UNIVERSIDADE CATÓLICA PORTUGUESA

THE PROCESS OF CANCEL CULTURE ON SOCIAL MEDIA: THE CASE OF SOCIAL MEDIA INFLUENCER ELLE DARBY

Dissertação apresentada à Universidade Católica Portuguesa para obtenção do grau de mestre em Ciências da Comunicação na variante Internet e Novos Media

Por

Madalena Morais Afonso Henriques Lopes

Faculdade de Ciências Humanas

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Sob orientação de Professor Doutor Nelson Ribeiro

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Abstract

The rapid development and popularity of social media led to the rise of social media influencers which, due to their position, are constantly under the scrutiny of the public and consequently exposed to cancel culture. Despite the lack of agreement on its specific definition, the term cancel culture has sparked heated discussions in the media, however, it is a recent phenomenon and scientific research on it is still limited. The current study aims to explore the process of cancel culture on social media, especially related to social media influencers. This was achieved through a study on influencer Elle Darby's cancellation, who in January 2022, was under strong backlash on social media after some of her old tweets containing offensive remarks resurfaced.

This research explores the process of Elle's cancelation through a content analysis of messages collected from different social media platforms, evaluated on thirteen different categories: platform, tone of speech, theme, language, reaction, type of reaction, call for action, type of action, mention of cancel culture, reaction to apology, attacks, type of attacks, content creation and mention of withdrawal of support. But also, a discourse analysis of the statements issued by Elle addressing the scandal. The starting point of this study was a theoretical framework which served as basis throughout all the research.

This study allowed the better understanding of the online behaviours of social media influencers as cancel culture targets, but also explored in detail the attitude of the public. Overall, this research contributes with a detailed analysis and exploration of a cancel culture case that besides confirming existing literature, brings new insights. Namely: unconditional fans who independently of the influencer's actions and the backlash that may turn on them, maintain their support; users who take advantage of the scandal to criticize all influencers; and how stating the withdrawal of support is also a common cancel culture tactic among users.

Keywords: Cancel Culture, Call-out Culture, Social Media Influencers, Crisis Communication, Content Analysis.

Resumo

O rápido desenvolvimento e popularidade das redes sociais levou ao aparecimento de influenciadores de redes sociais que, devido à sua posição, estão constantemente sob o escrutínio do público e, consequentemente, expostos à cultura do cancelamento. Apesar da falta de acordo sobre a sua definição específica, o termo cultura do cancelamento tem suscitado discussões acesas nos meios de comunicação social, no entanto, trata-se de um fenómeno recente e a investigação científica sobre o mesmo é ainda limitada. O presente estudo visa explorar o processo da cultura do cancelamento nas redes sociais, particularmente relativa aos influenciadores. Para tal, estudou-se o cancelamento da influenciadora Elle Darby, que em janeiro de 2022, foi alvo de grande indignação nas redes sociais depois de alguns dos seus antigos *tweets* que continham comentários ofensivos, terem ressurgido.

Esta investigação explora o processo de cancelamento de Elle através de uma análise de conteúdo de mensagens recolhidas em diferentes plataformas de redes sociais, avaliadas em treze categorias diferentes: plataforma, tom de voz, tema, linguagem, reação, tipo de reação, apelo à ação, tipo de ação, menção de cultura de cancelamento, reação ao pedido de desculpas, ataques, tipo de ataques, criação de conteúdo e menção da remoção de apoio. Mas também, uma análise de discurso das declarações emitidas por Elle, abordando o escândalo. O ponto de partida para todo este estudo foi um quadro teórico que serviu como base para toda a investigação.

Esta investigação permitiu uma melhor compreensão dos comportamentos online dos influenciadores como alvos da cultura do cancelamento, mas também explorou em pormenor a atitude do público. No geral, esta investigação contribui com uma análise detalhada de um caso de cancelamento que, além de confirmar a literatura existente, traz novos conhecimentos. Nomeadamente: fãs incondicionais que independentemente das ações do influenciador e das críticas que possam enfrentar, mantêm o seu apoio; utilizadores que se aproveitam do escândalo para criticar todos os influenciadores; e como afirmar a remoção do apoio é também uma tática da cultura do cancelamento comum entre os utilizadores.

Palavras-chave: Cultura do Cancelamento, Influenciadores, Comunicação de Crise, Análise de Conteúdo

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Introduction

In a globalized world, mobile and web-based technologies, propelled by Web 2.0, play a major role in society's fast-paced and connected lives. By providing highly interactive platforms in which individuals and communities share, co-create, discuss, and modify user generated content, also known as social media (Kietzmann, et al., 2011), these technologies have become crucial and have profoundly changed how societies operate, connecting more than half of the world's population (Kemp, 2022).

