

Online Etiquette: Cancel Culture, Problematic Behavior and Social Media

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**Warning: Strong, explicit language in Youtube videos and Twitter evidence ahead.*



THE
**DAILY
SHOW**
WITH TREVOR NOAH



KYLE KASHUV CONTROVERSY

How do you feel
about this
controversy? Was
this justified?

Cancel Culture



What do you
know about cancel
culture?

The Definition of Cancel Culture

cancel culture

noun [C or U]

US /'kæɪn.səl ,kʌl.tʃə/ **UK** /'kæɪn.səl ,kʌl.tʃər/

a way of behaving in a society or group, especially on social media, in which it is common to completely reject and stop supporting someone because they have said or done something that offends you:

- Cambridge Dictionary

The Origin of Cancel Culture (1/2)

- This was prompted by the #MeToo movement as well as other movements.
- The term #cancelled has been credited to Black Twitter accounts.
- Celebrities who were once popular (Bill Cosby, Michael Jackson) and current celebrities (James Charles, Brendon Urie) have been called to be cancelled.
- The cancellation is akin to a cancelled contract, a severing of the relationship that once linked a performer to their fans. As Jonah Engel Bromwich writes in the New York Times, *“The word echoes the trend of on-demand subscriptions of content, from which a user can opt out just as easily as they opt in.”*

The Origin of Cancel Culture (2/2)

- Canceling is performative; to cancel someone publicly requires broadcasting the act, which makes the target of one's canceling a subject of attention.
- The objective behind canceling is often to deny that attention, so that the person loses cultural cachet.
- Bromwich quotes Lisa Nakamura, a professor in the Department of American Cultures at the University of Michigan, who says, "*People talk about the attention economy — when you deprive someone of your attention, you're depriving them of a livelihood.*"

-Merriam-Webster

Varying Perspectives of Cancel Culture

- Cancel culture has its place - it helps to call out and remove problematic people from mainstream culture.
- Let's call cancel culture what it really is: it is our way to exert some control over a world that is increasingly becoming more dangerous and less tolerant.
- In a cancel culture, we appoint ourselves the arbiters of right and wrong and also the judge and jury, because thanks to social media, we get to dole out punishment.

-Cambridge Dictionary

- If you don't know, there's discourse about how Cardi B and Nicki Minaj should be cancelled for previous homophobic and transphobic comments. (Whether or not they are actually "cancelled" is a different matter entirely.)
— Victoria Hou, The Columbia Daily Spectator, 6 Feb. 2019
- That's all it takes, folks. Listen to disenfranchised voices when they have a concern, learn, acknowledge, move on. We don't have to cancel anyone. They don't need to step down. There is no long and winding process of penance.
— Zach Johnston, Uproxx, 18 Jan. 2019

-Merriam-Webster

What is your
opinion of cancel
culture and why?



CANCELED

Problematic Behavior and Controversy

—

Define
problematic
behavior and
what that means
to you.

politically incorrect

ADJECTIVE

If you say that someone is **politically incorrect**, you mean that they do not care if they offend or upset other people in society, for example, with their attitudes toward sex, race, or disability.

-- Collins Dictionary

The Animal Crossing “Space Bun” Controversy

Animal Crossing: New Horizons released new inclusive hair options for Black fans at the end of last year. However, non-Black fans have started to appropriate and whitewash the hair options.



The Animal Crossing “Space Bun” Controversy

A white Animal Crossing player called the new puffs “space buns.” Discussions about if the hairstyles were exclusively for Black players or if they were exclusively Black hairstyles at all quickly emerged.



