Research Article

The Effect of Cancel Culture to Free Speech on Social Media: Input for Drafting Legislation

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Abstract— Cancel culture, a digital phenomenon that has gained significant attention, is a boycott in which someone is called out and then "canceled" for their inappropriate behavior after voicing a disagreeable view, taking a stance regarded as "inappropriate," or acting in a way deemed offensive. The Philippines is taking a hard stance against this phenomenon by passing the first anti-cancel culture law in history, which legal experts believe could set a global precedent. This significant step could influence how other countries approach cancel culture [10]. If this proposed legislation is approved, it could significantly impact how individuals in the country express themselves and communicate on social media. In this context, the study aims to gather insights from Muntinlupeños' personal experiences and viewpoints on how cancel culture limits their ability to express themselves on social media freely. Muntinlupeños are people living in Muntinlupa, one of the cities in the Philippines' National Capital Region (NCR). Their shared inputs are important in formulating appropriate legislation to combat cancel culture and uphold the country's democracy, allowing everyone to express themselves, even on social media, freely.
The study has four (4) general inquiries: 1) the effect of cancel culture to free speech on social media, 2) the significant difference in the effect of cancel culture to the respondents' free speech on social media when grouped according to their demographic profile, 3) the significant relationship between the respondents' knowledge and understanding of cancel culture and its effect to free speech on social media, and 4) the proposed action or program to address the effect of cancel culture to preserve the country's democracy. The study used a quantitative descriptive approach to gather and analyze the data. A modified survey questionnaire assessed the demographic profile and determined how cancel culture affects free speech on social media. The study shows that the respondents understood cancel culture's context, objective or purpose, and consequences. They also attested that cancel culture frequently happens on social media. Conversely, the study shows that cancel culture significantly affects respondents' free speech, especially when expressing or posting their ideas and opinions, commenting or reacting to public posts, and sharing information and public posts on social media, respectively. As a result, cancel culture is a serious problem that jeopardizes Philippine democracy.

Keywords— Effect of Cancel Culture, Understanding Cancel Culture, Free Speech, Freedom of Expression, Social Media

1. Introduction

According to a study, the Philippines is a hotspot of cancel culture, with 89 million active social media users—more than 80% of the country's entire population—using social media. The study also demonstrated how these motions can begin in a private conversation before intensifying to the point when bashing or canceling happens in front of others. In a different survey, Milieu Insight, a research firm based in Southeast Asia, found that 42% of Filipinos believe the dispute has less bearing now that cancellations are more significant. Due to differing political opinions, voters in the most recent national elections in the Philippines canceled well-known individuals and their friends and relatives on social media, demonstrating that even regular people with limited social influence can be canceled [10].

Cancel culture is one of the buzzwords from the social media age. Beyond more traditional free speech arguments like "no-platforming," it puts forth the view that the right to free speech and the capacity to have opinions are being attacked from a new angle [1]. However, many observers argue that people who say they are being held accountable are the ones trying to restrict freedom of expression and that call-outs are a natural byproduct of voicing biased and racist ideas. They, therefore, do not perceive this as posing a danger to the right to free speech [2]. Those who argue against cancel culture first claim that it does not violate free speech. First, the ideas of legitimate political discourse and public pressure are not new. Social media has undoubtedly changed the ways and rates at which these ideas are spread, but the fundamentals are still the same. Just because someone is reluctant to say something because they think someone else won't like it

doesn't mean it is prohibited. To freely express oneself requires courage. Perhaps it is a violation of free speech in and of itself when someone needs to be shielded and coddled from the public's response to what they have to say [5]. Reaction to what they have to say is a violation of free speech in and of itself. The study's primary objective is to determine how cancel culture affects free speech on social media. It seeks public input on the detrimental effects of cancel culture on social media on the country's democracy, which can be used to create appropriate legislation.

2. Related Work

According to Jusay et al. (2022), the ongoing development of contemporary technology allows its users to participate in a wide range of online public sphere exchanges, such as discussions regarding diverse concepts and viewpoints. It has significantly impacted contemporary society, opening the door for several social movements and participation cultures, such as the so-called cancel culture. Even while the goal of this movement is to expose certain people or companies, it has undoubtedly fostered a mob mentality and harmed polite discourse, pushing the affected parties out of the community. In light of this, the study examined the various experiences and effects of cancel culture on social media among victims in the Philippines, both personally and socially. According to this study, the victims experienced cyberbullying, public humiliation, and retribution, all of which hurt their mental health. Furthermore, cancel culture is an example of online abuse that has increased in the public online sphere, making social media platforms less of a haven [6].

