

**GP JC2 Preliminary Examination 2021**  
**Paper 2**  
**Answer Scheme**

1. According to paragraph 1, what actions does cancel culture include? **Use your own words as far as possible.** [2m]

From the passage	Paraphrased/Inferred
<p>... cancel culture can include everything from</p> <p>people with the <b>most money</b> and <b>privilege</b> in our society <b>getting pushed back</b> for <b>saying things</b> others <b>found distasteful</b></p> <p>to <b>regular everyday</b> people <b>losing</b> their <b>jobs</b> for <b>relatively minor infractions</b>.</p>	<p>Cancel culture can include everything from</p> <p>a) The <u>elite</u> being <u>criticised/called out</u> for their <u>comments</u> that the wider community <u>deems inappropriate</u></p> <p>b) to the <u>ordinary person/common man</u> facing <u>severe consequences/being fired</u> for <u>comparatively trivial mistakes</u>.</p> <p><i>Note:</i></p> <ul style="list-style-type: none"> <li>- <i>Point (a) either paraphrasing 'money' or 'privilege' is sufficient for awarding the mark.</i></li> </ul> <p><b>1 pt = 1 m, 2 pts = 2m</b></p>

2. According to lines 5-8, explain how the function of cancel culture has evolved. **Use your own words as far as possible.** [2m]

From the passage	Paraphrased/Inferred
<p>When it was <b>first used</b> among <b>young people</b> on the internet,</p> <p>cancelling was <b>a way to say, "I'm done with you"</b>.</p> <p>But as cancelling became more <b>widely used</b> on social media</p> <p>it has <b>grown into a way to call on others to reject a person or business</b>.</p>	<p>a) Cancel culture was <u>originally a method</u> for <u>teenagers</u></p> <p>b) to <u>express</u> their <u>anger</u> at/<u>exasperation/ cut ties</u> with <u>others</u>.</p> <p>c) However, as it became used more commonly/<u>frequently/by more people</u> on social media</p> <p>d) it <u>evolved</u> into a <u>tactic</u> to <u>rally more people to renounce an individual or company</u>.</p> <p><b>1-3 pts = 1 m, 4 pts = 2 m</b></p>

3. Why does the author use the word 'even' in line 10? [2m]

From the passage	Paraphrased/Inferred
<p>This can happen when the target breaks social norms - for example, making sexist comments - but it has also happened when people have expressed opinions on politics, business and <b>even</b> <u>pop culture</u>.</p>	<p>The author uses 'even' in this manner to emphasise/highlight</p> <p>a) Her <u>surprise/shock/amazement</u> at/how it was unexpected that/the <u>extent to which</u> cancel culture is <u>prevalent/impactful</u> in society</p> <p>b) how cancel culture <u>also takes place/affects</u> aspects of life that may <u>be less contentious/serious/more trivial</u>.</p> <p>Note:</p> <ul style="list-style-type: none"> <li>- <i>No need to paraphrase 'pop culture', but the essence of pop culture being a less controversial/serious/trivial domain needs to present to award mark for Point (b).</i></li> </ul> <p><b>1 pt = 1 m, 2 pts = 2 m</b></p>

4. Explain what Barack Obama means when he said 'if all they were doing was casting stones, then they would probably not get that far' (lines 12-13). [2m]

From the passage	Paraphrased/Inferred
<p>He told an audience at an event that</p> <p>if <b>all they</b> were <b>doing was casting stones</b>,</p> <p>then they would <b>probably</b> not <b>get that far</b>.</p> <p>former US President Barack Obama weighed into the debate about cancel culture, saying it was "not <b>activism</b>".</p>	<p>He meant that</p> <p>a) If people were <u>merely attacking/criticising/blaming/calling out others</u>, (meaning)</p> <p>b) they were <u>likely not to be effective/see any results</u> (meaning)</p> <p>c) in <u>fighting for their cause/change</u> (context).</p> <p>Note:</p> <ul style="list-style-type: none"> <li>- If students write 'cancel people/reject others' for Point (a), do not award as 'casting stones' should be more specific than that.</li> </ul> <p><b>1-2 pts = 1 m, 3 pts = 2 m</b></p>

5. '... is the only way to create consequences for those who have more power in society' (lines 21-22).

