Social Media Landscape and Cancel Culture: Insights from College Students

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Abstract—*This study focused on the insights of college students on the social media landscape, specifically prevalent social media platforms, activities done on social media platforms, and frequency of cancel culture on social media platforms, as well as on cancel culture. A random sampling technique was used, which included 60 college students at Far Eastern University. This study utilized a non-experimental quantitative research design, specifically a descriptive one. Frequency, mean, and standard deviation The college's insights on the prevalent social media landscape were discovered in research. It was found that Instagram was the most pervasive social media platform utilized. The college's insights on the activities done on social media platforms and the frequency of cancellation culture on social media platforms were discovered in the research. The respondents agreed that their social media activities were about connecting with family and friends, engaging with other people's posts and tweets, expressing themselves freely, and keeping updated with current trends, news, and past events. Also, the respondents agreed that they often see cancellation culture on Facebook, Instagram, Twitter, and YouTube through posts and comment sections and sometimes on TikTok through comment sections and posts. The college's insights on the cancellation culture were discovered in research. The respondents agreed that cancellation culture holds people responsible for their actions, impacts how people act in modern society and encourages people to reflect on their actions and address previous wrongdoings. The results show that cancel culture mainly occurs on social media platforms because of how progressive social media is nowadays.*

Keywords—*Online culture; Digital communication; Social media impact; Internet culture; Social media behavior.*

I. INTRODUCTION

The 21st century has witnessed the emergence of social media as an influential phenomenon. In the rapidly evolving communication platforms on social media, many socio-cultural processes have come to the forefront. Social media is the dominant force in the world today and has given rise to several social movements and participatory cultures. Eventually, it became an intense platform for competing views on various information, cultures, and ideas where people may condemn individuals or groups for inappropriate words and actions. A common phenomenon that emerged on social media is what many have come to refer to as call-out culture, which has now developed into a toxic culture known as cancel culture (Jusay et al., 2022). Cancel culture involves digitally excluding individuals, particularly celebrities or public figures, in response to perceived wrongdoings or controversial statements. The emergence of "cancel culture" has become a noteworthy phenomenon in the digital era, primarily manifesting itself on various social media platforms. This trend involves the widespread practice of individuals being subjected to collective rejection or boycotts, commonly called "canceled." Such actions are typically prompted by public perceptions of wrongdoing, contentious remarks, or prior actions attributed to the individuals in question (Atske, 2022). In today's digital age, individuals are increasingly vulnerable to the potential consequences of their online actions. The repercussions of such actions can extend beyond the virtual realm, impacting various aspects of one's life, including job prospects, public perception, and personal reputation (Hoehe & Thibaut, 2022).

The contemporary phenomenon known as cancel culture can be conceptualized as a manifestation of ostracism, a social phenomenon documented throughout various historical periods. Cancel culture is distinguished by its heightened influence, made possible by the internet's widespread availability and immediate nature (Burmah, 2021). "Cancel culture" has emerged as a prominent and widely discussed phenomenon. The phenomenon under discussion entails the coordinated efforts of a group to abstain from engaging with an individual due to their offensive, problematic, or controversial actions or statements. The term in question has experienced a surge in popularity within colloquial discourse, which mirrors a noticeable societal shift towards emphasizing personal responsibility for one's actions (Yousef & Ayari, 2022). The emergence of societal reckoning as a prominent mechanism for holding individuals accountable within the court of public opinion has become a noteworthy phenomenon. Accountability is multifaceted and operates within a complex and challenging societal context, including social media platforms (Zembylas, 2023).

Social media is a digital technology that facilitates the exchange of thoughts and information, encompassing textual content, pictures, and videos inside virtual networks and communities. Social media platforms frequently showcase user-generated content, encouraging interaction by liking, sharing, commenting, and participating in discussions. Social media is often acknowledged for its role in fostering the establishment of communities while simultaneously being criticized for its facilitation of disinformation and hate speech (Dollarhide, 2023). Additionally, social media platforms serve as both a controlled and uncontrolled space where instances of bullying and harassment occur. Based on the experiences of Filipino adolescents, it is apparent that online bullying may appear in various social media environments. Restricted areas, including private group chats, emerged as the main settings where individuals were exposed to and confronted with instances of online bullying. The occurrence of online bullying is observed inside public domains, leading to the emergence of "cancel culture" and "bashing," which are two intergroup phenomena associated with the act of bullying. Nevertheless, cyberbullying exhibits a dynamic nature, capable of transitioning across several locations. Young individuals may initially encounter and/or observe online bullying within confined environments, such as private group discussions, before its proliferation into more accessible platforms like public forums. Integrating social media functionalities with sophisticated cameras and video capabilities can facilitate the transition of aggressive behaviors from face-to-face interactions to online platforms (Soriano et al., 2022).

According to a research study, a trend commonly called "cancel culture" can be characterized as the proactive endeavor to suppress an individual who has articulated a viewpoint that has offended another party, irrespective of whether such an offense was deliberate or inadvertent. This study examines the conceptualization, perception, and lived experiences of cancel culture among journalists, communication professionals, and media experts. Additionally, it seeks to explore their perspectives on the implications of cancel culture for freedom of expression and journalism. The findings are analyzed within the theoretical framework of the public realm and participatory democracy. The result demonstrates that culture can function as a mechanism for addressing societal inequalities, but it also poses a potential threat to freedom of expression and journalism. The censoring of journalists due to their coverage of contentious issues that some people might find objectionable could increase self-censorship within the journalistic community. This, in turn, can have adverse implications for the fundamental principles of democracy (Haskell, 2021).

Another study shows that social networking platforms were initially designed to facilitate diverse online user interactions. With the widespread integration of social networking sites into other aspects of society, they have frequently been categorized under the broader term "social media." The advent of social media has emerged as a formidable influence in modern society, facilitating the emergence of digital participatory cultures and social movements. In contemporary times, the cancellation phenomenon has been ingrained into the lexicon of internet culture, predominantly directed towards public people who transgress the fluid standards of social acceptability. "Cancel culture" denotes a phenomenon commonly witnessed on many social media platforms. It involves the public shaming of individuals to lower their influence or fame. The primary aim is to establish a broader discourse within the public space by mitigating the concentration of power and influence among privileged persons in these arenas. Conversely, cancel culture has been depicted as an embodiment of intolerance towards differing viewpoints (Velasco, 2020).

