provide voices for marginalised members of society who otherwise would not have had a say. She goes on to say that over recent years cancel culture has become a trend that all members of society use and this has led to many social issues not being treated with the needed help as many peoples cancelling and promoting of these social issues is performative. She also mentions the high speeds of social media playing a role in the constantly changing idea of who or what is getting cancelled and this had led to a lack of needed justice for social issues. This article showed useful and important information for my research and helped me to gain a deeper understanding of a variety of different ideas. This author accurately explained their ideas and provided a variety of quotes and examples to back and further push her points.

Kabir (2020) *The misuse of cancel culture*, Medium. ILLUMINATION. Available at: <https://medium.com/illumination/the-misuse-of-cancel-culture-b3daaceacf36> (Accessed: March 16, 2023).

The author examines the misuse and overuse of cancel culture as it has grown as a trend. The main expressed ideas push towards a negative idea of cancel culture, the author includes a variety of quotes from other people that reject cancel culture and presents a clear and unwavering stance that speaks down on cancel culture and refers to it as “exclusionary and often disproportionate”. Moreover, the author provides real life examples of celebrities stepping down from roles to help back her argument and provided a stronger argument against cancel culture. The author provides a strong argument that they follow up with examples of cancel culture and integrates quotes from others, however the author lacks length in the writer in the article which has led to rather vague information with a lack of complete understanding. This article proved helpful to my research as it helped to boost ideas I had presented that related to the misuse of cancel culture and how cancel culture has been turned into a tool of humiliation rather than education.

Krishnamurthy, C. (2023) *Chris Brown was 19 years when his relationship with Rihanna was confirmed* (2023) HITC. Available at: <https://www.hitc.com/en-gb/2023/02/18/how-old-was-chris-brown-when-he-was-with-rihanna-in-2008/> (Accessed: 24 July 2023).

This article speaks about the history of Chris Brown and Rihanna's relationship and what led up to the violent situation that took place in 2009. It starts by speaking about how they met, and when they first started dating and speaks about how in 2012 they rekindled their relationship. This article was important for my personal interest project as it provided me with dates and facts on the Chris Brown and Rhianna situation, and how their relationship had developed before it fell apart after Brown was pled guilty to assaulting her in 2009. This was a somewhat reliable source as it provided information on their relationship but lacked the needed depth and information.

Loveland, M. (2021) *A complete timeline of Chris Brown's legal troubles*, Nicki Swift. Available at: <https://www.nickiswift.com/456469/a-complete-timeline-of-chris-browns-legal-troubles/#:~:text=In%202013%2C%20he%20took%20aim%20at%20Frank%20Ocean..was%20reportedly%20homophobic%20slurs%2C%20gun%20threats%2C%20and%20fists>. (Accessed: 24 July 2023).

In this article the author provides a brief history of the many legal issues Chris Brown has been involved in. The author states the crimes and the dates and a brief overview of what took place when the alleged crimes were committed. This article was somewhat reliable, as all the information was gathered through previous news sources and it thye media can create stories to set agendas about certain people. This article related to my personal interest project as I was completing a case study on Chris Brown and wanted to see if he had any other history with law apart from the incident with Rhianna in 2009.

Moghe, S. (2022) *Legal victory for Johnny Depp after he and Amber Heard found liable for defamation*, CNN. Available at: <https://edition.cnn.com/2022/06/01/entertainment/johnny-depp-amber-heard-verdict/index.html> (Accessed: 24 July 2023).

This article provided a brief overview of the Johnny Depp and Amber Heard trial and what the result was. It spoke on what caused the trial and what took place during the trial. It also provided quotes on what both Depp and Heard said about the results of the trial. This article benefited my personal interest project as it provided me with a brief overview of the trial and what the result was. This was important to me as I was using the trial as a focus point for my case study of Amber Heard. This was a reliable article that provided quotes and facts from a variety of various sources.

Price, G. (2021) *The benefits of cancel culture*, *The Eyrie*. Available at: <https://eyrieonline.org/7536/opinion/the-benefits-of-cancel-culture/> (Accessed: 23 July 2023)

In this article the author provides a positive opinion on cancel culture and its purpose in society. When researching for this project I found many negative opinions on cancel culture, however this article provided the perspective that cancel culture is good as it creates an opportunity for individuals to voice their critiques on public figures. This article says that cancel culture is a beneficial part of society as it normalises bringing offensive behaviour to the attention of others. This article was important for my PIP as it allowed me to see a positive perspective of cancel culture, which I found difficult to find due to the large amount of negative opinions spread across

the internet. This article had opinions that boosted my research, however lacked needed examples.

