CANCEL CULTURE CENTRAL

Navigating Future Networks: A Comprehensive Project Overview

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PROJECT OVERVIEW

1.1 Our Challenge

1.1.1 Personas
A key foundation in beginning our 'Cancel Culture' project was ideating which persona we planned to target as our audience. We decided that our audience persona would be people of all ages, who interact with social media on a regular basis.

1.1.2 Social Utility Statement
Our project's social utility was to spread awareness of the extent social media impacts our opinions, as well as how social media can exacerbate and exaggerate culture. Our project focuses on mob mentality in society and aims to address the emerging issue of AI in the world of media.

### 1.1.3 Topic of Emergent Future Networks
The concepts of anticipatory spaces and online tribes coincides with our topic of cancel culture. This shaped our thinking as we evolved our project direction with our Instagram page.

PROJECT OVERVIEW

1.2. Project and Achievements So Far

This project aims to delve deeper into the theory and practice of cancel culture by exploring the context, history, issues and potential of this phenomenon. The Instagram page and online website has allowed us to have a wide reach of potential personas. Furthermore, by utilising AI to address this issue, we could look into the phenomenon of cancel culture through a different lens. Whilst we believe our project has provided a unique and deeper perspective into cancel culture, our Instagram has achieved hundreds of views, but only a fraction of followers. Our website has also garnered lots of visits.
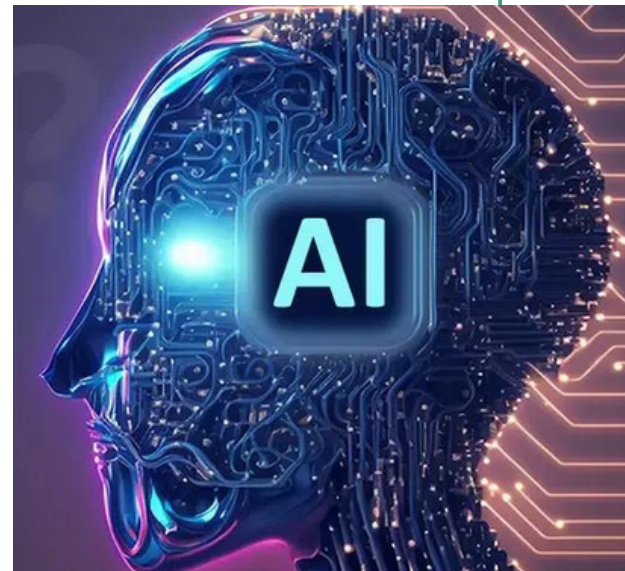
HOW THE PROJECT FUNCTIONS

2.1. Use of Your Digital Artefact

Our audience uses our project to keep up to date on recent celebrities and influencers who have been cancelled in the media. People can also use our project to voice their own opinions about celebrities who have been cancelled. This aspect of our project was successful, as we wanted to showcase how social media spreads gossip and ultimately amplifies cancel culture. However, we decided to evolve our digital artefact to highlight that cancel culture has been prevalent in society before the development of digital media. We began creating posts that explain this concept through historical examples of cancel culture. This will allow our audience to learn more about a notion they participate in nearly every day.

2.2. Production

Our production process involved creating specific campaign objectives which enabled us to make defined objectives for this project. Our main goal for this project was to understand the ways social media specifically impacts cancel culture. To do this we all contributed to content creation and created posts for Instagram which would resonate with our audience. We also planned how often we should post our content and utilised our media management skills to post multiple times a week. During the semester, when we were questioning our production goals, we minimised our postage to ensure we were only posting what is actually relevant. This was to avoid posting meaningless information and enabled us time to re-evaluate our plan.