What does the word 'only' suggest about the cancellers' belief regarding the other ways that have been used? [1m]

From the passage	Paraphrased/Inferred
Cancellers say using social media to call attention to actions they do not agree with, is the <b>only</b> way to create consequences for those who have more power in society.	It suggests that cancellers believe that the other methods that have been used are <u>all ineffective/useless/do not work</u> in bringing consequences to those who have more power in society.  <b>1 pt = 1 m</b>

6. In paragraph 4, how does the author illustrate the view that 'individuals can be left with very expensive consequences' (line 29) arising from cancel culture? **Use your own words as far as possible.** [2m]

From the passage	Paraphrased/Inferred
On 27 June, a video of a man shouting at an elderly woman at a Costco in Florida was shared on social media, along with a call to identify him. The video went <b>viral</b> and by the following day, the man had been <b>identified</b> from a picture on his company's website. Hours after he was <b>identified</b> , with a <b>growing number of posts expressing outrage at his action, he was fired.</b>	The author illustrates this view by  a) Providing the <u>example/anecdote/story</u>  b) of a former Costco employee who had <u>lost his means of survival/livelihood/job</u>  c) <u>as a result of increasing pressure/backlash/his behaviour being spread widely/being doxxed online.</u>  <b>1-2 pts = 1 m, 3 pts = 2 m</b>

7. Why has the author written 'former employee' in inverted commas (line 35)? [1m]

From the passage	Paraphrased/Inferred
Hours after he was identified, with a growing number of posts expressing outrage at his action, he was fired. In a statement, the company thanked those commenting on the internet for raising awareness about the behaviour of its 'former employee'. It said that his behaviour in the video was in direct conflict with the company's values.	To express  a) Her <u>disapproval/criticism/scorn/judgment</u>  b) regarding the fact that the <u>company was so quick/eager to distance itself from its employee.</u>  <b>(a) + (b) = 1 m</b>

8. **Using your own words as far as possible**, explain the irony which the author describes in lines 74-77. [2m]

From the passage	Paraphrased/Inferred
<p>The irony of cancel culture is that while it's <b>enticing to engage in</b>,</p> <p>it <b>flies in the face of everything</b> our generation <b>are trying to achieve</b>;</p> <p>it <b>lacks nuance, patience, understanding</b> and <b>communication</b>.</p> <p>It's <b>rooted in humiliating the offending party and in a privileged view that, 'I know better than you.'</b></p>	<p>(EXPECTATION) When the author says that cancel culture</p> <p>a) <u>Appeals to us to participate in it, we expect that it aligns with our values or beliefs/is in line with what we believe.</u></p> <p>OR</p> <p>We expect cancel culture to <u>encourage mutual respect, empathy and awareness</u>. (students just need to paraphrase any one of the positive values here)</p> <p>(REALITY) However</p> <p>b) It actually <u>contradicts/goes against</u> all the <u>values that the people of this era are aspiring to work towards</u>.</p> <p>OR</p> <p>However, it actually <u>contradicts/goes against</u> all these values as it is <u>based on/focused on shaming/affronting others</u> and <u>assuming</u> that we are <u>morally superior to them</u>.</p> <p>Note:</p> <ul style="list-style-type: none"> <li>- <i>Accept any logical pairing of irony answers, even if order of pairing is swapped as long as interpretation makes sense.</i></li> <li>- <i>Accept any logical interpretation with clear irony technique demonstrated. Also possible to award 1m if irony pair/understanding is demonstrated, but contextual details are inaccurate/vague.</i></li> </ul> <p><b>Any pair = 2 m</b></p>

9. '... we also need to be sure we have ways of letting people know how they can repair the harm they have done' (lines 79-80)

Which argument in paragraph 3 justifies this need? **Use your own words as far as possible.** [1m]

From the passage	Paraphrased/Inferred
<p>At the heart of many complaints about cancel culture is the idea that</p> <p>there are <b>few ways to make amends</b></p> <p><b>once</b> cancel culture says you have <b>done something wrong</b>.</p>	<p>The argument that</p> <p>a) <u>There is hardly any room for atonement</u></p>

<p>while individuals can be left with <b>very expensive consequences</b></p>	<p>b) <u>the moment/when</u> cancel culture deems that we have <u>committed a mistake</u>.</p> <p>OR</p> <p>c) The impact / implications of cancelling are <u>more serious</u> than the <u>mistakes</u> people committed.</p> <p>Note:</p> <p>Mere paraphrase of 'individuals can be left with very expensive consequences' without the disproportionate nature of consequences vs mistakes – no mark awarded.</p> <p><b>Either (a) + (b) = 1 m</b>  <b>OR</b>  <b>ONLY (c) itself = 1 m</b></p>
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10. In which **two ways** is the final paragraph an effective conclusion to the author's views about cancel culture? [2m]