This research will contribute to a deeper comprehension of societal behavior. The emergence of social media has significantly transformed how individuals communicate, engage with one another, and shape their understanding of society's conventions. As individuals who have grown up in the digital age, college students are positioned at the forefront of these societal changes. Gaining insight into their viewpoints can offer a glimpse into the dynamic cultural spirit of our time. Furthermore, this study pertains not only to social media or culture but also to the dynamic transformation of human connection, societal norms, and collective awareness in the era of digital technology. This study contributes to the sociology and digital communications sectors by offering a unique and youthful perspective through its focus on college students. This perspective serves to improve existing knowledge on these concerns.

This study aims to investigate thoroughly how college students perceive the social media landscape. Their understanding and perspectives regarding cancellation culture will be the primary focus of the research. Specifically, it seeks to find prevalent social media platforms frequently utilized by college students, find activities done frequently on social media platforms by college students, explore the frequency of cancel culture instances observed and documented within the realm of social media activity, and investigate the college students' perceptions of cancel culture within the framework of social media.

II. METHOD

This section discusses the research methodologies and techniques used to conduct the study. It includes the research design, data collection, data analysis, study limitations, and study population. The addition of a chapter on methodology in research is of utmost importance as it establishes the underlying framework and structure that guided the execution of the research. A sound methodology is essential in ensuring the reliability, validity, and generalizability or applicability of the produced results across many situations.

This is quantitative research, and it is primarily descriptive. The purpose of a descriptive research design is to use statistical data to find relationships between variables without attempting to manipulate the variables in the study, with the outcome relationship being zero, negative, or positive based on the study's findings. The gathered data served as an assessment of the insights of the college's students on the relationship between the social media landscape and culture. This includes quantitative data from collecting responses on the online survey forms. The statistical treatment includes a Likert scale. It was used to generalize the findings obtained on the questionnaire.

To facilitate the description and interpretation of the measured variables on student behavior, from strongly agree to disagree, the researchers utilized a survey questionnaire to gather insights from college students at Far Eastern University (FEU) on topics that this study should explore. The survey questionnaire involved certain topics that helped deepen the understanding of this study. The first section (Section I) of this survey questionnaire gathers information on the demographic profile (age, sex, year level, and institute) of each college student. The second section A and B (Section II. A and B) need the college students to compare using the Likert scale (never, always) in finding out the activities done with the realm of social media platforms and the frequency of cancel culture instances observed and documented within the realm of social media platforms. The second section, C (Section II. C), needs the college students to compare using the Likert scale (strongly disagree, strongly agree) to determine their perceptions of cancel culture within the social media framework. The researchers utilized a 5-point Likert scale (1 = never/strongly disagree, 5 = always/strongly agree), a psychometric scale often used in questionnaire-based research. It makes the premise that an attitude's strength or intensity is linear.

There are 80 items with five scales in the survey form created by the researchers. Respondents can select an answer from these scales to indicate their level of frequency agreement. Therefore, all the information is from a primary source. They created an online survey sent through Facebook and Messenger, a social media platform, and distributed through various group chats and private messages among college students at FEU. Microsoft Forms was used to generate the survey form. All statements were submitted, and the researchers copied the link to share it. During the data collection process, 60 college students at FEU completed a digital survey form to collect the information that the researchers required. The survey form was distributed to respondents via the Facebook and Messenger apps. Each respondent receives a message from the researchers instructing them to send them the survey form. The responses are automatically counted online while the respondents fill out the survey form. The researchers also ensure that the data they acquire remains confidential and inform the respondents about who can access this study because the survey form includes personal data and grades. The researchers in this study abide by the principles of research ethics, which are the standards for gathering and evaluating data about the topic. The Data Privacy Consent Form included in the survey questionnaire was disseminated to respect and not harm the participants (e.g., mentally, psychologically, or emotionally). It is administered to ensure that the participants are at ease, do not feel coerced to answer questions, and that they have approved the sole use of their responses for research purposes; anonymity and confidentiality are guaranteed to safeguard participants' rights and values. Any queries that participants may have before, during, or after the survey are addressed by the researchers. The study population comprised college students at Far Eastern University in the 2023–2024 school year. There were 60 respondents from different year levels among the college students. This study utilized random sampling for data collection. This implies that the attributes of the sample are expected to resemble those of the wider population closely.

III. RESULT AND DISCUSSION

1. Frequency Distribution of Prevalent Social Media Platforms Used by Respondents

Table 1 and Figure 1 show that out of the sixty (60) total respondents, fifty-seven (57), which corresponds to 95%, are using Facebook, and three (3) respondents are not using Facebook, accounting for 5% of the total number of respondents. For Instagram, out of the sixty (60) total respondents, fifty-eight (58), which corresponds to 96.67%, are using it, and two (2) respondents are not using it, accounting for 3.33% of the total number of respondents. For Twitter, out of the sixty (60) total respondents, thirty-eight (38), which corresponds to 63.33%, are using it, and twenty-two (22) respondents are not using it, accounting for 36.67% of the total number of respondents. For TikTok, out of the sixty (60) total respondents, fifty-one (51), which corresponds to 85%, are using TikTok, and nine (9) respondents are not using TikTok, accounting for 15% of the total number of respondents. For YouTube, out of the sixty (60) total respondents, fifty (50), which corresponds to 83.33%, are using YouTube, and ten (10) respondents are not using YouTube, accounting for 16.67% of the total number of respondents.

TABLE 1. Frequency Distribution of Social Media Platforms

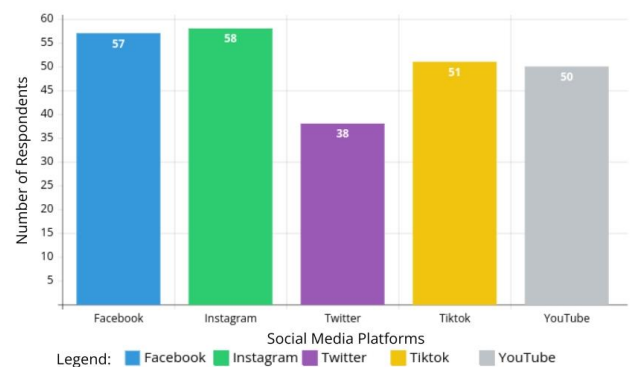| Social Media Platform	Frequency Distribution
Facebook	57
Instagram	58
Twitter	38
Tiktok	51
YouTube	50

Figure 1. Frequency Distribution of Social Media Platforms

2. Activities Done on Social Media Platform

2.1. Facebook

The analysis of Table 2 shows that the fourth indicator stated as "I frequently use Facebook Messenger to connect with friends over calls and chats, either privately or in groups." (WM = 4.66, Rank 1) is interpreted as *Always*; The last indicator factor stated as "I use Facebook to keep up with current events and news." (WM = 2.53, Rank 2) is interpreted as *Often*; The seventh indicator stated as "I use Facebook to keep up with current events and news." (WM = 3.73, Rank 3) is interpreted as *Often*; The second indicator stated as "On a daily basis, I