According to Jonsson (2022), the deliberate attempt to quiet someone who has purposefully or unintentionally offended someone is known as cancel culture. The study outlined how media specialists, journalists, and communication specialists understand, experience, and interpret cancel culture and how it affects their views on journalism and freedom of expression. The results are examined through the lens of participatory democracy and the public sphere theory. The conclusion demonstrates how cancel culture may undermine freedom of expression and journalism while simultaneously acting as a tool to confront societal injustices. Journalists may become more self-censorious due to being fired for covering contentious subjects that some people find distasteful. This could be detrimental to democracy as a whole [7].
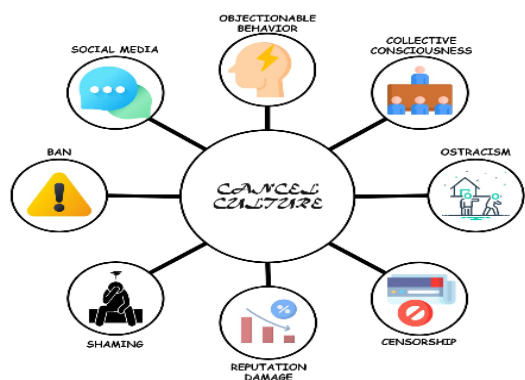
3. Theory

Figure 1. The Effects of Cancel Culture on Social Media [3]

The Public Sphere and Participatory Democracy

The definition of the public sphere that is most frequently used comes from Habermas (1964), who states that all people have access to it as private individuals. When citizens act as a unit, they create a public body that protects freedoms like association, assembly, and the publication of opinions on public and general interest issues. Bridges (2021) underlined that Habermas' concept is based on rationality and that citizens' arguments in the public sphere must be reasonable, logical, and sensible since they will shape public opinion. Bridges spoke about cancel culture and the digital public sphere [7].

The Harm Principle of Freedom of Expression

"Everyone has the right to freedom of opinion and expression; this right includes the freedom to hold opinions without interference and seek, receive, and impart information and ideas through any media, regardless of borders" Article 19 of the UDHR United Nations (2022). Everyone has the right to agree and disagree, according to Amnesty International (2022); the ability to express oneself freely is essential to a democratic society and the enjoyment of one's human rights. This idea was chosen because cancel culture is employed on social media without national jurisdiction. According to John Stuart Mill's Harm Principle, individuals should be free to do what they like if it doesn't hurt someone else. Since cancel culture has been defined as a response to someone who offends them or whose opinions they find troublesome, it's critical to remember the harm principle, which distinguishes offense and harm [7].

4. Methodology

This study used a quantitative descriptive approach to gather and analyze the data and understand the effect of cancel culture to free speech on social media.

The researchers also used a standardized quantitative instrument to collect data. A modified questionnaire was utilized to obtain the demographic profile and the effect of cancel culture to free speech on social media.

In the last part of each questionnaire, the researchers allowed the respondents to freely comment on their personal experiences and viewpoints about the topic.

The researchers selected one hundred fifty (150) Muntinlupeños as the respondents to fulfill the study's objective.

Table 1. Profile of Respondents According to Address

ADDRESS	
Brgy. Tunasan	25
Brgy. Poblacion	25
Brgy. Putatan	25
Brgy. Bayanan	25
Brgy. Alabang	25
Brgy. Cupang	25
TOTAL	150

Simple random sampling was used to obtain adequate information, a method in which a group of subjects is selected from a larger group for the study.

Before conducting the study, the researchers sought first the approval of the barangay captains of the six (6) barangays: Tunasan, Poblacion, Putatan, Bayanan, Alabang, and Cupang. The researchers randomly selected twenty-five (25) residents/samples in each barangay for equal distribution and representation with one hundred (150) respondents.

The researchers used a survey questionnaire to collect information needed for the study. This method was designed to analyze the gathered data statistically.

In this study, the researchers produced a modified questionnaire with options that could be answered easily by putting a checkmark on each box while leaving room for the respondents' comments or answers outside the choices.

The questionnaire was divided into two parts. The first part concerned the demographic profile of the respondents. The second part discussed the effects of canceling culture and free speech on social media.

The instrument used in this study is a survey questionnaire, which has undergone several validation tests by the college statistician and research expert of Pamantasan ng Lungsod ng Muntinlupa (PLMun) to check whether the formulated questions align with the SOP.

One hundred fifty (150) survey materials were distributed to the qualified residents to obtain the necessary information for analysis. The researchers discussed the instructions on the questionnaire so that the respondents completely understood the mechanics.

The result was tallied and tabulated according to the respondents' answers to the questionnaire. Once completed, tallies and tables were interpreted and analyzed using statistical tools.

To interpret the data effectively, the researchers utilized the following statistical tools: the Percentage, Weighted Mean, Independent Samples Test, One-way ANOVA, and Pearson Correlation Coefficient, often referred to as Pearson R.

1. Percentage. In mathematics, a percentage is a number or ratio that represents a fraction of 100. It is often denoted by the symbol "%" or simply as "percent" or "pct."

This tool was used to assess the demographic profile of the respondents statistically.

$$P = \frac{F}{N} x 100$$

Where:

    F - frequency
    N - total population of the respondents
    100 - constant number

2. Weighted Mean. A mean where some values contribute more than others. This statistical tool was used to analyze and interpret the data collected on the effect of cancel culture to free speech on social media.

$$X = \frac{Fx}{N}$$

Where:

    X - weighted mean
    F - frequency
    X - weight of each item
    N - total number of respondents

3. Independent Samples Test (t test). This compares the means and errors of the two groups to determine whether they differ significantly.