From the passage	Paraphrased/Inferred
<p>If we are going to invest in letting people know when they have stepped out of the bounds of what society finds tasteful or appropriate, then we also need to be sure we have ways of letting people know how they can repair the harm they have done.</p> <p>For business, that may be changing a brand name or firing an employee to demonstrate that the company's values match those of its customers; but for individuals who are cancelled, the costs are likely to be more long-term</p>	<p>a) The use of the word 'we' allows the author to <u>connect with and engage readers</u> regarding the shared concern about <u>cancel culture's limitations/impacts</u>.</p> <p>b) It <u>reinforces her earlier argument/provides a warning</u> that <u>cancel culture can have lasting negative impacts, especially for the individual</u>.</p> <p>c) The author is also providing <u>thematic unity</u> by <u>reinforcing the message from paragraph 3</u> that <u>individuals suffer more from cancel culture</u>.</p> <p><i>Note: Accept any logical interpretation. Also note that the author is also not suggesting what businesses can do, but calling out their actions as inappropriate (Para 4 and SAQ 7 reinforce this message of disapproval).</i></p> <p><b>1 pt = 1 m, 2 pts = 2 m</b></p>

## Summary Question

11. Using material from paragraphs 5 to 8 only (lines 37-70), summarise what the author has to say about the impacts of cancel culture. Write your summary in no more than 120 words, not counting the opening words given below. [8m]

One impact of cancel culture is...

1	L37	... <b>ordinary individuals... step off</b> social media	That the common man has to exit the social media space
2	L37-38	to <b>wait out</b> the <b>public criticism</b> .	and endure societal reproach/blame until it is over
3a	L38	<b>Calling on</b> an <b>employer to act</b>	Companies are pressured by the public to lay off/sack/dismiss errant employees  Note: Context later indicates specific action of firing rather than the general meaning of taking action
3b	L43-44	<b>Fired</b>	And individuals can lose their jobs as a result
4	L39-40	For companies deciding whether to fire an employee who has been cancelled is <b>tricky</b>	Which is a complicated/delicate/thorny issue
5	L38-39	Cancellers are able to <b>follow their</b> targets <b>offline</b> as well	Impacts are not confined to the digital space
6	L42	...a firm to quickly restore its <b>reputation</b> .	Businesses lose credibility/standing OR Companies need to regain their image
7	L43	But for employee who was fired <b>moving is not as easy</b>	For the fired worker, transitioning to a new job is difficult
8	L43	<b>Finding new work</b> can be <b>difficult</b>	As is job-searching
9a	L44-46	<b>company</b> has to <b>consider</b> if it can <b>deal with</b>	Firms now have to assess if they can handle adverse consequences of employing cancelled individuals
9b		<b>the possible blowback/costs of hiring</b> a person with a reputation for being cancelled...	
10	L47	<b>Business</b> are also not <b>immune</b> from the <b>financial consequences</b>	Not spared from economic costs
11a	L48-49	Has <b>given everyday people a way to speak to corporations and institutions</b>	Communication between ordinary man and establishments  Note: Text makes reference to social media but this can be extended to cancel culture of which it is clear that social media is the vehicle to bring forth this impact.
11b		that in the past <b>would have been difficult if not impossible for them to reach</b>	Is now feasible/attainable
12	L50-51	<b>Consumers</b> have been <b>able to force change</b> .	Customers can push for a difference to be made
13a	L53-54	...sparked cancellers to <b>double their efforts</b> to get another food	Encourage further/amplification/multiplication of demands for change