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interact with other Facebook users by liking, commenting, and sharing their posts, images, and other content." (WM = 3.67, Rank 4) is interpreted as *Often*; The fourth indicator stated as "I tend to follow social influencers and celebrities on Facebook." (WM = 3.26, Rank 5) is interpreted as *Sometimes*; The third indicator stated as "I use Facebook stories to share everyday moments with my friends and followers." (WM = 3.2, Rank 3) is interpreted as *Sometimes*; The sixth indicator stated as "Usually, I use my Facebook account to do live streaming." (WM = 2, Rank 7) is interpreted as *Rarely*; To sum up, the overall weighted mean is 3.41, standard deviation is 1.06, and is interpreted as *Often*. It implies that Facebook is among the most popular social media platforms for chatting or interacting with friends, family, and/or relatives. In addition, they use it to communicate with others online, express themselves freely, and be informed and up to date on news.

The friends list, status updates, events, videos, pictures, messages, chat, and groups contribute to increased communication and engagement. One of the most important features of Facebook is the friends list, which allows users to create a public showcase of ties to their contacts or acquaintances. Viewers can then click on these links to navigate through the network. With the events capability, users can arrange and schedule gatherings or meetings and send invitations to those participating. Users can upload albums, photographs, and videos for others to reflect on. Another option is to upload videos. When interacting with friends, it is necessary to send and receive messages, which can be private or public, and to use a chat option. Users can create interest-based groups and engage in them thanks to the functionality of the group functionalities. The feature known as "like" allows users to express positive feedback regarding the content they find most appealing (Nadkarni & Hofmann, 2012).

TABLE 2. Activities done by the Respondents on Facebook

No.	Statements	Weighted Mean	Standard Deviation	Interpretation	Rank
1	I frequently post on Facebook.	3.26	1.23	Sometimes	5
2	On a daily basis, I interact with other Facebook users by liking, commenting, and sharing their posts, images, and other content.	3.62	1.09	Often	3
3	I use Facebook stories to share everyday moments with my friends and followers.	3.2	1.05	Sometimes	6
4	I frequently use Facebook Messenger to connect with friends over calls and chats, either privately or in groups.	4.66	0.68	Always	1
5	I tend to follow social influencers and celebrities on Facebook.	3.33	1.09	Sometimes	4
6	Usually, I use my Facebook account to do live streaming.	2	1.19	Rarely	7
7	I use Facebook to keep up with current events and news.	3.73	1.09	Often	2
	Overall	3.40	1.06	Often	

Legend: 4.20 – 5.00 (Always); 3.40 – 4.19 (Often); 2.60 – 3.39 (Sometimes); 1.80 – 2.59 (Rarely); 1.00 – 1.79 (Never)

TABLE 3. Activities done by the Respondents on on Instagram

No.	Statements	Weighted Mean	Standard Deviation	Interpretation	Rank
1	I regularly post/share something on my instagram account.	3.33	0.91	Often	5
2	I usually comment and like others' post on instagram.	3.60	1.03	Often	3
3	I use Instagram stories to share everyday moments with my friends and followers.	3.93	0.92	Often	2
4	I frequently communicate with pals on Instagram through calls and chats, either individually or in groups.	3.47	1.00	Often	4
5	I tend to follow social influencers and celebrities on Instagram.	3.95	1.03	Often	1
6	For real-time interaction with my followers, I often live broadcast on Instagram.	2.27	1.25	Rarely	7
7	I use Instagram to keep up with current events and news.	3.30	1.17	Sometimes	6
	Overall	3.41	1.04	Often	

Legend: 4.20 – 5.00 (Always); 3.40 – 4.19 (Often); 2.60 – 3.39 (Sometimes); 1.80 – 2.59 (Rarely); 1.00 – 1.79 (Never)

2.2. Instagram

The analysis of Table 3 shows that the fifth indicator, "I tend to follow social influencers and celebrities on Instagram." (WM = 3.95, Rank 1), is interpreted as *Often.* The third indicator stated, "I use Instagram stories to share everyday moments with my friends and followers." (WM = 3.93, Rank 2), interpreted as *Often*. The second indicator factor stated, "I usually comment and like other's posts on Instagram." (WM = 3.60, Rank 3), which is interpreted as *Often*. The fourth indicator stated, "I frequently communicate with pals on Instagram through calls and chats, either individually or in groups." (WM = 3.47, Rank 4), which is interpreted as *Often*. The first indicator stated, "I regularly post/share something on my Instagram account" (WM = 3.33, Rank 5), interpreted as *Sometimes*. The last indicator stated, "I use Instagram to keep up with current events and news." (WM = 3.30, Rank 6), is interpreted as *Sometimes*. The sixth indicator, "For real-time interaction with my followers, I often live broadcast on Instagram" (WM = 2.27, Rank 7), is interpreted as Rare. To sum up, the overall weighted mean is 3.41 and is interpreted as *Often*. The findings reveal a weighted mean of 3.41 with a verbal interpretation of often and a standard deviation of 1.04, indicating that Instagram is a widely used social media network among the participants. It suggests that users share stories with friends and followers on Instagram and follow celebrities and influencers.

Instagram Stories were used by users to showcase their lifestyle, passion, and values, to establish connections with others of a similar disposition, and to save and recall previous

experiences. In addition, it was used to communicate with and/or message friends, family, and relatives, as well as to interact with others online and express oneself freely (Keerakiatwong et al., 2023).

2.3. Twitter

The analysis of Table 4 shows that the third and last indicator stated as "I often like and retweet other users' tweets." and "I use Twitter to keep up with current events and news." (WM = 3.06, Rank 1) is interpreted as *Sometimes*; The fifth indicator stated as" I tend to follow social influencers and celebrities on Twitter." (WM = 2.72, Rank 2) is interpreted as *Sometimes*; The first indicator factor stated as "I tweeted or post on Twitter regularly." (WM = 2.38, Rank 3) is interpreted as *Sometimes*; The fourth indicator stated as "I usually engage in discussions with others via comments on twitter." (WM = 2.21, Rank 4) is interpreted as *Rarely;* The fourth indicator stated as ". I use Twitter's direct message (DM) feature to have individual or group chats with friends." (WM = 2.3, Rank 5) is interpreted as *Rarely*; The sixth indicator stated as "I frequently use Twitter live broadcasts to engage with my followers." (WM = 1.7, Rank 6) is interpreted as *Never*; To sum up, the overall weighted mean is 2.49, and is interpreted as Sometimes. The findings reveal a weighted mean of 2.49 with a verbal interpretation of Sometimes and a standard deviation of 1.27, indicating that Twitter is a regularly not-so-used social media network among the participants. It suggests that users share tweets with friends and followers on Twitter. In addition, they utilized Twitter as a means of keeping themselves updated on the latest news and events throughout the world.