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{S_1^2}{N_1} + \frac{S_2^2}{N_2}}}$$

Where:

    $\bar{x}$ = Mean of the first of values
    $\bar{x}_2$ = Mean of the second set of values
    S_1 = Standard deviation of the first set of values
    S_2 = Standard deviation second set of values
    n_1 = Total number of values in the first set
    n_2 = Total number of values in the second set

4. One-way ANOVA. A generalization of the two-sample t-test. The F statistic compares the variability between the groups to the group variability [4].

$$F = \frac{MST}{MSE}$$

$$MST = \frac{\sum_{i=l}^{k}(T_i^2 / n_i) - G^2 / n}{k - i}$$

$$MSE = \frac{\sum_{i=l}^{k} \sum_{j=l}^{n_1} Y_{ij}^2 - \sum_{i-l}^{k}(T_i^2 / n_i)}{n - k}$$

Where F is the variance ratio for the overall test, MST is the mean square due to treatments/groups (between groups), MSE is the mean square due to error (within groups, residual mean square), Yij is an observation, Ti is a group total, G is the grand total of all observations, ni is the number in group i and n is the total number of observations.

5. Pearson Correlation Coefficient / Pearson R. This statistical formula measures the strength of variables and relationships. It was used to find the relationship between the respondents' knowledge and understanding of cancel culture and its effect to free speech on social media [4].

$$r_{xy} = \frac{N \sum XY - \sum X . \sum Y}{\sqrt{\{N \sum X^2 - (\sum X)^2\} \{N \sum Y^2 - (\sum Y)^2\}}}$$

Where:

    r_{xy} = product-moment coefficient of correlation between X and Y variables
    $\sum XY$ = Sum of the product of X and Y
    $\sum X$ = Sum of the scores of X variables
    $\sum Y$ = Sum of the scores of Y variables
    $\sum X^2$ = Sum of square of X_2
    $\sum Y^2$ = Sum of square of Y_2

6. Likert Scale. This is a frequency scale that uses fixed-choice response formats. It measures the respondents' knowledge and understanding of cancel culture and its effect to free speech on social media. This study's scale is 1 – 4, and 4 is the highest.

Where:
4 – Strongly Agree
3 – Agree
2 – Disagree
1 – Strongly Disagree

5. Results and Discussion

1. What is the demographic profile of the respondents?

Table 2. Demographic Profile of the Respondents in terms of Age

Age	Frequency	Percentage
18-27	46	31%
28-37	37	25%
38-47	33	22%
48-57	27	18%
58-67	5	3%
68 and above	2	1%
TOTAL	150	100%

Table 2 shows the profile of the respondents in terms of age wherein 46, or 31%, of the respondents were ages 18-27 years old; 37, or 25%, were ages 28-37 years old; 33, or 22%, were ages 38-47 years old; 27, or 18% were ages 48-57 years old; 5, or 3% were ages 58-67 years old, and 2 of them which is 1% were of ages 68 years old and above. Most respondents were 18- 27 years old, followed by 28- 37. These respondents who belonged to the lower age brackets or the youngest among the age brackets were the most active and the most interested in the subject of this study.

Table 3. Demographic Profile of the Respondents in terms of Gender

Gender	Frequency	Percentage
Male	62	41%
Female	88	59%
TOTAL	150	100%

Table 3 shows the demographic profile of the respondents in terms of gender. 62 or 41% of the respondents were male, and 88 or 59% were female, for 150 or 100%. Most of the respondents who participated in this study were female.

Table 4. Demographic Profile of the Respondents in terms of Marital Status

MARITAL STATUS	Frequency	Percentage
Married/Domestic Partnership	52	35%
Widowed	7	5%
Single	75	50%
Separated	16	11%
TOTAL	150	100%

Table 4 shows the respondents' marital status profile. The majority of the respondents, 75 or 50%, were single, 52 or 35% were married or engaged in a domestic partnership, 16 or 11% were separated, and 7 or 5% were widowed. This shows that respondents who are single in terms of marital status were most likely to participate in the survey. They were the ones most interested in the subject of the study.

Table 5. Demographic Profile of the Respondents in terms of Religion

Religion	Frequency	Percentage
Catholic	85	57%
Protestant	17	11%
Iglesia ni Cristo	23	15%
Seventh Day Adventist	13	9%
United Church of Christ	4	3%
Independent Philippine Church	2	1%
Mormons	2	1%
Jehovah's Witnesses	4	3%
TOTAL	150	100%

Table 5 shows the respondents' profile in terms of religion. Most respondents were Catholic, 85 or 57%, followed by Iglesia ni Cristo, 23 or 15%. In comparison, 17 or 11% were Protestant, 13 or 9% were Seventh-day Adventists, 4 or 3% were United Church of Christ and Jehovah's Witnesses, and 2 or 1% were Independent Philippine Church and Mormons, respectively. This study does not encompass only one religion but all religions in Muntinlupa City.

