

**#KRISTENGRAY TEST ON ONLINE EXPRESSION AND CANCEL
CULTURE AWARENESS WITH SPIRAL OF SILENCE THEORY ON
TWITTER**

By

Marcella Angelica Sardjono

11610001



SWISS GERMAN UNIVERSITY

The Prominence Tower

Jalan Jalur Sutera Barat No. 15, Alam Sutera

Tangerang, Banten 15143 - Indonesia

JUNE 2021

STATEMENT BY THE AUTHOR

Through this submission I declare this submission is my own work, to my very best knowledge this work does not contain material published before or this work is not written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Marcella Angelica Sardjono

Student

Date

Approved by:

Sharon Schumacher

-

Date

Marcella A Sardjono

Thesis Advisor

[Name and Title of Dean]

Dean

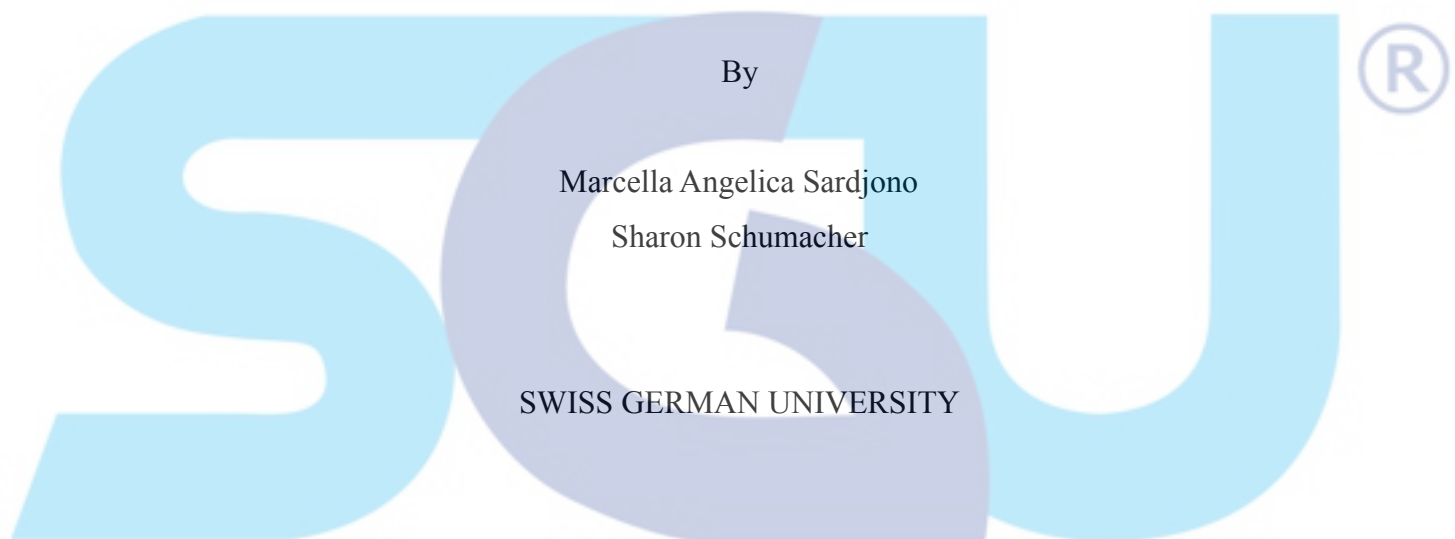
_____ Date



SGU
SWISS GERMAN UNIVERSITY

ABSTRACT

Online Expression and Cancel Culture : Spiral of Silence Theory on Twitter



The purpose of the research is to test out how willing are people to talk about cancel culture on twitter. By using the Kristen Grey case and With the help of the spiral of silence theory the researcher wanted to know whether there are factors that affect people's willingness to express their opinion online regarding a certain issue. Quantitative study was done to find awareness of cancel culture and the effects of it. This research paper focuses on testing spiral of silence theory on twitter using cancel culture as the issue talked. The researcher found out that the relationship between independent and dependent variables doesn't have a strong relationship. Issue importance affects people's willingness to express themselves online.