		brand, Uncle Ben, to change its name for the same reason						
13b	L54-55	It <b>worked</b> and the brand's parent company, Mars, said it would change it to Ben's.	Which are successful/have tangible outcomes Note: Pt 14 must be in relation to the context of pt 13; (14 must come with 13)					
14	L51-52	<b>Perpetuating racist stereotypes</b>	Cease typecasting/labelling of ethnic groups  Note: Inverse point to be inferred					
15	L56	<b>Criticism</b> the <b>business</b> must deal with	Corporations face backlash/condemnation/reproach/blame					
16	L56-58	...also the <b>threat consumers will stop buying</b> their products. Cancel culture can be seen as the modern day version of a <b>boycott</b> .	Danger/risk of customers shun away from/avoid supporting the business					
17	L58-59	It is not always an <b>offence by the brand</b> that causes a company to be <b>targeted</b> .	Cancel culture can also be triggered by the actions of the company's leader					
18	L65	Cancel culture <b>pile-on</b> was <b>swift</b>	Others quickly join in the cancelling					
19	L69	This shows that there is not just a <b>desire</b>	Consumers do not just hope but					
20	L69-70	But " <b>real expectation</b> " that brands <b>live up to their customers' values</b>	Also insist on/demand that brands meet the benchmark/requirement of being aligned with consumers' beliefs/ideals  Note: degree needed to show 'real' → e.g. insist / demand are strong words					
21	L70	<b>Making buying decisions</b> with these <b>things in mind</b>	Consumer behaviour mirrors these expectations					
<b>Points</b>	<b>14 +</b>	<b>12-13</b>	<b>10-11</b>	<b>8-9</b>	<b>6-7</b>	<b>4-5</b>	<b>2-3</b>	<b>1</b>
<b>Marks</b>	8m	7m	6m	5m	4m	3m	2m	1m

12. In this article, Zoe Thomas makes a number of observations about cancel culture and how we as a society should 'have ways of letting people know how they can repair the harm they have done'.

How applicable do you find her observations to yourself and your own society?

Para	Point (Line)	Agree
3	(lines 21-22) Cancellers say using social media to call attention to actions they do not agree with, is the only way to create consequences for those who have more power in society.	<p>Evaluation</p> <ul style="list-style-type: none"> <li>With limited avenues for citizens to voice concerns of discrimination, social media has empowered minorities or voiceless to share their grievances.</li> <li>As such, people in power are held accountable for their actions and need to be mindful of what</li> </ul>

		<p>they say and do in both private and public spheres</p> <ul style="list-style-type: none"> <li>• This is evident in Singapore as the inability to voice against those deemed as powerful frustrates the ordinary. However, the accused were given a chance to apologise albeit seen as too late. And the difficulty to appease people saw them being cancelled.</li> <li>• Many times, authorities have called on people to stop speculating and allow authorities to take the necessary steps to address the offence.</li> </ul> <p>Evidence</p> <ul style="list-style-type: none"> <li>• Potential PAP candidate in 2020 General Elections, Ivan Lim, was called out for his unacceptable behavior in the army as an officer and in the social sphere as a neighbor. He was pulled out as a candidate and was replaced.</li> <li>• DJ Dee Kosh exposed for his exploitation of young boys. The victims called him out on social media and police investigated after reports were made against him. Major brands distanced themselves from him and he lost his job AT Power 98</li> </ul>
5	(lines 43-46) 'Potential employers are likely to be thinking about the costs of hiring a person with a reputation for being cancelled. At the end of the day, it is a business decision and the company has to consider if it can deal with the possible blowback.'	<p>Evaluation</p> <ul style="list-style-type: none"> <li>• Given the increasing clout and significant role that social media influencers celebrities play in product endorsement/branding in Singapore of late, the author is right to say that cancel culture has had a definite and tangible impact on companies and their hiring or branding decisions.</li> <li>• Additionally, owing to increasingly 'woke' or more socio-politically conscious consumer demographic, companies have been quick to act when certain influencers/celebrities they initially hired were embroiled in cancel culture scandals.</li> <li>• Such a culture encourages judgment without room for making amends. Merely cancelling individuals is but a superficial fix that stems symptoms of behaviour that Singaporeans deem inappropriate. It does not allow for deeper social change and correction on the part of those being cancelled, and greater awareness of what could have been done better. Hence, Singapore should instead work on having more ways to allow people to let people know how to repair the harm they have done, as the author has pointed out.</li> </ul>