Table 6. Demographic Profile of the Respondents in terms of Education

Education	Frequency	Percentage
No Schooling Completed	12	8%
Grade School Graduate	22	15%
High School Graduate	43	29%
Associate Degree	6	4%
Bachelor's Degree	52	35%
Master's Degree	13	9%
Doctorate Degree	2	1%
TOTAL	150	100%

Table 6 shows the profile of the respondents in terms of their educational attainment: 52 or 35% of the respondents were Bachelor's Degree holders, 43 or 29% were High School Graduates, 22 or 15% were Grade School Graduates, 13 or 9% were Master's Degree holders, 12 or 8% had No Schooling Completed, 6 or 4% were Associate Degree holders, and the remaining 2 or 1% completed a Doctorate Degree holders. This study is extended from no schooling completed to a Doctorate Degree as part of the profile of respondents in terms of educational attainment. The majority of the respondents' educational attainment is a Bachelor's Degree.

Table 7. Social Media Account/Platform of the Respondents

Social Media Platform	
Facebook	146
Instagram	84
TikTok	115
Twitter	133
LinkedIn	37
Snapchat	25
Others	5
TOTAL	145

Table 7 shows the respondents' social media accounts. The participants attested that cancel culture is prevalent on these platforms. The researchers opted to incorporate their social media accounts since the study seeks their personal experiences and views of how cancel culture affects their ability to express themselves freely, particularly their ideas and opinions on social media. Most of the respondents use Facebook, Instagram, and TikTok.

2. To what extent do respondents understand Cancel Culture?

Table 8. The Extent of the Respondents' Understanding of Cancel Culture in terms of Context

Objective/Purpose	Weighted Mean	Verbal Interpretation	Rank
1. I understand that the primary objective of cancel culture is to hold people accountable for their actions.	3.11	Agree	2
2. I understand that cancel culture often silences diverse perspectives and limits freedom of speech.	2.93	Agree	5
3. I understand that cancel culture can create divisiveness among people and nations.	3.03	Agree	4
4. I understand that cancel culture punishes individuals for unacceptable online opinions.	3.07	Agree	3
5. I understand that cancel culture helps to raise awareness and knowledge about critical social issues.	3.12	Agree	1
Categorical Mean	3.05	Agree	

Table 8 shows the respondents' understanding of cancel culture in terms of its context. Based on the survey results, as shown above, the respondents agreed, with an overall weighted mean of 3.16, that they understood the context of cancel culture. The respondents agreed that they understood that cancel culture targets everyone regardless of social status, with a weighted mean of 3.24; they agreed that they understood that cancel culture is a new phenomenon trending in the Philippines, with a weighted mean of 3.18; they agreed that they understood that cancel culture often happens on social media, with a weighted mean of 3.20, they agreed that they understood that cancel culture starts with online activities and social interactions with 3.08, and they agreed that they understood that anyone can cancel someone if their beliefs and opinions do not conform to or match with the public with 3.11, respectively.

Table 9. The Extent of the Respondents' Understanding of Cancel Culture in terms of Objective/Purpose

Context	Weighted Mean	Verbal Interpretation	Rank
1. I understand that cancel culture targets everyone regardless of social status.	3.24	Agree	1
2. I understand that cancel culture is a new phenomenon trending in the Philippines.	3.18	Agree	3
3. I understand that cancel culture often happens on social media.	3.20	Agree	2
4. I understand that cancel culture starts with online activities and social interactions.	3.08	Agree	5
5. I understand that anyone can cancel someone if their beliefs and opinions do not conform to or match with the public.	3.11	Agree	4
Categorical Mean	3.16	Agree	

Table 9 shows the respondents' understanding of cancel culture in terms of its objective or purpose. Based on the survey results, as shown above, the respondents agreed, with an overall weighted mean of 3.05, that they understood the objective or purpose of cancel culture. The respondents agreed that they understood that the primary objective of cancel culture is to hold people accountable for their actions, with a weighted mean of 3.11; they agreed that they understood that cancel culture often silences diverse perspectives and limits freedom of speech, with a weighted mean of 3.93; they agreed that they understood that cancel culture can create divisiveness among people and nations, with a weighted mean of 3.03, they agreed that they understood that cancel culture punishes individuals for their unacceptable online opinions with 3.07, and they agreed that they understood that cancel culture helps to raise awareness and knowledge about critical social issues with 3.12, respectively.