Twitter is a widely used platform that offers instant messaging, social networking, and microblogging services. After being developed in the beginning to ease communication between users and the people who follow them, it has evolved into an indispensable tool for disseminating the most recent news. The instantaneous nature of Twitter distinguishes it from other social media networks, making it the platform of choice for users interested in absorbing news. Interestingly, Twitter's real-time information is comparable to the scrolling news ticker that viewers can see on television stations like the BBC and Al-Jazeera. Twitter has emerged as an important medium for instant information in the contemporary digital era, characterized by the internet's significant role in disseminating news articles (Hetler, 2023).

TABLE 4. Activities done by the Respondents on Twitter

No.	Statements	Weighted Mean	Standard Deviation	Interpretation	Rank
1	I tweet or post on Twitter regularly.	2.38	1.29	Sometimes	3
2	I usually engage in discussions with others via comments on twitter.	2.21	1.12	Rarely	4
3	I often like and retweet other users' tweets.	3.06	1.48	Sometimes	1
4	I use Twitter's direct message (DM) feature to have individual or group chats with friends.	2.3	1.15	Rarey	5
5	I tend to follow social influencers and celebrities on Twitter.	2.72	1.33	Sometimes	2
6	I frequently use Twitter live broadcasts to engage with my followers.	1.7	1.05	Never	6
7	I use Twitter to keep up with current events and news.	3.06	1.51	Sometimes	1
	Overall	2.49	1.27	Sometimes	

Legend: 4.20 – 5.00 (Always); 3.40 – 4.19 (Often); 2.60 – 3.39 (Sometimes); 1.80 – 2.59 (Rarely); 1.00 – 1.79 (Never)

TABLE 5. Activities done by the Respondents on TikTok

No.	Statements	Weighted Mean	Standard Deviation	Interpretation	Rank
1	I often watch TikTok videos as my past time.	3.02	1.48	Sometimes	7
2	I share a lot of content on TikTok.	4.19	0.96	Often	1
3	I did recommend using TikTok to friends or family.	4.05	1.05	Often	2
4	I frequently interact with other TikTok users (e.g., likes, comments).	3.75	1.26	Often	3
5	I usually discover new trends or interests through TikTok.	3.16	1.20	Sometimes	6
6	I do think TikTok is a major part of my daily life routine.	3.53	1.17	Often	4
7	I often like and repost other users' Tiktok videos.	3.44	1.48	Often	5
	Overall	3.59	1.22	Often	

Legend: 4.20 – 5.00 (Always); 3.40 – 4.19 (Often); 2.60 – 3.39 (Sometimes); 1.80 – 2.59 (Rarely); 1.00 – 1.79 (Never)

2.4. TikTok

The analysis of Table 5 shows that the second indicator stated as "I share a lot of content on TikTok." (WM = 4.19, Rank 1) is interpreted as *Often;* The third indicator stated as "I did recommend using TikTok to friends or family." (WM = 4.05, Rank 2) is interpreted as *Often*; The fourth indicator factor stated as "I frequently interact with other TikTok users (e.g., likes, comments)." (WM = 3.75, Rank 3) is interpreted as *Often*; The sixth indicator stated as "I do think TikTok is a major part of my daily life routine." (WM = 3.53, Rank 4) is interpreted as *Often*; The last indicator stated as "II often like and repost other users' TikTok video." (WM = 3.44, Rank 5) is interpreted as *Often*; The fifth indicator stated as "I usually discover new trends or interests through TikTok." (WM = 3.16, Rank 6) is interpreted as *Sometimes*; The first indicator stated as "I often watch TikTok videos as my past time." (WM = 3.02, Rank 7) is interpreted as *Rarely*; To sum up, the overall weighted mean is 3.59, and is interpreted as *Often*. The findings reveal a weighted mean of 3.59 with a verbal interpretation of often and a standard deviation of 1.22, indicating that TikTok is utilized for entertainment and discovering new trends and

interests. On TikTok, it suggests that people share content. Additionally, it was utilized to engage in conversation with other TikTok users and encourage their friends and family members to use the platform.

TikTok is a social networking platform that allows users to create and share short films. TikTok allows users to create and upload their videos directly within the application. Users can combine music, incorporate filters, and personalize their films before distributing them to their followers or the larger TikTok community. Additionally, users can use a wide variety of unique instruments. Additionally, users can interact with content by performing activities such as expressing approval, providing feedback, and distributing videos and other media. The prominence of the information is increased due to this involvement, which may also contribute to certain trends and problems (Hill, 2023).

2.5. YouTube

The analysis of Table 6 shows that the first indicator stated as "I often watch YouTube videos as past time." (WM = 3.85, Rank 1) is interpreted as **Often;** The sixth indicator stated as "I usually discover new trends or interests through YouTube." (WM = 3.33, Rank 2) is interpreted as **Sometimes**; The fifth indicator factor stated as "I do think YouTube is a major part of my daily life routine." (WM = 3.13, Rank 3) is interpreted as **Sometimes**; The third indicator stated as "I did recommend using YouTube to friends or family." (WM = 2.9, Rank 4) is

interpreted as **Sometimes**; The last indicator stated as "I often like and share other users' YouTube videos." (WM = 2.7, Rank 5) is interpreted as **Sometimes**; The fourth indicator stated as "I frequently interact with other YouTube users (e.g., likes, comments)." (WM = 2.37, Rank 6) is interpreted as **Rarely**; The second indicator stated as "I share a lot of content on YouTube." (WM = 2.22, Rank 7) is interpreted as **Rarely**; To sum up, the overall weighted mean is 3.41, and is interpreted as **Often**. To summarize, the findings reveal a weighted mean of 2.93 with a verbal interpretation of sometimes and a standard deviation of 1.17, indicating that YouTube is a prevalent social media platform used regularly by the respondents. It suggests that watching YouTube was done to pass the time. Moreover, it became an everyday routine for them and was used to discover new hobbies or trends.

YouTube allows users to access videos conveniently and facilitates effortless video sharing with others. The electronic publishing community is particularly interested in the distinctive characteristics of on-demand, user-generated video content due to the inherent simplicity of producing, uploading, and sharing videos. Users have become active players in the distribution of media. Users actively create, share, and view YouTube's media content, contributing to its production, distribution, and reception. It was found that 91% of the students in the sample reported viewing at least one video on the YouTube website (Hanson & Haridakis, 2008). It implies that they used YouTube as a pastime.