Keywords: Online expression, cancel culture, spiral of silence theory, twitter, Kristen Gray, Social Media, Mass Media



© Copyright 2021

by Marcella Angelica Sardjono

All rights reserved

SWISS GERMAN UNIVERSITY

DEDICATION

I dedicate this work to God who has given me the opportunity and privilege to be able to have higher education when many others don't. I thank God through all the prayers He have been calming my heart and mind during tough times

I dedicate this work to my mother who has been supporting me the past 4 years with her blood, sweat and tears as a strong single mum. Thank you mum.

To dad in heaven your daughter did her best in finishing her higher study and education, hope you are proud. I dedicated my work to you, the man who has been teaching me so much since I was younger.

To mami, my Godmother who passed away early this month, who didn't want to bother me with school even though she's in pain and in need of a friend for her treatments. Mam I dedicated this thesis to you, rest easy.

This work I also dedicate to my friends who have been supporting and sending me encouragement in trying to finish the work with all my might.

I dedicate this thesis to my supervisor too for being patient in having a student like me who is busy with every and anything but this thesis.

SWISS GERMAN UNIVERSITY

ACKNOWLEDGEMENTS

Firstly I want to thank Ms Sharon as my advisor, I am definitely not an easy student and may cause her a lot of headache. Thanks for the friendly guide and support, the patience you have for me is uncanny. If I were you I would drop me. Thank you for keeping supporting me forward, you know my potential and keep me stay positive even through my hard times.