Table 10. The Extent of the Respondents' Understanding of Cancel Culture in terms of Consequences

Consequence	Weighted Mean	Verbal Interpretation	Rank
1. I understand that being canceled can have serious negative consequences on someone's mental health and personal and even professional life.	3.03	Agree	4
2. I understand that cancel culture can lead to self-censorship and discourage open dialogue.	3.16	Agree	1
3. I understand that cancel culture is an unlawful and unethical way of exposing someone's disrespectful and unethical behavior online.	2.98	Agree	5
4. I understand that the consequences of cancel culture are improper and life-threatening to someone.	3.09	Agree	3
5. I understand that the consequence of cancel culture promotes a culture of fear and intimidation.	3.10	Agree	2
Categorical Mean	3.07	Agree	

Table 10 shows the respondents' understanding of cancel culture in terms of its consequences. Based on the survey results, as shown above, the respondents agreed, with an overall weighted mean of 3.07, that they understood the consequences of cancel culture. The respondents agreed that they understood that being canceled can have serious negative consequences on someone's mental health and personal and even professional life, with a weighted mean of 3.03; they agreed that they understood that cancel culture can lead to self-censorship and discourage open dialogue, with a weighted mean of 3.16; they agreed that they understood that cancel culture is an unlawful and unethical way of exposing someone's disrespectful and unethical behavior online, with a weighted mean of 2.98, they agreed that they understood that the consequences of cancel culture are improper and life-threatening to someone with 3.09, and they agreed that they understood that the consequence of cancel culture promotes a culture of fear and intimidation with 3.10, respectively.

Table 11. The Extent of the Respondents' Understanding of Cancel Culture

Variable	Categorical Mean	Verbal Interpretation	Rank
Context	3.16	Agree	1
Objective/Purpose	3.05	Agree	3
Consequences	3.07	Agree	2
Overall Mean	3.10	Agree	

Table 11 shows that the respondents' overall understanding of the cancel culture is agree, with an overall average weighted mean of 3.10. The respondents agreed that they understood the context with an average weighted mean of 3.16, the objective or purpose with an average weighted mean of 3.05, and the consequences with an average weighted mean of 3.07, respectively.

Below are some of the comments of the respondents:
1. Cancel culture is like a trial by publicity. Issues go viral faster than they can be adequately investigated, and the person who gets canceled has difficulty recovering.
2. Sometimes, cancel culture has a good purpose, especially if it involves abusive people in positions of power. At least the public becomes aware of their actions.
3. The problem with cancel culture is that not all information is accurate. Videos can be edited, and context can be missing. Then, the person gets judged immediately, and their life is ruined.
4. Cancel culture in the Philippines is often seen as a way for people to hold public figures accountable for their actions. In our society, where traditional media sometimes fails to address specific issues, social media has become a powerful platform for ordinary people to voice their concerns and demand justice.
5. I believe cancel culture's primary objective is to bring about social change. By calling out and 'canceling' individuals or entities who engage in harmful behaviors or espouse problematic views, the goal is to discourage such actions and promote a more respectful and inclusive society.

3. What is the effect of Cancel Culture to the respondents' free speech on social media in terms of:

Table 12. The Effect of Cancel Culture to the Respondents' Free Speech on Social Media in terms of Expressing/Posting Ideas and Opinion

Expressing/Posting of Ideas and Opinions	Weighted Mean	Verbal Interpretation	Rank
1. I am more hesitant to share my genuine opinions online for fear of being canceled.	3.05	Agree	1
2. I carefully consider how the public could perceive my online posts before sharing them due to concerns about cancel culture.	3.03	Agree	3
3. I have refrained from posting my ideas and opinions online because I was worried about adverse reactions or being canceled.	3.05	Agree	2
4. Cancel culture makes me feel like I can't freely express myself on social media.	2.98	Agree	5
5. To avoid being canceled, I am more likely to agree with popular opinions online, even if I don't entirely agree.	3.02	Agree	4
Categorical Mean	3.03	Agree	

Table 12 shows the effect of cancel culture to the respondents' free speech on social media in terms of expressing or posting ideas and opinions. Based on the survey results, as shown above, the respondents agreed, with an overall weighted mean of 3.03, that cancel culture significantly affects free speech, particularly in expressing and posting their ideas and opinions on social media. The

respondents agreed that they are more hesitant to share their genuine opinions online for fear of being canceled, with a weighted mean of 3.05; they agreed that they carefully consider how the public could perceive their online posts before sharing them due to concerns about cancel culture, with a weighted mean of 3.03; they agreed that they refrained from posting their ideas and opinions online because they were worried about adverse reactions or being canceled, with a weighted mean of 3.05, they agreed that cancel culture makes them feel like they can't freely express themselves on social media with 2.98. They agreed they are more likely to agree with popular opinions online, even if they don't entirely agree, to avoid being canceled with 3.02.

Table 13. The Effect of Cancel Culture to the Respondents' Free Speech on Social Media in terms of Commenting/Reacting to Public Posts

Commenting/Reacting to Public Posts	Weighted Mean	Verbal Interpretation	Rank
1. I am less likely to comment on controversial public posts due to concerns about cancel culture.	3.09	Agree	3
2. I am more cautious about expressing disagreement or criticism on public posts for fear of backlash or being canceled.	3.13	Agree	2
3. I have avoided engaging in online discussions on specific topics because I was worried about being canceled.	2.97	Agree	5
4. Cancel culture makes me feel like I can't openly share my views in the comments section of public posts.	3.26	Agree	1
5. I am likelier to comment only on public posts on which my views are aligned with the public to avoid potential conflict or being canceled.	2.98	Agree	4
Categorical Mean	3.08	Agree	