TABLE 6. Activities done by the Respondents on YouTube

No.	Statements	Weighted Mean	Standard Deviation	Interpretation	Rank
1	I often watch YouTube videos as a pastime.	3.85	1.01	Often	1
2	I share a lot of content on YouTube.	2.22	1.19	Rarely	7
3	I did recommend using YouTube to friends or family.	2.9	1.23	Sometimes	4
4	I frequently interact with other YouTube users (e.g., likes, comments).	2.37	1.20	Rarely	6
5	I do think YouTube is a major part of my daily life routine.	3.13	1.20	Sometimes	3
6	I usually discover new trends or interests through YouTube.	3.33	1.15	Sometimes	2
7	I often like and share other users' YouTube videos.	2.7	1.24	Sometimes	5
	Overall	2.93	1.17	Sometimes	

Legend: 4.20 – 5.00 (Always); 3.40 – 4.19 (Often); 2.60 – 3.39 (Sometimes); 1.80 – 2.59 (Rarely); 1.00 – 1.79 (Never)

3. Frequency of Cancel Culture Instances in the Realm of Social Media

3.1 Facebook

The analysis of Table 7 shows that the second indicator stated as "I've seen stories about cancel culture incidents quickly go viral on Facebook, which can lead to the spread of information (or sometimes false information) very quickly." (WM = 4.23, Rank 1) is interpreted as **Always;** The first indicator stated as "I've seen public callouts, which are posts that people make about what they think is wrong with a person, usually including screenshots or videos to back up their claims." (WM = 4.12, Rank 2) is interpreted as **Often**; The third indicator factor stated as "I have seen a lot of comments, like people or brands may get a lot of negative comments on their Facebook posts about the controversy, even if the post itself had nothing to do with it." (WM = 4.1, Rank 3) is interpreted as **Often**; The fourth indicator stated as "In response to a controversy, I have seen Facebook groups or pages form that

either support or criticize the person or thing in question." (WM = 3.98, Rank 4) is interpreted as **Often**; The last indicator stated as "I've seen some users or influencers use Facebook Live to share longer pieces about someone's alleged wrongdoing, such as personal accounts or in-depth explanations." (WM = 3.88, Rank 5) is interpreted as **Often**. The findings reveal a weighted mean of 4.05 with a verbal interpretation of often and a standard deviation of 0.97. This indicates that Facebook is a platform where cancel culture occurrences are often witnessed. They have observed how rapidly Facebook articles concerning cancellation culture issues become viral, which can rapidly transmit information—sometimes incorrect—on the platform. Furthermore, Facebook is a platform for open criticism of other people.

According to Meta, the company once known as Facebook, the number of bullying or harassment on Facebook was discovered to be between 14 and 15 times for every 10,000 content views that occurred during July and September. At the same time, the Instagram rate was between five and six

occurrences for every 10,000 views (Bond, 2021). Cancel culture, which has been connected to bullying, is prevalent on the Facebook platform, particularly in comment areas and

postings. This pattern of behavior is particularly noticeable.

TABLE 7. Frequency of Cancel Culture Instances on Facebook Observed by the Respondents

No.	Statements	Weighted Mean	Standard Deviation	Interpretation	Rank
1	I see public call-outs, which are posts that people make about what they think is wrong with a person, usually including screenshots or videos to back up their claims.	4.12	0.96	Often	2
2	I've seen stories about cancel culture incidents quickly go viral on Facebook, which can lead to the spread of information (or sometimes false information) very quickly.	4.2	0.89	Always	1
3	I have seen a lot of comments, like people or brands may get a lot of negative comments on their Facebook posts about the controversy, even if the post itself had nothing to do with it.	4.07	0.87	Often	3
4	In response to a controversy, I have seen Facebook groups or pages form that either support or criticize the person or thing in question.	3.98	0.97	Often	4
5	I've seen some users or influencers use Facebook Live to share longer pieces about someone's alleged wrongdoing, such as personal accounts or in-depth explanations.	3.88	1.17	Often	5
	Overall	4.05	0.97	Often	

Legend: 4.20 – 5.00 (Always); 3.40 – 4.19 (Often); 2.60 – 3.39 (Sometimes); 1.80 – 2.59 (Rarely); 1.00 – 1.79 (Never)

TABLE 8. Frequency of Cancel Culture Instances on Instagram Observed by the Respondents

No.	Statements	Weighted Mean	Standard Deviation	Interpretation	Rank
1	I've seen some users or influencers use Stories or IGTV to share longer pieces about someone's alleged wrongdoing, such as personal accounts or in-depth explanations.	3.42	1.17	Often	2
2	I've seen users make posts just to point out what they think are the wrongdoings of a person or a brand, and they sometimes include screenshots, video clips, or other proof to back up their claims.	3.42	1.21	Often	2
3	I've seen hashtags like when a brand is canceled, a specific hashtag like #BrandNameIsTrash or #DontBuyThisBrand often comes up.	3.33	1.30	Sometimes	3
4	I have seen boycott posts/campaigns that include calls for people to not buy or support goods or services from the "cancelled" person or group.	3.33	1.26	Sometimes	3
5	I have seen a comments section of an individual or brand's recent posts exhibit an abundance of negative comments, accompanied by the use of emojis (such as the snake emoji, symbolizing betrayal) or specific phrases that have become linked with the act of cancellation.	3.57	1.16	Often	1
	Overall	3.41	1.22	Often	

Legend: 4.20 – 5.00 (Always); 3.40 – 4.19 (Often); 2.60 – 3.39 (Sometimes); 1.80 – 2.59 (Rarely); 1.00 – 1.79 (Never)

3.2 Instagram

The analysis of Table 8 shows that the fifth indicator stated: "I have seen a comments section of an individual or brand's recent posts exhibit an abundance of negative comments, accompanied by the use of emojis (such as the snake emoji, symbolizing betrayal) or specific phrases that have become linked with the act of cancellation." (WM= 3.57, Rank 1) is interpreted as *Often.* The first indicator stated, "I have seen some users or influencers use Stories or IGTV to share longer pieces about someone's alleged wrongdoing, such as personal accounts or in-depth explanations." (WM = 3.42, Rank 2) is interpreted as *Often*; The second indicator factor stated as "I have seen users make posts just to point out what they think are the wrongdoings of a person or a brand, and they sometimes include screenshots, video clips, or other proof to support their claims." (WM = 3.42, Rank 2) is interpreted as *Often*. The third indicator stated, "I have seen hashtags. For example, when a brand is canceled, a hashtag like #BrandNameIsTrash or #DontBuyThisBrand often emerges." (WM = 3.33, Rank 3) is interpreted as *Sometimes*. The fourth indicator stated, "I have

seen boycott posts/campaigns that include calls for people to not buy or support goods or services from the "canceled" person or group." (WM = 3.33, Rank 3) is interpreted as *Sometimes*. The findings reveal a weighted mean of 3.41 with a verbal interpretation of often and a standard deviation of 1.22, indicating that instances of cancel culture are often observed on Instagram. They discovered that individuals who have canceled on Instagram receive many negative comments, many of which contain emojis and phrases linked with the act of cancellation.