		<p>Evidence</p> <ul style="list-style-type: none"> <li>• A popular Singaporean podcast, OKLetsGo (OLG), by three former Malay local radio DJs, became controversial due to the podcasters' casual and rampant misogynistic remarks in 2020. This led to a public outcry and them being called out on social media. Food delivery giant Foodpanda immediately distanced themselves from OLG following the cancelling controversy. It requested for its sponsored content to be removed from OLG podcasts to avoid any negative associations with the team and the incident. Rather than working on alternative arrangements that could have helped to make amends or set things right, Foodpanda and OLG ended their partnership abruptly in that manner.</li> <li>• In 2018, Singaporean influencer Daryl Aiden Yow was found to be plagiarising photography off the Internet for paid work with renowned companies such as Sony. Netizens called for him to acknowledge his plagiarism, and also approached his sponsorship partners to ask them to drop him. Sony subsequently condemned plagiarism (with reference to Yow's work), and discreetly removed all links on their official website that directed users to Yow's work. All hashtags related to Sony and Yow's collaboration were also discreetly removed on both parties' social media, without any further follow-up actions beyond Yow's rather forced public apology.</li> </ul>
9	(lines 72) 'Targeting the company rather than the individual can be more likely to produce long-term change.'	<p>Evaluation</p> <ul style="list-style-type: none"> <li>• Cancel culture with its superficial 'name-and-shame' tactics has more often than not resulted in toxicity rather than making a tangible change. Bearing some understanding of this, cancel culture has started to evolve in Singapore in the hopes of making amends for the damage done as advised by the author.</li> <li>• The increasingly educated populace and netizens seeking for real change, understand that cancel culture can instead be used or capitalised upon in a more constructive manner. Hence, they</li> </ul>

		<p>now view cancel culture as an avenue for seeking justice, by calling on traditional institutions to clean up their act even when the origin of the grievance lies in the acts of an individual perpetrator. While the author advised that society should inform offenders on how to repair the harm done, Singapore has gone a step further to demand this from bigger institutions who are better positioned to enact real changes.</p> <ul style="list-style-type: none"> <li>• Successful incidents where change results are further proofs that cancellations and call-outs can work when appropriate targets are chosen wisely – targets that have the authoritative power to demand and execute change that can be sustained in the long run.</li> </ul> <p>Evidence</p> <ul style="list-style-type: none"> <li>• Consider the case of the National University of Singapore (NUS) peeping tom, which escalated into a national conversation after social media posts by the victim, Ms Monica Baey, named and shamed the perpetrator, Nicholas Lim. In this instance, the fury and media storm that ensued forced the hand of the university to set up a review committee on sexual misconduct. Real change was made where the committee's recommendations were accepted by NUS, which included tougher penalties, more transparent processes, greater involvement of the victim in these processes and a more robust framework of support for victims. Other local universities were in turn spurred to review their procedures.</li> </ul>
Para	Point (Line)	Disagree
2	(lines 16-19) 'J.K. Rowling and Noam Chomsky... argued that cancel culture ... had weakened "norms of open debate".'	<p>Evaluation</p> <ul style="list-style-type: none"> <li>• With institutions being protective of their actions even when deemed wrong, telling society to look at other means of treating the wrong-doer proves to be futile.</li> <li>• Given the limited platforms to air views especially those of negative observations, is largely not welcomed due to the image consciousness of our society (near perfect society). Hence, social media is the better way to air grievances and it forces society to sit up and take note of reality.</li> <li>• This is good as society is given a chance to mature with discussions on dealing with such unpleasant views and incidents so that citizens learn to navigate such sensitive topics.</li> </ul>

		<p>Evidence</p> <ul style="list-style-type: none"> <li>• Ngee Ann lecturer's racist remarks sparked a debate and discussion of underlying racism in society. It also got MOE to say that teachers are trained to deal with racism.</li> <li>• Blogger Xiaxue called out for racist remarks by netizens when she accused MP Raeesah Khan for stirring racist sentiments. She was quick to delete her posts. This allowed for society to come together to discuss the 'privilege' accorded to some and for society to look at blind spots.</li> </ul>
3	(lines 21-22) Cancellers say using social media to call attention to actions they do not agree with, is the only way to create consequences for those who have more power in society.	<p>Evaluation</p> <ul style="list-style-type: none"> <li>• Author's view is too extreme and therefore myopic; cancelling via social media is not the only way to create consequences for the powerful.</li> <li>• In Singapore, no one is above the law. We are a lawful society with legitimate institutions that keep the people in check. Processes are generally transparent with little room for corruption and bribery by the elites. Such further quells concerns about the powerful potentially worming their way out of trouble by use of their status and resources.</li> <li>• There are proper and official avenues to take that can result in consequences for wrongdoers with appropriate punishments to be meted out if such acts are indeed deemed improper through law enforcement. In fact, this further demands fairness and justice rather than the potential of accusatory or baseless judgements when left to the whims and fancies of the woke crowd who elects itself as judge, jury and executioner.</li> <li>• While the author advised that society should enlighten wrong-doers on how they can make amends, this can only be undertaken after cancellers are made aware of why their actions are harmful in the first place. In this case, their intentions of cancelling others in the hopes that perpetrators will be punished is grossly misplaced. Without this knowledge and the assurance that institutions in society can ensure that justice prevails, we cannot expect cancellers to repair harm done when they erroneously perceive their actions to be justified.</li> </ul> <p>Evidence</p> <ul style="list-style-type: none"> <li>• Punished: In the context of a news article on the City</li> </ul>