Romano, A. (2021) *The second wave of 'cancel culture'*, Vox. Available at: <https://www.vox.com/22384308/cancel-culture-free-speech-accountability-debate> (Accessed: 15 May 2023).

This article provides a large amount of information on cancel culture, it speaks on its origins, future directions, and the impact it can have on a person's career. It talks about the relationships society has with technology in order to make cancel culture possible, and the effects cancel culture has had on careers backing up the information with real life examples. This article displays the idea that cancel culture can provide some benefits to society but has overall been taken out of context and is now an overused trend that is ultimately ineffective. A main point in this article that was heavily related to my project was the idea of second wave cancel culture and what that was going to look like in the future. The idea of second wave cancel culture, and right wing businesses trying to cancel leftist business was information that related to chapter 3 of my PIP as I was curious to see if cancel culture would grow beyond just cancel celebrities in the future. This is a reliable source with a large amount of evidence to create a sustained argument.

Weiner, G.S. (2020) *Cancel culture is not the problem; conformity culture is*, aei. Available at: <https://www.aei.org/op-eds/cancel-culture-is-not-the-problem-conformity-culture-is/> (Accessed: 26 July 2023).

This article speaks about how cancel culture that exists due to conformity. It states that people only participate in cancel culture due to a feeling that they have to conform and represent the values and beliefs most common among society. It says that this could be due to a fear of also being called out or isolated by society similarly to the person who is being cancelled. It provides the opinion that conformity culture has created the issues and encourages cancel culture to continue and grow. This article was useful for my personal interest project because it spoke on conformity culture and how it affects and encourages cancel culture to continue and spread to a global level. I spoke about conformity throughout my personal interest project and this article was helpful in boosting and furthering my research. This was a reliable source that provided real life examples of how conformity culture promotes and enforces cancel culture.

Yec (2022) *Council post: Be careful: Cancel culture is here to stay*, *Forbes*. Available at: <https://www.forbes.com/sites/theyec/2021/10/05/be-careful-cancel-culture-is-here-to-stay/?sh=e636e5a2ac79> (Accessed: 26 July 2023).

This article speaks about how cancel culture is not going to be removed from social media anytime soon, and will most likely continue to grow. It speaks on the transformative changes cancel culture has faced over the last few years, and how it is expected to continue growing and being used more often in the future. It also speaks on ways in which people can avoid getting cancelled. I found this very interesting as I wanted to know what ways people were avoiding getting cancelled. This article was beneficial to my personal interest project as it provided opinions with the future of cancel culture, which directly correlates to my chapter three. This article was a reliable source as it provided examples and gave both a brief history of cancel culture and the expected future of it.

Young, T. (no date) *Cancel culture exists to promote a ruthless mob mentality*, *Encyclopedia of Opinion*. Available at: <https://www.parlia.com/a/cancel-culture-promotes-vitriolic-mob-mentality> (Accessed: 26 July 2023).

This article speaks about how cancel culture creates a ‘mob mentality’ among society and causes people to conform despite not agreeing with the actions that are taking place. It states that cancel culture when a group of members from society decide to cancel someone, they create a ‘mob’ that isolates and humiliates them. It provides a perspective that cancel culture does not benefit society and forces conformity through intimidation. However, in this same article it has a counter argument provided. This argument holds the opinion that cancel culture is useful as it targets influential people who hold a large amount of power and gives society a chance to remove this power. This article was helpful for my personal interest project as it provided information on the mob mentality and conformity which is heavily related to the topic of cancel culture and why people choose to participate in cancel culture. This article was somewhat reliable as it provided both perspectives of the argument, however it did not have a lot of information and was quite short.

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Zhu, L. (2021) *The effects of cancel culture on women* (no date) *The Women's Network*. Available at: <https://www.thewomens.network/blog/the-effects-of-cancel-culture-on-women> (Accessed: March 16, 2023).

This article talks on the way cancel culture affects women as opposed to men, it brings in real life examples of how women who have been cancelled have been treated as opposed to men. The author presents the perspective of women struggling to make come back careers after being cancelled as opposed to men who are often forgiven for their mistakes more easily by society. It also states that when these women are cancelled their struggles and issues are turned into jokes and people lose respect for these individuals. By bringing in real life examples to back up the opinions and ideas presented in the article, the author creates a more reliable and effective source. While speaking of the sexism seen in the practice of cancel culture, the author also mentions in a more broad way the effects cancel culture can have on an individual who has been cancelled, this is due to the fact that a large amount of people are sending hateful messages online. This article holds reliable information and is a valid source that relates to my cross cultural component and provided me with examples of the way cancel culture differs for men and women.