Exhibit A



@chillbending · Nov 21

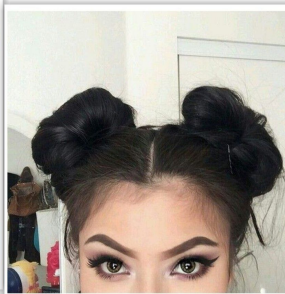
...

for anyone who needs to know the difference between afro puffs and space buns, on and off the game

afro puffs ↓



space buns ↓



afro puffs



you can literally see the braids and the puffs are textured to look like kinky hair

it's textured to look like straight hair... goofy



space buns

Exhibit B



Nesreen @lilbittysheer · Nov 21



LISTEN UP!! If the Afro buns Nintendo recently added to ACNH were space buns they would NOT be textured. They would look like the bun on the left. This isn't "gatekeeping" a hairstyle. It's as simple as, WHITE PEOPLE DON'T HAVE TEXTURED HAIR. They are not the same.



69

136

395



Exhibit C



madANXiETY | (131/300) @MahouEcho · Nov 21

...

Racists calling the afro puffs space buns in animal crossing like we don't already have space buns that look like totally different textured hair



113

32

308



More Discussion (1/2)

As critic Funké Joseph stated in Gamespot in June, “My villager can be me now, and I love that, but it took so damn long. It’s hard for me to even praise Nintendo for including it now when I, and so many others, needed it years ago. The bar for representation feels so dishearteningly low that companies are praised for including content that should have been there from [the] start; that we celebrate having our hair in a game as a ‘win,’ or having a black character that isn’t a stereotype as something innovative.”

Speaking to Polygon over Twitter regarding the space buns controversy, Joseph added, “It’s obviously a black hairstyle, something that people pushed hard to get in and the obvious trolls will say things like ‘space buns xP’ in a seemingly quirky way, but they know what they’re doing, who they’re erasing.”

- Polygon.com

More Discussion (2/2)



amanda // mini horizons (🍪 ~ 🍪❤️) · 7h

i - uh .. ma'am they're not space buns 🙄
they're afro puffs (not sure the correct name!) and they are meant for black girls.. us white girls cannot use them so i advise you to change them before its too late... 🙄🙄🙄

69 19 24



Agent Lactose @AgentTerror · 3h

Too late? until what happens?

2 37



amanda // mini horizons (🍪 ~ 🍪❤️)

@schrutehorizons

Replying to @AgentTerror and @stardewleaf

till others cancel her and put her name out there

6:08 · 21 Nov 20 · [Twitter for iPhone](#)



Surielle the Cookieblobber @B... · 3h

Replying to @schrutehorizons
[@AgentTerror](#) and [@stardewleaf](#)

So you want others to dox her for wearing a hairstyle?

1 70



amanda // mini horizons (🍪 ~ 🍪❤️) · 3h

she shouldn't be wearing the hairstyles if she's white , simple as that .

21 3

More Discussion (3/3)

- Fifi (@stardewleaf) later shared a picture of her golden retriever. She explained that he was turning 20 and was very sick but that her dog's unconditional love helped her cope with the hate she was receiving for her "space buns."
- Black Lives Matter activists used this opportunity to attempt to dox her, some even saying that they should "find and kill that racist dog".
- The hate she received was only a tiny fraction of the massive and overwhelmingly response she got. As it turns out, most people loved her "space buns". She got thousands and thousands of followers overnight and retweets by some bigger accounts.



What do you think of the
“space bun” controversy?
How do you feel about the
results (the hate, the
growth of followers, etc)?



B o w i e @BitchAssBowie · Nov 24

that poor girl who put space buns on her animal crossing character got doxxed apparently



155



300



5.3K



dox

/däks/

*verb*INFORMAL

past tense: **doxxed**; past participle: **doxxed**

1. search for and publish private or identifying information about (a particular individual) on the internet, typically with malicious intent.

"hackers and online vigilantes routinely dox both public and private figures"

- Oxford Languages

What is your opinion
of doxxing people?

Does it change
depending if they are
problematic or not?

As we have seen, cancel culture has no limits. From scandals and racist language to using hairstyles in video games, it remains a prevalent part of our digital world.

**Is there a line? If so,
where would you draw
it?**

Social Media Usage



Social Behavior & Needs

- Some of the social needs that cannot be met in everyday life such as social connectedness (SC) and general belonging (GB) can be met in the virtual environment via social media platforms, and this may affect the frequency of social media use.
- SC & GB are important social needs for individuals to build up and maintain relationships, especially in adolescents.