Table 13 shows the effect of cancel culture to the respondents' free speech on social media in terms of commenting or reacting to public posts. Based on the survey results, as shown above, the respondents agreed, with an overall weighted mean of 3.08, that cancel culture significantly affects free speech, particularly in commenting or reacting to public posts on social media. The respondents agreed that they are less likely to comment on controversial public posts due to concerns about cancel culture, with a weighted mean of 3.09; they agreed that they are more cautious about expressing disagreement or criticism on public posts for fear of backlash or being canceled, with a weighted mean of 3.13; they agreed that they have avoided engaging in online discussions on specific topics because they were worried about being canceled, with a weighted mean of 2.97, they agreed that cancel culture makes them feel like they can't openly share their views in the comments section of public posts with 3.26. They agreed that they are likelier to comment only on public posts on which their views are aligned with the public to avoid potential conflict or being canceled with 2.98, respectively.

Table 14. The Effect of Cancel Culture to the Respondents' Free Speech on Social Media in terms of Sharing Information and Public Posts

Sharing Information and Public Posts	Weighted Mean	Verbal Interpretation	Rank
1. I am less likely to share news articles or information online if it could cause controversy or be perceived as an offense to the public due to cancel culture concerns.	3.09	Agree	1
2. I carefully consider the potential reactions of the public before sharing posts on social media because of cancel culture.	2.93	Agree	5
3. I have decided not to "publicize" my posts online because I am worried about being associated with views that could result in my being canceled.	3.04	Agree	2
4. Cancel culture makes me hesitant to share information online, even if it's from reputable sources.	3.02	Agree	4
5. I am likely to post or share only widely accepted information or information unlikely to cause controversy to avoid being canceled.	3.03	Agree	3
Categorical Mean	3.02	Agree	

Table 14 shows the effect of cancel culture to the respondents' free speech on social media in terms of sharing information and public posts. Based on the survey results, as shown above, the respondents agreed, with an overall weighted mean of 3.02, that cancel culture significantly affects free speech, particularly in sharing information and public posts on social media. The respondents agreed that they are less likely to share news articles or information online if they think it could cause controversy or be perceived as an offense to the public due to cancel culture concerns, with a weighted mean of 3.09; they agreed that they carefully consider the potential reactions of the public before sharing posts on social media because of cancel culture, with a weighted mean of 2.93; they agreed that they have decided not to "publicize" their posts online because they are worried about being associated with views that could result in their being canceled, with a weighted mean of 3.04, they agreed that cancel culture makes them hesitant to share information online, even if it's from reputable sources with 3.02. They agreed that they are likely to post or share only widely accepted information or information unlikely to cause controversy to avoid being canceled with 3.03, respectively.

Table 15. The Effect of Cancel Culture to the Respondents' Free Speech on Social Media

VARIABLE	Categorical Mean	Verbal Interpretation	Rank
Expressing/Posting Ideas and Opinions	3.03	Agree	2
Commenting/Reacting to Public Posts	3.08	Agree	1
Sharing Information and Public Posts	3.02	Agree	3
Overall Mean	3.04	Agree	

Table 15 shows that the effect of cancel culture to the respondents' free speech on social media is agree, with an overall average weighted mean of 3.04. The respondents agreed that cancel culture significantly affects free speech, particularly in expressing or posting their ideas and opinions,

with an average weighted mean of 3.03, commenting or reacting to public posts with an average weighted mean of 3.08, and sharing information and public posts with an average weighted mean of 3.02, respectively.

Below are some of the comments of the respondents:
1. Cancel culture here in the Philippines? It seems worse here. Sometimes, a minor issue gets blown out of proportion. Then, it's boycott this, bash that. It's scary to post anything.
2. It is important to hold people accountable for their actions and words, especially public figures. But some are quick to judge. Can't people make mistakes? I used to comment on political posts actively. Now, I stay silent. I'm afraid what I say might be misinterpreted, and I'll get scolded.
3. I used to comment actively on political posts. Now, I stay silent. I'm afraid what I say might be misinterpreted, and I'll get scolded.
4. I know someone who canceled because of a tweet from years ago and lost their job. It's sad because they're not like that anymore.
5. I've become more careful about what I post online. I think carefully about whether I might hurt others. We should be responsible for what we say.

4. When grouped according to their demographic profile, is there a significant difference in the effect of Cancel Culture to the respondents' free speech on social media?

H_o: There is no significant difference in the effect of Cancel Culture to the respondents' free speech on social media when grouped according to their demographic profile.