It is common for those who retain resentment to direct their aggression toward others they consider to be different from their values and beliefs. The experience of being the focus of negative and insulting statements can be upsetting. It can generate outrage, anguish, and perplexity and cause the criticized person to question their value and behavior. Posting unfavorable comments on the internet can cause fear and embarrassment in individuals, which can discourage them from using their own social media platforms. People have been using Instagram to send hostile comments to others ever since the commenting feature was introduced. This has happened for some time (Assistant Secretary for Public Affairs, 2019).

3.3 Twitter

The analysis of Table 9 shows that the first indicator stated, "I have read comments on Twitter about local influencers who just copied the content of international stars and got canceled" (WM = 3.9, Rank 1), which is interpreted as often. The second indicator stated, "I have seen many comments, like people or brands may get a lot of negative comments on their Twitter posts about the controversy, even if the post itself had nothing to." (WM = 3.81, Rank 2) is interpreted as *Often*; The third and fourth indicator stated as "I have seen someone start long threads about the person they canceled because she did something that was against her beliefs." and "I have seen old tweets resurfacing, where people find old tweets from years ago to bring attention to something controversial someone said or did in the past. This can get someone in much trouble, even if they have since changed their mind or said sorry." (WM = 3.76, Rank 3) is interpreted as both *Often*. The last indicator stated, "I have seen hashtags. For example, when a person is canceled, a hashtag like #NameofCelebrityisRude often emerges." (WM = 3.75, Rank 4) is interpreted as *Often*. The findings reveal a weighted mean of 3.79 with a verbal interpretation of often and

a standard deviation of 1.36, indicating that cancel culture are often observed on Twitter. Often, they encountered threads of discussions about the individual they canceled due to their involvement in actions contradicting others' values. Additionally, they observed the revival of antiquated tweets, as individuals unearthed posts from years ago to draw attention to a contentious statement or action made by someone in the past. Engaging in such behavior can have severe consequences, regardless of subsequent changes in one's perspective or expressions of remorse.

A recent study has shown that social justice movements can benefit from using Twitter as a platform. On the other hand, an instance of racial discrimination in Canada received a great deal of attention on Twitter across many countries, which led to its coverage by major media organizations. People who were critical of the situation at the time recognized the scenario as having characteristics of "cancel culture," which included calls for terminations and boycotts. This analysis shows the necessity of carefully considering whether social media platforms such as Twitter can take the lead in addressing issues about social justice (Bouvier, 2020). Within the realm of Twitter, this serves as an example of the nature of the existing cancellation culture.

TABLE 9. Frequency of Cancel Culture Instances on Twitter Observed by the Respondents

No.	Statements	Weighted Mean	Standard Deviation	Interpretation	Rank
1	I have read comments on Twitter about local influencers who just copied the content of international stars and got cancelled.	3.9	1.36	Often	1
2	I have seen a lot of comments, like people or brands may get a lot of negative comments on their twitter posts about the controversy, even if the post itself had nothing to with it.	3.81	1.39	Often	2
3	I have seen someone start long threads about the person they cancelled because she did something that was against her beliefs.	3.76	1.34	Often	3
4	I've seen old tweets resurfacing, where people find old tweets from years ago to bring attention to something controversial someone said or did in the past. This can get someone in a lot of trouble, even if they've since changed their mind or said sorry.	3.76	1.37	Often	3
5	I've seen hashtags like when a person is cancelled, a specific hashtag like #NameofCelebrityisRude often comes up.	3.75	1.37	Often	4
	Overall	3.79	1.36	Often	

Legend: 4.20 – 5.00 (Always); 3.40 – 4.19 (Often); 2.60 – 3.39 (Sometimes); 1.80 – 2.59 (Rarely); 1.00 – 1.79 (Never)

3.4 TikTok

The analysis of Table 10 shows that both the first indicator and fourth indicator stated, "I have seen posts or comments on TikTok videos where an individual was targeted for their opinions or actions." and "I have seen Callout Duets, an activity where TikTok's "duet" feature lets users make videos next to each other. Some users use this feature to respond to and criticize the content of other users, which is a way of calling them out." respectively, (WM = 3.77, Rank 1) is interpreted as *Often*; The third indicator stated as "I have observed a lot of challenging statements and the usage of unnecessary words in the comments section of specific posts." (WM = 3.72, Rank 2) is interpreted as *Often*; The last and fourth indicator stated as "I have seen trend exposes, which are videos made by users that show problematic things other TikTok users or celebrities said or did in the past. They will use videos or screenshots from the past to say bad things about the person or "cancel" their account." (WM = 3.67, Rank 3) is interpreted as *Often*. The last indicator stated, "I have seen many comments on TikTok videos where an individual" (WM = 3.64, Rank 4) is interpreted

as *Often*. The findings reveal a weighted mean of 3.71 with a verbal interpretation of often and a standard deviation of 1.25, indicating that instances of cancel culture are often observed on TikTok. Often, individuals come across postings or comments on TikTok videos where a certain person is singled out and criticized for their viewpoints or behaviors. They utilized many TikTok capabilities, including the ability to duet videos, publicly denounce the misconduct of individuals, and effectively cancel them for their actions.

There is a considerable amount of people who are unaware of the negative effects and penalties that come with being publicly criticized, which led to the discovery of cancel culture, which is popular across numerous social media sites (Palomares et al., 2022). Furthermore, like any instances of bullying that occur on social media platforms, cyberbullying on TikTok can manifest in numerous ways, such as continuous harassment, explicit threats, coercive intimidation, extortion, verbal mistreatment, and other forms of abuse. TikTok opens itself up to the possibility of cyberbullying from users located anywhere in the world, regardless of who they are or where they are

located. The scope of this activity extends beyond the confines of friends, classmates, and children living in the area (Na, 2020). The cancellation culture has emerged due to its

relationship with bullying incidents. Moreover, the overall prevalence of this condition is constantly growing.