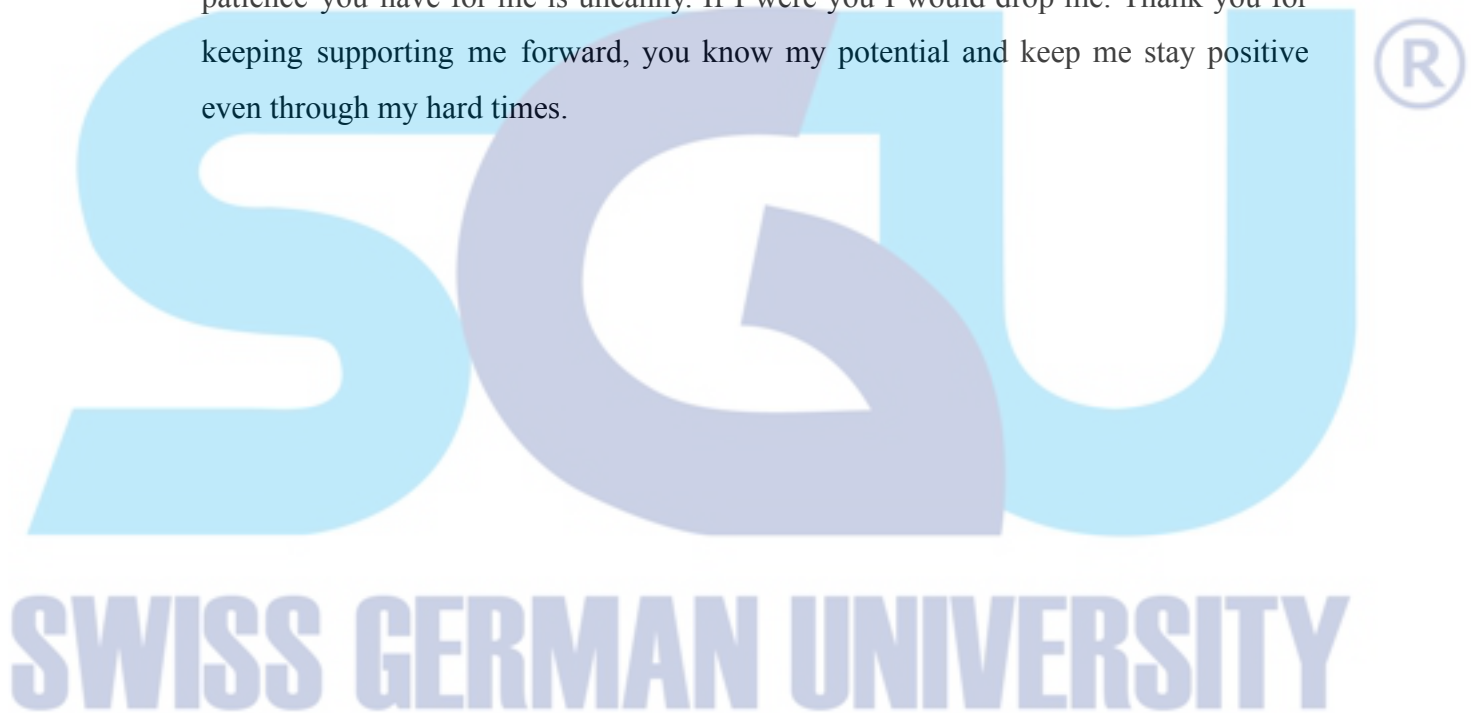


TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR	2
ABSTRACT	3
DEDICATION	5
ACKNOWLEDGEMENT	6
TABLE OF CONTENT	8
LIST FIGURES	12
LIST OF TABLES	13
CHAPTER 1 - INTRODUCTION	14
1.1 Background	14
1.1.1 Cancel Culture	14
1.1.2 Spiral of Silence Theory	16
1.2 Research Problem	17
1.3 Significance of Study	11
1.4 Research Questions	22
1.5 Hypothesis	22
CHAPTER 2 - LITERATURE REVIEW	23
2.1 Theoretical Framework	23
2.1.1 Cancel Culture	23

2.1.2 Online Public Shaming	27
2.1.2 Spiral of Silence	27
2.1.3 Social Media	27
2.1.4 Social Media, Spiral of Silence and Cancel Culture	29
2.2 Previous Studies	31
2.2.1 Cancel Culture	31
2.2.2 Spiral of Silence in The New Media	32
2.3 Theoretical Framework	35
CHAPTER 3 - RESEARCH METHODS	36
3.1 Quantitative Study	36
3.1.1 Correlational Research	37
3.2 Population and Sampling	37
3.3 Data Collection	38
3.4 Questionnaire Design	38
3.5 Variable	39
3.5.1 Independent Variable	39
3.5.2 Dependent Variable	39
3.6 Data Analysis Method	40
CHAPTER 4 - RESULTS AND DISCUSSIONS	41
4.1 Result	41
4.1.1 Age	41

4.1.2 Gender	42
4.1.3 Twitter Usage	42
4.1.4 Cancel Culture Understandings	43
4.1.5 Cancel Culture Importance	44
4.1.6 Cancel Culture Coverage by Mass Media	45
4.1.7 Cancel Culture Coverage by Social Media	46
4.1.8 Online Expression	47
4.1.8.1 Post Opinion: Mass Media Article	47
4.1.8.2 Post Opinion: Social Media Tweets	48
4.1.8.3 Share Mass Media Article	49
4.1.8.4 Share Indonesian Tweet	50
4.2 Validity and Reliability Test	51
4.2.1 Reliability Test	51
4.2.2 Validity Test	51
4.2.3 Normality Test	52
4.3 Hypothesis Testing	52
4.3.1 Hypothesis 1	52
4.3.2 Hypothesis 2	54
4.4 Discussion	56
CHAPTER 5 - CONCLUSION AND RECOMMENDATIONS	59
5.1 Conclusions	59

5.2 Recommendations	60
APPENDIX	61
REFERENCES	68
Curriculum Vitae	71



LIST OF FIGURES

Figures	Page
1. Figure 4.1	42
2. Figure 4.2	43
3. Figure 4.3	44
4. Figure 4.4	45
5. Figure 4.5	46
6. Figure 4.6	47
7. Figure 4.7	48
8. Figure 4.8	49
9. Figure 4.9	50



LIST OF TABLES

Table	Page
1. Table 4.1	41
2. Table 4.2	42
3. Table 4.3	52
4. Table 4.4	53
5. Table 4.5	54
6. Table 4.6	55
7. Table 4.7	52
8. Table 4.8	53
9. Table 4.9	53

SWISS GERMAN UNIVERSITY