By introducing new web - based social worlds and online communities, social media have become the preferred platform for users to debate and communicate among themselves (Kaplan & Haenlein, 2010). Additionally, its rapid development and popularity led to the rise of social media influencers (Chang et al., 2020) which, due to their position, are constantly under the scrutiny of the public and consequently more exposed to cancel culture.

Cancel culture, the focus of this research, is a term for the social phenomenon, commonly initiated on social media, of withdrawing support from someone or something in the public eye who has done/presented something considered offensive. It is almost always accompanied of public backlash, where negative comments pile up on social media and users express their feelings towards the "culprit" and their act. Some cases can lead to economic, professional, and even personal consequences for the target. The term cancel culture has managed to ignite fervent discussions in the media and has been a very topical concern. However, in spite having antecedents, such as boycotting and blacklisting, cancel culture is a recent phenomenon and scientific research on it is still limited.

This dissertation aims to explore these gaps by studying the process of cancel culture on social media, particularly in relation to social media influencers. The current study will analyse the cancellation of social media influencer Elle Darby. Elle Darby is a 26-year-old macro social media influencer from the United Kingdom, best known for her YouTube lifestyle and beauty videos, who was under a lot of backlash from the public, after some of her old tweets with offensive remarks resurfaced.

The research is based on a mixed approach: a content analysis of comments left on Elle Darby's social media platforms and tweets made with the hashtag #ElleDarby and a discourse analysis of the statements issued by Elle addressing the scandal. The study will be guided by the research question "How was the cancellation of influencer Elle Darby processed on social media?" and by the following sub-questions: "How did the event begin?"; "How did users react to the scandal?"; "Did users acknowledge cancel culture in their messages?"; "How did Elle react to the backlash?"; "How did users react to Elle's statements" and "Was there content creation about the scandal?".

This dissertation is divided into five chapters. The first chapter starts the literature review where social media and social media influencers are framed as an area of knowledge, with focus on social media influencer characteristics and social media marketing, but also discussing more particular themes such as social media engagement behaviours and the economic, political, and even societal impacts of social media and web 2.0.

In chapter two, cancel culture, the main theme of this dissertation, is thoroughly discussed through the lens of numerous authors, in order to explore this concept as much as possible. History, antecedents, celebrity culture and its relating concept of the synopticon are studied, as well as the many forms cancel culture may take and its different curational procedures. Additionally, in relation with the previous chapter, social media influencers responses to cancel culture are also examined. To end the chapter, the pros, and cons of cancel culture laid out by all the different authors are discussed.

The third and final chapter of the literature review focuses on different crisis communication theories, created with the analysis of Elle's statements in mind. Due to this, social media crisis communication theories were the main focus of this chapter, but classical crisis communication theories such as situation crisis communication theory by Coombs (2015) were also studied.

In chapter 4 the research questions and corresponding methodology is presented, including the procedures of data collection and analysis. The final chapter, number five, presents the information collected online about the case, followed by the results from the content

analysis. Next, both apologies' transcriptions are presented as well as each corresponding analysis. Finally, the conclusions are presented by answering each of the research sub-questions previously decided.

The relevance of this study mostly lays on the novelty of the theme, while there is substantial research on this topic from a variety of viewpoints, ranging from political to media entertainment, there appears to be a limited literature on the phenomenon itself and how it is processed. Additionally, by studying social media influencers apology statements along with its acceptance or rejection from the public, important insights can be taken for social media influencers to better communicate after a crisis or cancel culture scandal. Furthermore, contrary to most literature found on cancel culture, this study offers a detailed and chronological description of a cancel culture case that was accompanied in real time. Finally, the topicality of the theme, for example, according to Walsh (2022), only in 2021, at least fourteen A-list celebrities, from J.K. Rowling to Ellen DeGeneres, were cancelled.

Chapter 1 – Social Media Influencers

1.1. Social Media

Social Media, defined by Kaplan and Haenlein (2010, p. 61) as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content", has deeply impacted the way in which people interact, communicate, and entertain themselves. These applications, propelled by Web 2.0, allow the users to create, share, consume and exchange information in a virtual community.