TABLE 10. Frequency of Cancel Culture Instances on TikTok Observed by the Respondents

No.	Statements	Weighted Mean	Standard Deviation	Interpretation	Rank
1	I have seen posts or comments on TikTok videos where an individual was targeted for their opinions or actions.	3.77	1.24	Often	1
2	I have seen a comments section of an individual or brand's recent posts exhibit an abundance of negative comments, accompanied using emojis (such as the snake emoji, symbolizing betrayal) or specific phrases that have become linked with the act of cancellation.	3.64	1.29	Often	4
3	I've observed a lot of challenging statements and the usage of unnecessary words in the comments section of specific posts.	3.72	1.25	Often	2
4	I've seen Callout Duets, an activity where TikTok's "duet" feature lets users make videos next to each other. Some users use this feature to respond to and criticize the content of other users, which is a way of calling them out.	3.77	1.24	Often	1
5	I've seen trend exposes, which are videos made by users that show problematic things other TikTok users or celebrities said or did in the past. They will use videos or screenshots from the past to say bad things about the person or "cancel" their account.	3.67	1.23	Often	3
	Overall	3.71	1.25	Often	

Legend: 4.20 – 5.00 (Always); 3.40 – 4.19 (Often); 2.60 – 3.39 (Sometimes); 1.80 – 2.59 (Rarely); 1.00 – 1.79 (Never)

3.5 YouTube

The analysis of Table 11 shows that the second indicator stated as "I've seen stories about cancel culture incidents quickly go viral on Facebook, which can lead to the spread of information (or sometimes false information) very quickly." (WM = 4.23, Rank 1) is interpreted as **Always;** The first indicator stated as "I've seen public callouts, which are posts that people make about what they think is wrong with a person, usually including screenshots or videos to back up their claims." (WM = 4.12, Rank 2) is interpreted as **Often**; The third indicator factor stated as "I have seen a lot of comments, like people or brands may get a lot of negative comments on their Facebook posts about the controversy, even if the post itself had nothing to do with it." (WM = 4.1, Rank 3) is interpreted as **Often**; The fourth indicator stated as "In response to a controversy, I have seen Facebook groups or pages form that

either support or criticize the person or thing in question." (WM = 3.98, Rank 4) is interpreted as **Often**; The last indicator stated as "I've seen some users or influencers use Facebook Live to share longer pieces about someone's alleged wrongdoing, such as personal accounts or in-depth explanations." (WM = 3.88, Rank 5) is interpreted as **Often**. The findings reveal a weighted mean of 4.06 with a verbal interpretation of often and a standard deviation of 1.08. This indicates that YouTube is a platform where cancellation culture occurrences are often witnessed. On YouTube, it has been noted that audience backlash, particularly in the comments section of videos, can escalate into a contentious arena where supporters and detractors engage in heated debates regarding the actions of the content producer. There are instances when the number of dislikes can indicate that a creator has been subjected to "cancel culture."

TABLE 11. Frequency of Cancel Culture Instances on YouTube Observed by the Respondents

No.	Statements	Weighted Mean	Standard Deviation	Interpretation	Rank
1	I've seen some users or influencers use their background to share longer pieces about someone's alleged wrongdoing, such as their vlog account.	3.52	1.04	Sometimes	4
2	I see public callouts, which are posts that people make about what they think is wrong with a person, usually including screenshots or videos for them to be canceled.	3.45	1.15	Sometimes	5
3	I have seen the audience backlash, such as in the comments of videos, can turn into a battleground where fans and critics argue about what the creator did. There are also times when the number of dislikes can reveal that a creator has been "canceled."	3.8	1.05	Often	1
4	I've seen old videos reappearing, where people find old videos from years ago to bring attention to something controversial someone said or did in the past.	3.67	1.11	Often	3
5	I have witnessed a lot of comments, like people or brands may get a lot of negative comments on their vlog posts about the controversy, even if the video itself had nothing to do with it.	3.73	1.06	Often	2
	Overall	3.63	1.08	Often	

Legend: 4.20 – 5.00 (Always); 3.40 – 4.19 (Often); 2.60 – 3.39 (Sometimes); 1.80 – 2.59 (Rarely); 1.00 – 1.79 (Never)

Several social media sites, such as Twitter, Facebook, Instagram, and YouTube, allow users to engage in conversations with other people by providing both public and private comment areas. These platforms make it easier for

distinct social media communities to communicate with one another, which in turn helps cultivate a sense of connection and belonging inside the internet world. The impact of the comments section of a YouTube video that contains an apology

is comparable to, if not even higher than, the significance of the video itself. The reason for this is that the major purpose of an apologetic video is to convince the audience that it is intended for the community that is supportive of the public figure and those whom the controversy has touched to accept the public figure's apology. Within the comments area, viewers engage in discussions with fellow users over many subjects, including their evaluation of the apology, their acceptance or rejection of the apology, conversations about differing perspectives, and their stance on whether the public figure should still face the consequences or not (Lane, 2023).

4. College Insights on Cancel Culture

The analysis of Table 12 shows that the eight-indicator stated as "Many people easily join the cancel culture without checking the facts carefully first." (WM = 4.33, Rank 1) is interpreted as ***Strongly agree;*** Both fourth and sixth indicators stated as "Cancel culture has a big impact on how people act in modern society." and "There are a lot of active and ongoing conversations about social issues on social media platforms because of cancel culture." respectively, (WM = 4.23, Rank 2) are interpreted as ***Strongly agree***; The second indicator factor stated as "Sometimes, the issue of cancel culture makes people react too strongly to small problems." (WM = 4.1, Rank 3) is interpreted as ***Agree***; Both seventh and ninth indicators stated as "The "cancel culture" trend has made political disagreements on social media sites even worse." and "Cancel culture doesn't take into account the chance for personal growth and redemption." respectively, (WM = 4.08, Rank 4) are interpreted as ***Agree***; The fifth indicator stated as "Because of "cancel culture," which makes some people get unfairly negative feedback." (WM = 4.05, Rank 5) is interpreted as ***Agree***; The third indicator factor stated as "People often cancel culture movements because they are really worried about something." (WM = 3.62, Rank 6) is interpreted as ***Agree***; The last indicator stated as "The benefits of cancel culture in bringing about big

changes in society outweigh the problems it causes." (WM = 3.6, Rank 7) is interpreted as ***Agree***; The first indicator stated as "The "cancel culture" trend is a way to get people to be more responsible." (WM = 3.28, Rank 8) is interpreted as ***Neutral***; To summarize, the findings reveal a weighted mean of 3.96 with a verbal interpretation of agree and standard deviation of 0.81, indicating that cancel culture is a potent way of ensuring individuals are held responsible for their detrimental actions and fostering societal transformation. Moreover, there is the possibility of excessive behavior, the absence of proper legal procedures, and the ability to suppress freedom of speech or discourage open discussions.