HOW THE PROJECT FUNCTIONS

2.3 Media Touchpoints

Our primary media touchpoints for audience engagement are Instagram and our website. Our overarching communication strategy is centred on igniting open conversations about cancel culture, with a focus on fostering balanced discussions and exploring the boundaries of public shaming.
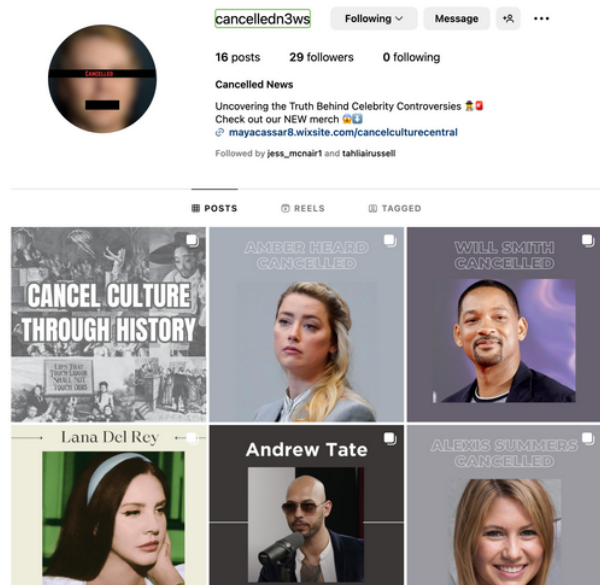
Our website features a dedicated forum for participants to engage in these conversations and offers exclusive designs for download or purchase as part of our merchandise collection. On Instagram, we've optimised our content with strategic hashtags, compelling visuals, and thought-provoking captions. Our posts cover real and fictitious celebrity cancellations, aiming to challenge online information perceptions.

While our Instagram has maintained its core features, we have also recently ventured into the historical side of cancel culture, looking into the origins, providing our audience with a deeper understanding of this contemporary phenomenon.
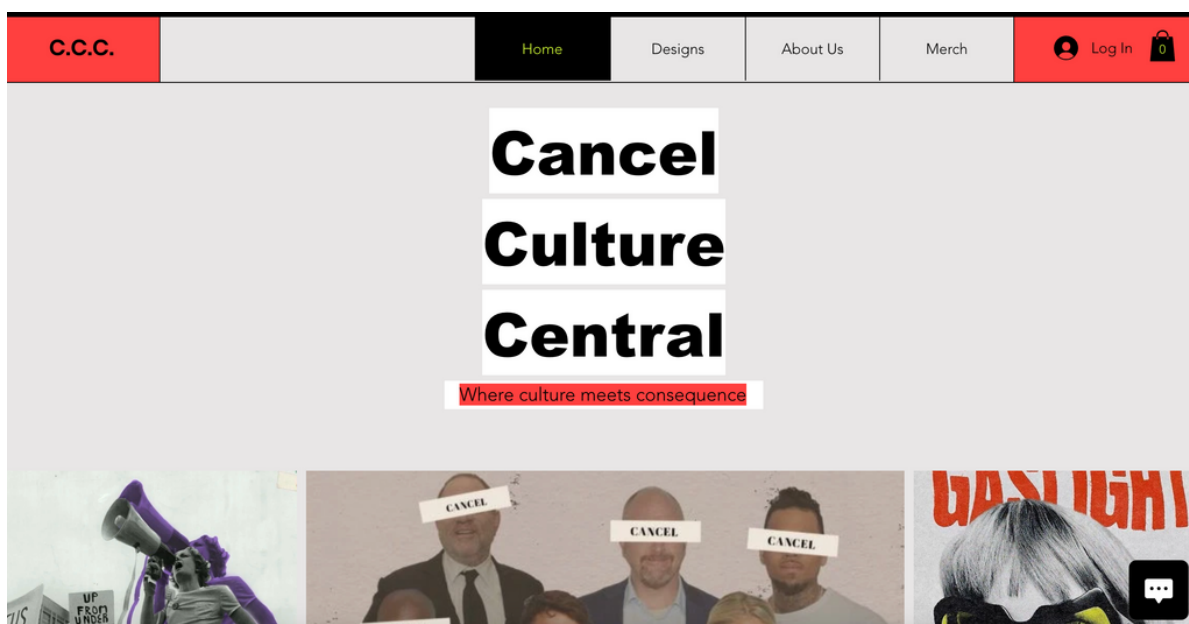
RESULTS AND FUTURE
3.1 Overall Results and Impact