Web 2.0 is the second evolutionary stage of the World Wide Web, which distinguished itself from the prior version by being centered around collaboration and participation between users, rather than exclusively developers (Montalvo, 2011). Web 2.0 does not refer to a clear-cut change or update in technology, but there are main characteristics that stand out in this web-era namely user-centred design, crowdsourcing, collaboration, power decentralisation, dynamic content, and rich user experience (Kulakli, 2014). So, Web 2.0 is defined as "a collection of open-source, interactive and user-controlled online applications expanding the experiences, knowledge and market power of the users as participants in business and social processes" (Constantinides & Fountain, 2008, p. 232). Whereas Web 2.0 represents social media's technological and ideological foundation. User generated content (UGC) represents "the sum of all ways in which people make use of social media" (Kaplan & Haenlein, 2010, p. 61). It is described as every form of media content that is widely accessible and published by end-users (Kaplan & Haenlein, 2010).

To further understand social media, it is useful to look at the various forms it may take. Kietzmann et al.'s framework on the seven social media building blocks (2011) helps understand the different functionalities of social media. The first building block is *identity*, this means the extent to which users reveal their identities (from age, name, or profession). The second is *conversations*, which is the extent to which users communicate among themselves through the platform. Next is *sharing*, meaning the extent to which users exchange, distribute and receive content. *Presence*, the fourth building block, represents the available status, allowing others to know if certain user is accessible. The *relationships*

building block is the extent to which users may be associated with others, for example as a friend or a fan. Next, there is *reputation* which is the extent to which users can identify the standing of others in a social media setting, such as through their following for example, and finally there is *groups*, this functional block represents the extent to which users can form communities and subcommunities. By looking at this framework it is easier to understand not only social media and its functions, but also each social media site separately. It becomes clear that each site focus on different building blocks. For example, LinkedIn focuses mainly on identity but also relationships and reputation, whereas YouTube focuses mainly on sharing but also conversations, reputation, and groups.

When it comes to exact typology, Kaplan and Haenlein (2010) distinguish six different types of social media:

i. Collaborative projects, which allow multiple end-users to create content simultaneously and collaboratively, and thus are the most democratic embodiment of UGC. One example of this is Wikipedia.
ii. Blogs, the earliest form of social media, which are websites that usually display entries in reverse chronological order, based on their date of creation.
iii. Content communities, which have as the primary goal sharing media content, from photos (such as Flickr) to PowerPoint presentations (like SlideShare).
iv. Social networking sites, which allow users to connect by building personal information profiles, inviting friends and colleagues to view their profiles, and exchanging instant messages. Facebook is a social networking site.
v. Virtual game worlds, which are platforms that simulate a three-dimensional environment where users can appear as personalized avatars and communicate with one another as if they were in real life. For examples, World of Warcraft.
vi. Virtual social worlds, which allow users to behave more freely and basically live a virtual life identical to their real life. For example, Second Life.

As a different perspective there is Zhu and Chen's (2015) classification. The authors categorize social media based on two essential characteristics: nature of connection (profile-based, where the focus is the individual member, versus content-based, where the focus is

the content posted) and level of customization of messages (the degree to which a service is personalized to answer an individual's particular preferences). As follows:

i. Relationship: Profile based social media services that allow users to connect, reconnect, communicate, and build relationships, such as Facebook or LinkedIn.
ii. Self-Media: Platforms that are profile based and let users broadcast updates, such as Twitter.
iii. Collaboration: Content based services where users collaboratively find answers, advice and help one another. Reddit is one example.
iv. Creative outlets: Content based platform that promotes the sharing of interests, creativity, and hobbies. YouTube fits in this category.

When it comes to social media content, Dolan et al. (2015) divide it into four main non-exclusive groups. The first is informational content which provides users with resourceful and helpful information, the following is entertainment, the fun and entertaining content that fulfils users need for "escapism, hedonistic pleasure, aesthetic enjoyment and emotional release" (Dolan et al., 2015, p. 3). Next, there is the remunerative content where users expect to gain a reward, for example, giveaways, prize drawings, etc. Lastly, there is relational content which satisfies the users' needs for "a sense of belonging, connecting with friends, family and society, seeking support, and substituting real-life partnership" (Dolan et al., 2015, p. 4). It comprehends content that involves sharing of the user's feelings, views and experiences, letting family and friends know about themselves and vice-versa.