Traditionally, individuals were mainly passive consumers of information rather than active creators or distributors of material. However, they now can actively participate in creating and sharing information (Chang et al., 2020). The cancel movement has eroded the distinction between free speech and censorship, hindering the possibility of engaging in open dialogues by condemning individuals and depriving them of the opportunity to learn from their errors through education. Cancel culture can be seen as a manifestation of individuals using a platform to exercise their right to freedom of speech, providing them with a space to engage in discussions with like-minded individuals and rationalize their decision to denounce objectionable conduct publicly. This prompts us to examine freedom of speech and whether platform regulations should be imposed. One prevailing consensus is that cancel culture publicly condemns an individual or institution for engaging in undesirable or unpleasant behavior. Is it a viable method for ensuring that individuals in positions of power are held responsible for their actions (Dudenhoefer, 2022)? Cancel culture entails a widespread negative response from the public, resulting in public figures being subjected to rigorous examination of their conduct. This forces individuals to contemplate their actions and actively rectify any misconduct they may have committed.

TABLE 12. College Insight on Cancel Culture

No.	Statements	Weighted Mean	Standard Deviation	Interpretation	Rank
1	The "cancel culture" trend is a way to get people to be more responsible.	3.28	0.97	Neutral	8
2	Sometimes, the issue of cancel culture makes people react too strongly to small problems.	4.08	0.76	Agree	3
3	People often cancel culture movements because they are really worried about something.	3.6	0.8	Agree	6
4	Cancel culture has a big impact on how people act in modern society.	4.23	0.74	Strongly Agree	2
5	Because of "cancel culture," which makes some people get unfairly negative feedback.	4.05	0.83	Agree	5
6	There are a lot of active and ongoing conversations about social issues on social media platforms because of cancel culture.	4.23	0.74	Strongly Agree	2
7	The "cancel culture" trend has made political disagreements on social media sites even worse.	4.08	0.82	Agree	4
8	Many people easily join the cancel culture without checking the facts carefully first.	4.33	0.72	Strongly Agree	1
9	Cancel culture doesn't take into account the chance for personal growth and redemption.	4.08	0.8	Agree	4
10	The benefits of cancel culture in bringing about big changes in society outweigh the problems it causes.	3.6	0.93	Agree	7
	Overall	3.96	0.81	Agree	

Legend: 4.20 – 5.00 (Strongly agree); 3.40 – 4.19 (Agree); 2.60 – 3.39 (Neutral); 1.80 – 2.59 (Disagree); 1.00 – 1.79 (Strongly disagree)

IV. CONCLUSION

The study involved sixty (60) respondents who participated in the survey. Fifty-seven (57), corresponding to 95%, are using Facebook. For Instagram, fifty-eight (58), which corresponds to 96.67%, are using Instagram; for Twitter, thirty-eight (38), which corresponds to 63.33%, are using Twitter, For TikTok, fifty-one (51), which corresponds to 85%, are using TikTok, and For YouTube, fifty (50), which corresponds to 83.33%, are using YouTube. It shows that Instagram was the prevalent social media platform they used, and Twitter was the most prevalent social media platform.

Moreover, the activities done on different social media platforms show that on Facebook, people chat or interact with friends, family, and/or relatives. In addition, they use it to communicate with others online, express themselves freely, and be informed and up to date on news. It shows that Instagram users share stories with friends and followers in addition to following celebrities and influencers. Also, it was used to communicate with and/or message friends, family, and relatives, as well as to interact with others online and express oneself freely. It shows that on the Twitter platform, users shared tweets with friends and followers, and it was used to communicate with and/or message friends, family, and relatives, as well as to interact with others online and express oneself freely. Moreover, it shows on YouTube that watching YouTube was done to pass the time. Plus, it became an everyday routine for them and was used to discover new hobbies or trends.

In addition, instances of cancel culture in various social media landscapes were frequently encountered. It shows that Facebook, Instagram, Twitter, TikTok, and YouTube are platforms where cultural occurrences are often witnessed. On Facebook, they have observed how articles concerning cancellation culture issues rapidly become viral, which can result in the rapid transmission of information—sometimes incorrect—on the platform. It shows that Instagram is a platform where cultural occurrences are often witnessed. On Instagram, they discovered that canceled individuals receive many negative comments, many of which contain emojis and phrases linked to the act of cancellation. On Twitter, they encountered discussions about the individual they canceled due to their involvement in actions that contradicted others' values.

Additionally, they observed the revival of antiquated tweets, as individuals unearthed posts from years ago to draw attention to a contentious statement or action made by someone in the past. On TikTok, individuals come across postings or comments on TikTok videos where a particular person is singled out and criticized for their viewpoints or behaviors. They utilized many TikTok capabilities, including the ability to duet videos, publicly denounce the misconduct of individuals, and effectively cancel them for their actions. Moreover, on YouTube, it has been observed that the pushback from the audience, such as in the comments section of videos, may become a battleground where supporters and critics disagree about what the artist accomplished.

Furthermore, based on the insights of college students regarding cancel culture, it has been discovered that cancel culture is a way of ensuring that individuals are held accountable for their negative behaviors and creating societal transformation. In addition, there is the potential for inappropriate behavior, the absence of appropriate legal procedures, and the capability to stifle freedom of speech or hinder open conversations. Furthermore, cancellation culture is associated with a widespread negative response from the public, which leads to public personalities being subjected to a thorough review of their behavior. This acts as a tool to compel individuals to reflect on their behavior and actively address any misconduct that they may have committed in the past.

V. RECOMMENDATION

For future researchers who will conduct this study, it is recommended to increase the size of the sample population and include all students from other universities to acknowledge their insights into culture further. This will help to eliminate any ambiguity that may have been introduced in the findings of this research.

It is also recommended to conduct periodic status checks on the survey by asking respondents about their progress on the online form. This will help ensure the survey is finished within the time limit.

Future researchers may further modify the research by adding key open-ended questions or statements from the college students affecting the study. This is vital in investigating the social media landscape and culture from their perspective. Because the investigated factors are neutral, or sometimes, implementing a wider and more specific selection of factors can result in a contrast that can potentially affect college students' insight into the social media landscape and culture.

It is recommended that the future researchers who will carry out this study add more factors and social media platforms where cancellation culture can be seen, as well as key factors on how cancellation culture benefits the people involved and the community.

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