3.1.1 Social utility successes and challenges

Our concluding results showed we haven't gained the traction we hoped for the social utility of our project. Although, we gained some insight through comments on our Instagram page regarding our fake, AI-generated posts, showing that people do believe things without further research.
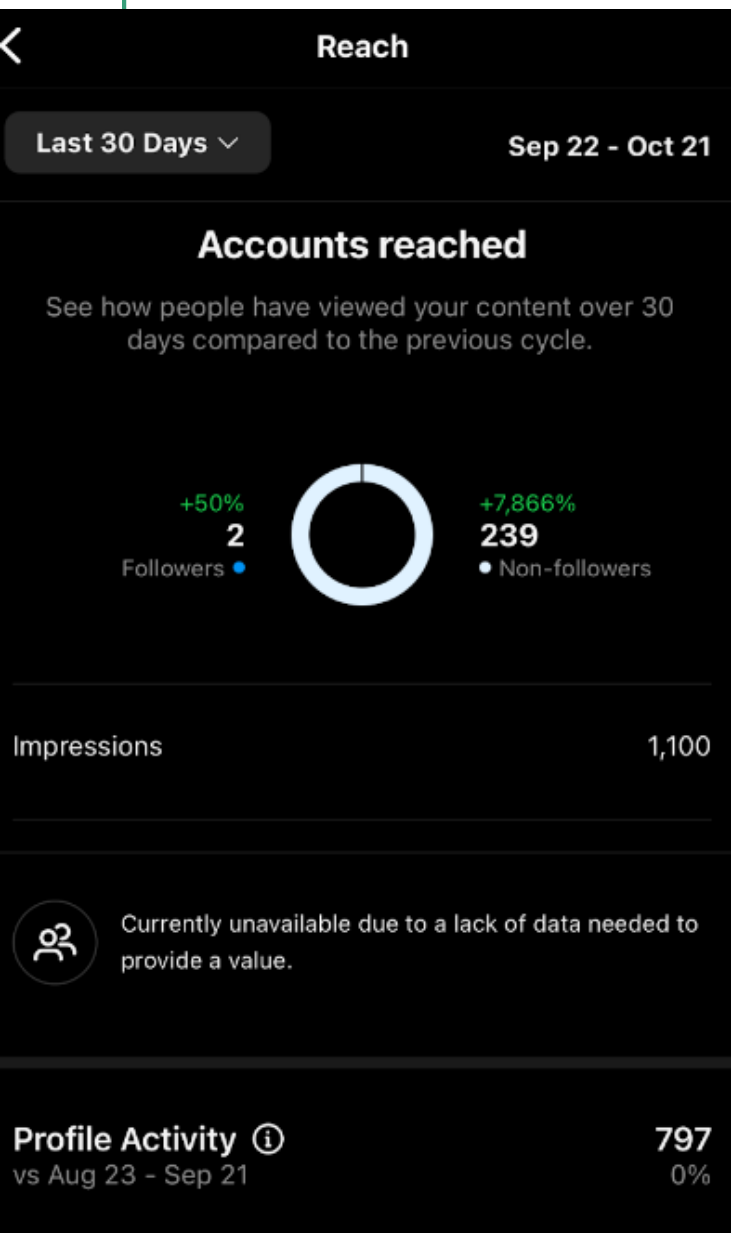
3.1.2 Useful data points on social utility and sustainability

Our Instagram page has a total of 31 followers. Looking at our Instagram statistics, we reached a lot of people but gained minimal engagement.

3.2. Project Sustainability
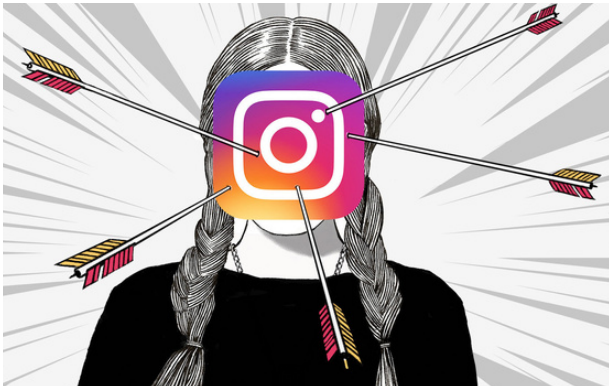
Our project presents itself as sustainable with the potential to continue limitlessly as Cancel Culture becomes more and more prevalent in our modern society. The project is also sustainable through our chat forums, comment sections and free downloadable designs.

3.1.3 Problems discovered and unaddressed

We've found that the lack of engagement most likely occurred from the lack of consistency of our posting, but also without money to boost engagement it was difficult to gain traction.

Our Forum

Cancel Culture Central

A free space to chancel whoever you wish!

Click Here!

Download Designs

To make our project sustainable we have decided to have our merch designs free to download so you can create your own work!

DOWNLOAD

CONCLUSION

Overall, our project served as a successful demonstration regarding AI's ability to fabricate and therefore, worsen cancel culture. The interest and reaction to our Instagram page established our project's social utility and sustainability, indicating successful results, however, there is room for improvement.