Social media has had an extensive impact in numerous fronts. By allowing direct broadcasting, social media has become the centre of information exchange, affecting the power of traditional media establishments like newspaper, radio, and television (Civelek, et al., 2016). As mentioned by Napoli (2015, p. 751), "News outlets have established a powerful presence within social media platforms, utilizing these platforms to enhance the distribution of their content through the online media ecosystem". For brands, social media means marketing communications that are customer-pull, instead of seller-push, reducing their control over what other users perceive them as (Gorry & Westbrook, 2009). Consequently, for consumers, social media gives them a growing empowerment, with an

immediate medium to learn and react to what companies are doing and selling (Djikmans et al., 2015). On the other hand, it should be highlighted that by allowing the free exchange of information, social media also becomes the network for disinformation with a "vast sea of facts, assertions, opinions, reviews, ratings, criticisms, speculations and rants" (Gorry & Westbrook, 2009, p. 195), that make it difficult to check the sources and validity of many. The further development of social media has brought the possibility to generate direct monetary revenue and new career opportunities (Ngai, 2015), such as social media influencing, a topic that will be further discussed in this chapter.

Additionally, social media allows the collection of personal data in a way never seen before – big data - which has led to surveillance capitalism, a term coined by Shoshana Zuboff in her book *The Age of Surveillance Capitalism* (2019). Big data is the gathering of data created by the use of many different technologies connected to the internet, from social media to cars, and its analysis as a way to reveal patterns, trends and human behaviour. This then leads to a new type of capitalism, the surveillance capitalism, a market where this data is being sold to companies or even governments. This data allows them to gather information about what the users search, which websites they visit, or even create an entire personal profile, from interests to friendships, based on what each one does on social media (Curran, et al., 2016). This information is then used by companies to manipulate consumers. Or even by governments. In the words of Curran, et al. (2016, p. 59): "More importantly, autocratic governments adopted (…) commercial surveillance software to monitor and censor the internet. Methods developed to assist marketers and advertisers were deployed to support autocracy". The same authors also argues that this data is also currently being utilized in liberal democracies in ways that may put civil freedoms in jeopardy.

There are more societal and cultural impacts worth noting. On *Convergence Culture: Where New and Old Media Collide*, Henry Jenkins (2006) describes convergence as the "flow of content across multiple media platforms, the cooperation between multiple media industries and the migratory behaviour of media audiences who will go almost anywhere in search of the kinds of entertainment they want" (Jenkins, 2006, p. 2). So, convergence culture describes all the technological, industrial, cultural, and social changes that occurred in the shift between old media, like television or radio, and the so-called new media like the web

and social media. Now, individuals are encouraged to seek out information and connect through the dispersed flow of media content as there is no longer a unique and stable form of content. In the same vein, the author recognizes participatory culture, which represents the culture shift from passive to active audiences with the appearance of Web 2.0: "Rather than talk about media producers and consumers as occupying separate roles, we might now see them as participants who interact with each other" (Jenkins, 2006, p. 3). Considering what has been previously mentioned, it is easy to see how this participatory aspect is the heart of social media itself. Additionally, Jenkins sees how the evolution of the web has impacted the way people interact with media, turning its environment more democratized:

> "Initially, the computer offered expanded opportunities for interacting with media content (…) it was relatively easy for media companies to commodify and control what took place. Increasingly, though, the Web has become a site of consumer participation that includes many unauthorized and unanticipated ways of relating to media content" (Jenkins, 2006, p. 133)

In this book, the author describes how all media now meets and interweave, providing numerous examples, such as the *American Idol* which although being exclusively a tv show, has created strong online communities and fan-produced content or *The Matrix,* which could be seen only as a trilogy, but also has led to unofficial websites developed by fans, Wikipedia entries, philosophical studies etc. Now, tech-savvy individuals and the media can use Web 2.0 to create, extend, question or cultivate the narratives of popular culture or even democracy. To sum up, *Converge Culture* helps understand the changes not directly related to social media or Web 2.0, but where they play a crucial role, changing the previous paradigm:

> "a move from medium-specific content toward content that flows across multiple media channels, toward the increased interdependence of communications systems toward multiple ways of accessing media content, and toward ever more complex relations between top-down corporate media and bottom-up participatory culture" (Jenkins, 2006, p. 243).

Manuel Castells' *The Network Society: From Knowledge to Policy* (2005), describes the changes that widespread internet connectivity has had on individuals and communities. The network society is defined as "a social structure based on networks operated by information

and communication technologies based in microelectronics and digital computer networks that generate, process, and distribute information on the basis of the knowledge accumulated in the nodes of the networks" (Castells, 2005, p. 7). The network society is global since its basis - communication networks - also transcend boundaries, but it is important to note that although all humankind is affected by the network society, it does not include all people, as technology is not equally available around the world.

The network society represents a whole social structure and consequently many changes in numerous fronts. The economy is one of them, the network economy is a "new, efficient form of organization of production, distribution, and management" (Castells, 2005, p. 8) associated with a huge productivity growth in the economies that have adopted these tactics. At the base of the process, there are necessary conditions such as the diffusion of new digital technologies of information and communication, transformation of labour and organizational networking.