		<p>Harvest Church ruling – Sengkang GRC Member of Parliament (MP) Ms Raeesah Khan commented that Singapore jailed minorities mercilessly, harassed mosque leaders but let "corrupt church leaders who stole \$50 million" walk free. Police reports against her were made and in turn, stern warning was issued by the police to Ms Raeesah.</p> <p>[Note: concept of 'the powerful' is evident in this e.g. by virtue of the MP position; wealth and status (daughter of the President of the Singapore Malay Chamber of Commerce and Industry)]</p> <ul style="list-style-type: none"> <li>Not punished: Police reports were filed against influencer 'Xiaxue' (Ms Wendy Cheng) for racially offensive tweets that appear to have been targeted at foreign workers in Singapore. The police said they had consulted the Attorney-General's Chambers, which advised that "the elements of an offence have not been established beyond a reasonable doubt".</li> </ul> <p>[Note: concept of 'the powerful' is evident in this eg by virtue of the influencer's considerable fame and huge following which therefore puts her in a position of influence]</p>
9	(lines 74-77) 'The irony of cancel culture is that while it is enticing to engage in, it flies in the face of everything our generation are trying to achieve; it lacks nuance, patience, understanding and communication. It is rooted in humiliating the offending party and in a privileged view that, 'I know better than you.'	<p>Evaluation</p> <ul style="list-style-type: none"> <li>The phenomenon of cancel culture, having hailed from the West – something that is still relatively new to Singaporeans. Thankfully, the mudslinging and huge backlash that indiscriminate and bigoted cancelling has caused have actually led to calls for kinder and more objective debates/discussions of inappropriate behaviour and/or social justice. Hence, this argument by the author is not fully applicable to Singapore.</li> <li>In this respect, Singaporeans (both the common man and public figures) seem to increasingly be navigating the virtual sphere more consciously, and reminding one another to practice better social etiquette even as we champion our causes. More and more Singaporeans are also changing subtly but surely in the way they approach individuals who may have acted inappropriately, seeking to educate, rather than call out and cancel others, especially online.</li> </ul> <p>Evidence</p>

		<ul style="list-style-type: none"> <li>▪ Singapore President Madam Halimah Yacob (OLG podcast saga), Minister for Health Mr Ong Ye Kung (Monica Baey scandal, Minister for Home Affairs Mr K. Shanmugam (#PunishXiaXue &amp; #IStandWithRaeesah incidents) and former Nominated Member of Parliament Ms Kuik Shiao-Yin (PAP election candidate Ivan Lim's campaign scandal) have all weighed in on various cancelling incidents and cautioned Singaporeans against, in Ms Kuik's words, using shame as a weapon "to burn down the cancelled individual's platform of worth". All the above public figures have called for more graciousness to allow others to learn from their mistakes and correct them.</li> <li>▪ At a virtual dialogue series 'Cancelling Cancel Culture?' held on August 7, 2021, Minister in the Prime Minister's Office Ms Indranee Rajah also reminded Singaporeans "that a set of personal moral guidelines will "keep one in good stead" when navigating such controversies and incidents.</li> <li>▪ At the same event, Mr Terence Chia, the co-founder of local comedy content house Ministry of Funny argued that the "weaponisation" of social media can be dangerous, although the silver lining is that it can hold people accountable if it is done right. Other than calling out a person's mistake, the event also called about participants to think about another way to deal with the situation - "calling in" - that is, to speak privately - to the person, as opposed to calling out or cancelling someone entirely, and help the person to understand how he or she could take the necessary action to rectify a problem.</li> </ul>
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