Problematic Social Media (SM) Use VS. Cyberbullying Perpetration

- **Problematic SM Use** - Comprised of mood changes and total preoccupation of using social media, having negative feelings and psychological symptoms when social media is unavailable, and having negative consequences in real-life areas because of excessive social media use.
- **Cyberbullying Perpetration** - Usage of online media/platforms to consistently bully an individual/group(s).

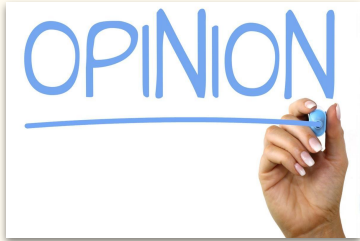


What's your reality?

According to a recent study: female students had more PSMU (Problematics Social Media Use) and less CBP (Cyberbullying Perpetration).

- It is reported that females demonstrated higher addictive behaviors among activities including social interactions. **What's your opinion?**
- An individual typically becomes a problematic social media user in order to cope with the real-life problems. **What's your opinion?**

**It is hypothesized that younger emerging adults and older adolescent students will be more problematic social media users and cyberbullying perpetrators.*



IMSA Handbook: Bullying

Students will demonstrate respect for others and contribute to the well-being of the community at all times. Bullying and cyberbullying are prohibited and will result in disciplinary action up to and including dismissal from the Academy.

Definition of Bullying

A. (Illinois General Assembly) – any severe or pervasive physical or verbal act or conduct, including communications made in writing or electronically, directed toward a student or students that has or can be reasonably predicted to have the effect of one or more of the following:

1. Placing the student or students in reasonable fear of harm to the student's or students' person or property;
2. Causing a substantially detrimental effect on the student's or students' physical or mental health;
3. Substantially interfering with the student's or students' academic performance; or
4. Substantially interfering with the student's or students' ability to participate in or benefit from the services, activities, or privileges provided by the Academy.

B. A pattern of any one or more of the following:

1. Gestures, including but not limited to obscene gestures and making faces.
2. Written, electronic, or verbal communications, including but not limited to calling names, threatening harm, taunting, malicious teasing, using angry and vulgar language, pretending to be someone else and sending or posting material to get that person in trouble, or spreading untrue rumors. Electronic communication includes but is not limited to a communication or image transmitted by email, instant message, text message, blog, or social networking website through the use of a telephone, mobile phone, computer, or other electronic device.
3. Physical acts, including but not limited to hitting, kicking, pushing, tripping, choking, damaging personal property, or unauthorized use of personal property.

Bias & Reporting It

The Illinois Mathematics and Science Academy values a diverse community where all members are able to participate fully in the IMSA experience. **Incidents of bias and hate affecting a person or group create a hostile climate and negatively impact the quality of the IMSA experience for community members. IMSA takes such incidents seriously and will investigate and respond to reported or observed incidents of bias** while under the jurisdiction of the Academy (See Policy JB- Student Expression). At IMSA, a hate or “bias-related” incident is an act that demonstrates prejudice against the victim’s actual or perceived race, color, gender, sexual orientation, ethnic origin, religion, ability and/or political affiliation.

Reporting Bullying and Bias Incidents:

Students who believe they are, or have been, the victim of bullying, or any student, parent or guardian, who witnesses bullying or has good reason to believe bullying is taking place, should **report the situation to anonymously via the LiveSafe app, to a school counselor, Resident Counselor, faculty or staff member immediately.** Students who have experienced or witnessed bias behavior, or any student, parent or guardian, or staff member who witnesses a bias incident should report the incident immediately to a school counselor, Resident Counselor or the Director of Equity and Inclusion.

Retaliation against any person who reports bullying or bias behavior in good faith, who is thought to have reported bullying or bias behavior, who files a complaint, or who otherwise participates in an investigation or inquiry concerning allegations of bullying is prohibited and will result in formal disciplinary action (See Policy JG-Student Discipline).

Intentionally making false reports about bullying to school officials is prohibited and will result in formal disciplinary action.