Table 16. Independent Samples Test: Test for significant differences in the Effect of Cancel Culture to the Respondents' Free Speech on Social Media when grouped according to Gender

VARIABLE	t	df	Sig. (2-tailed)	Conclusion	Decision
Expressing/ Posting Ideas and Opinions	-.958	141	.34	$p > .05$	Failed to Reject H_o
Commenting/ Reacting on Public Posts	-.437	119	.663	$p > .05$	Failed to Reject H_o
Sharing Information and Public Posts	.102	133	.919	$p > .05$	Failed to Reject H_o

Table 16 shows the test result for comparing means using the independent samples test. Based on the result, the computed p-values for Expressing/Posting Ideas and Opinions, Commenting/Reacting to Public Posts, and Sharing Information and Public Posts were less than the alpha level .05; thus, the researchers failed to reject the null hypothesis. There is not enough evidence to support that there is a significant difference in the effect of cancel culture to the respondents' free speech on social media when grouped according to their Gender $[t_{150} = -.958 \text{ to } .102, (p = .34 \text{ to } .919)].$

Table 17. ANOVA: Test for a significant difference in the Effect of Cancel Culture to the Respondents' Free Speech on Social Media when grouped according to Age, Religion, Marital Status, and Educational Attainment

	df	F	Sig.	Conclusion	Decision
AGE					
Expressing / Posting Ideas and Opinions	5	0.9	.483	p > .05	Failed to Reject H_o
	144				
Commenting / Reacting to Public Posts	5	0.626	.68	p > .05	Failed to Reject H_o
	144				
Sharing Information and Public Posts	5	1.09	.368	p > .05	Failed to Reject H_o
	144				
MARITAL STATUS					
Expressing / Posting Ideas and Opinions	3	0.814	.488	p > .05	Failed to Reject H_o
	146				
Commenting / Reacting to Public Posts	3	0.159	.924	p > .05	Failed to Reject H_o
	146				
Sharing Information and Public Posts	3	1.228	.302	p > .05	Failed to Reject H_o
	146				
RELIGION					
Expressing / Posting Ideas and Opinions	6	0.498	.809	p > .05	Failed to Reject H_o
	143				
Commenting / Reacting to Public Posts	6	1.901	.085	p > .05	Failed to Reject H_o
	143				
Sharing Information and Public Posts	6	0.833	.547	p > .05	Failed to Reject H_o
	143				
EDUCATIONAL ATTAINMENT					
Expressing / Posting Ideas and Opinions	6	0.993	.432	p > .05	Failed to Reject H_o
	143				
Commenting / Reacting to Public Posts	6	0.499	.808	p > .05	Failed to Reject H_o
	143				
Sharing Information and Public Posts	6	1.047	.397	p > .05	Failed to Reject H_o
	143				

Table 17 shows the result of the Analysis of Variance for comparison in the effect of cancel culture to the respondents' free speech on social media when grouped according to Age, Religion, Marital Status, and Educational Attainment. Based on the result, the respondents' Age showed no significant difference in the effect of cancel culture [F(5,144)=0.626 to 1.09, p=.368 to .68].

Also, the respondents' Marital Status showed no significant difference in the effect of cancel culture [F(3,146)=0.159 to 1.228, p=.302 to .924]. In addition, the respondents' Religion

showed no significant difference in the effect of cancel culture [F(6,143)=0.498 to 1.901, p=.085 to .809]. Finally, the respondents' Religion showed no significant difference in the effect of cancel culture [F(6,143)=0.499 to 1.047, p=.397 to .808].

5. Is there a significant relationship between the respondents' knowledge and understanding of Cancel Culture and the effect of Cancel Culture to free speech on social media?

H$_o$: There is no significant relationship between the respondents' knowledge and understanding of Cancel Culture and the effect of Cancel Culture to free speech on social media.

Table 18. Pearson Correlation: Test for a significant relationship between the Respondents' Knowledge and Understanding of Cancel Culture and Its Effect to Free Speech on Social Media

	VARIABLE	A	B	C	D	E	F
A.	Context	1					
B.	Objective/Purpose	0.93**	1				
C.	Consequences	0.91**	0.96**	1			
D.	Expressing/Posting of Ideas and Opinions	0.47**	0.47**	0.42**	1		
E.	Commenting/Reacting to Public Posts	0.37**	0.40**	0.36**	0.84**	1	
F.	Sharing Information and Public Posts	0.40**	0.41**	0.41**	0.80**	0.84**	1

** Correlation is significant at the 0.05 level (2-tailed).

Table 18 shows the result of the correlation analysis between the respondents' understanding of cancel culture and its effect to free speech on social media. The results are as follows:

There is a significant relationship between Context and Expressing/Posting Ideas and Opinions, Commenting/Reacting to Public Posts, and Sharing Information and Public Posts, with computed r=.37 to .47. This implies a significant and moderate positive correlation between variables.
Moreover, there is a significant relationship between Objective / Purpose and Expressing/Posting Ideas and Opinions, Commenting/Reacting to Public Posts, and Sharing Information and Public Posts with computed r=.40 to .47. This also implies a significant and moderate positive correlation between variables.
Finally, there is a significant relationship between Consequences and Expressing/Posting Ideas and Opinions, Commenting/Reacting to Public Posts, and Sharing Information and Public Posts with computed r=.36 to .42. This also implies a significant and moderate positive correlation between variables.

6. Conclusion and Future Scope

The finding clearly shows that cancel culture significantly affects the respondents' free speech on social media. In response, the researchers propose the following initiatives and programs:

1. The study recommends that the Philippine government strengthen the country's constitution, especially the sections and other applicable legislation safeguarding every citizen's right to free speech. This right permits citizens to express their thoughts and opinions openly, even on social media platforms, per the law. Speech protection will guarantee that everyone can use their unrestricted right to free speech and maintain democracy in the country.

"Everyone shall be guaranteed freedom of thought and speech."
"Citizens are guaranteed freedom of speech, the press, assembly, demonstration, and association."

"Everyone has the right to express and disseminate his or her thoughts and opinions by speech, in writing or pictures or through other media, individually or collectively [8]."

2. The study recommends that the Philippine government enact further and specific legislation for cancel culture to preserve and protect free expression in the country. This would eradicate cancel culture on social media and stop personal attacks, censorship, exclusion, harm to one's reputation, shaming, etc.

3. The study recommends reinvigorating the culture of free speech as a countermeasure against cancel culture. Higher education, businesses, and social media are the backbone of a free society; therefore, free speech culture and ideals must be implemented in these cultural institutions. It permits unrestricted speech to flourish in all settings, whether public or private, in accordance with the law. Restoring the culture of free speech promotes democratic values such as everyone's right to express their opinions, the principle that you should never judge a book by its cover, the ability to disapprove arguments made by others, and the constant acceptance that you could be mistaken [9].

4. The study calls for CEOs of all social media companies to work to advance free expression on social media by creating a uniform policy. Everybody should be able to exercise their right to free speech on social media platforms, where they can share their ideas and views. To guarantee that everyone is safe and able to express their opinions freely, the community guidelines and standards for social media should be reviewed, and more stringent regulations should be implemented.

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AUTHORS PROFILE

Roden A. Samson, DPA, was a former professor at Southern Leyte State University-Main Campus (SLSU) from 2011-2014 and Lyceum of Alabang (LOA) from 2014-2022, respectively, as his training ground. He was a consistent honor student in his elementary grade (Valedictorian) and secondary degree (Honorable Mention). He obtained his Bachelor of Arts Degree major in Political Science at Leyte Colleges School of Law – UP Visayas Tacloban College as an academic scholar and graduated cum laude in 2010. Through a scholarship grant from the ACT Teachers Party-list, he finished his Master's Degree in Master in Management at SLSU in 2013. He earned units for his doctorate in Doctor in Management Technology major in Public Resource Management at Eastern Visayas State University (EVSU) in Tacloban City. Later, he enrolled in one of the ladderized programs of the University of Manila (UM), a Master of Public Administration degree leading to a Doctor of Public Administration, and graduated in 2019.

As one of the core faculty members of LOA, he was a dynamic adviser to various organizations and a Director for Research, Development, Extension, and Publication. He was also awarded Outstanding Adviser and Faculty, respectively. For that, he performed multitasking exposed in teaching and administrative work. He is a critic consultant to various research on faculty and students and a writer and speaker inside and outside the school. His tactical plan and research study were nominated as one of the best presentations and best papers for his dissertation. He is the principal author of the Research, Development, Extension, and Publication (RDEP) Manual, Research Guide for Faculty and Students, and Simplified Logic with Exemptions to the General Rule and Concrete Examples, published in LOA. He is a Senior

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He is an Assistant Professor II at Pamantasan ng Lungsod ng Muntinlupa (PLMun), teaching Graduate and Undergraduate Studies. He holds various university roles, including Director for Curriculum Development, Research Focal Person, and Executive Secretary of the Academic Advisory Council (AAC).

Kenneth Humpay, LCB, MCSC, while deeply rooted in the practicalities of logistics, customs administration, and supply chain management, Kenneth Humpay possesses a unique perspective shaped by his passion for social science research. A consistent honor student and former academic scholar, Kenneth holds a Bachelor of Science in Customs Administration from the University of Cebu and is a licensed customs broker.
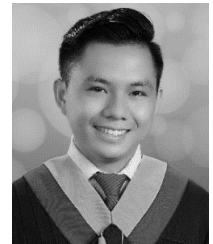
His professional journey, beginning with managing transport operations and ensuring regulatory compliance, provided him with firsthand insights into the intricate workings of global trade. Kenneth's expertise extends beyond logistics; he served as a trusted advisor to clients and stakeholders, demystifying complex customs procedures, import/export policies, and related matters. This experience ignited his interest in these systems' social and economic impacts, fueling his desire to delve deeper through research.

Kenneth is balancing his role as a fulfillment officer with pursuing a Master's Degree in Customs Administration and Supply Chain at the Lyceum of the Philippines University-Manila. This endeavor reflects his commitment to continuous learning and his desire to bridge the gap between practical application and academic exploration.

Kenneth's interest in social science research is not merely academic; it's about understanding the human impact of global systems. He seeks to analyze trade policies' social and economic consequences, explore international commerce's cultural nuances, and contribute to a more equitable and sustainable future. His art appreciation further speaks to his ability to find connections and meaning in diverse aspects of life.