The network society also transformed sociability. Through the term hypersociality, Castells describes how people live a mixture of reality and virtuality, folding technology into their lives. Here, technology does not increase isolation, as many would expect, but rather sociability. However, there is a rise of networked individualism, where individualism is the prevalent culture, but (with the help of the new communication technologies) each person builds "sociability along self-selected communication networks, on or off depending on the needs and moods of each individual" (Castells, 2005, p. 12).

The communication system has also been revolutionized by the network society. Communication is now organized around media chain corporations that are both global and local depending on markets and products. Also, the communication system is no longer a mass media system but rather a customized and fragmented one. Additionally, similarly to Jenkins, Castells (2005, p. 13). acknowledges a more democratized form of communication, which he defines as self-directed mass communication:

> "There is an explosion of horizontal networks of communication, quite independent from media business and governments, (…) that, for the first time

> in history, allow people to communicate with each other without going through the channels set up by the institutions of society for socialized communication"

With change in communication, comes change in politics, since politics are "largely dependent on the public space of socialized communication, the political process is transformed under the conditions of the culture of real virtuality" (Castells, 2005, p. 14). Virtuality is "the foundation of reality through the new forms of socialized communication" (Castells, 2005, p. 14). This means that political opinions as well as behaviour are created in the space of communication, so anyone that is not present in this space cannot reach the public mind, becoming a non-entity.

Before concluding, it is worth highlighting how nowadays social media platforms are algorithmic, slightly changing this view of complete horizontal democracy mentioned above. With the increased popularity of the Web as a source of information and a social area, managing the constant flood of news and information pouring on user's screens has become incredibly difficult (Nikolov et al., 2015). As a result, platform owners have adopted a variety of "tools and behaviours that filter and/or rank items in the information stream" (Nikolov et al., 2015, p. 1). Higher personalization is one major effect of this process— people see more content tailored precisely to them based on their activity patterns. This not only creates an uneven playing field for content creators and brands, but also brings back some power to certain identities, in this case, the social media platform owners.

To sum up, social media has caused irreversible economic, social, and even political changes to society. Propelled by technological developments such as smartphones, social media has become a tremendous part of modern life and an undeniable versatile way to connect with others, even with all the pros and cons associated. This paper will focus on two social media created phenomena: social media influencers and cancel culture.

1.2. Defining Social Media Influencers

As previously mentioned, social media has made user-generated content an increasingly important form of entertainment. By allowing users to discuss and share content on any

topic, the sharing of passions, expertise and opinions on social media has become prevalent. With its continued use, user may gain them outstanding competencies in creating content (in the form of photography, videos, visuals, and others) which, paired with the diffusion speed of the Internet, may garner them a considerable audience and even fame. As these individuals accumulate engaged followers and cultural capital, they may become social media influencers (SMI) (Audrezet, 2018), also known as digital influencers (Cotter, 2018). The goal of this chapter is to clarify what exactly is a social influencer, what classifies them as such, their main characteristics and how they can leverage on these characteristics for commercial gain - influencer marketing.

In spite of the research around social media influencers growing exponentially in the past decade (Chang, et al., 2020), the consensus around a specific definition has not yet been achieved so, it is pertinent to study the outlook of different authors on this terminology. Freberg, et al. (2011, p. 90) define a social media influencer as "a new type of independent third-party endorser who shape audience attitudes through blogs, tweets, and the use of other social media". Similarly, Agostino (2019, p. 3) considers that a digital influencer is "an active and empowered social media user who is listened to and seen as a trusted source by other social media users". De Veirman et al. (2017, p. 798) add the fact that influencers need to have a sizable audience, "individuals who have developed a sizeable social network of people following them and are viewed a trusted tastemaker in several niches". Chang et al. (2020, p. 76) merge the importance of having a big number of followers, but also of being able to influence their audience, saying a SMI is an "Individual who has established a personal channel of significant number of subscribers and passionate followers on social media, and with ability to influence their thoughts, attitudes, and behaviours.".

Other authors focus rather on the consumer-influence and marketing potential of these type of users. Ge and Gretzel (2018, p. 1273) describe them as "individuals who are in a consumer's social graph and have a direct impact on the behaviour of that consumer", Campbell and Farrell (2020, p. 470) limit the concept to "someone who posts to social media in exchange for compensation", not mentioning that in order to have compensation the influencer also needs to have the impact that the previous definition mentioned. Following, Wong (2014 *apud* Kay, 2020, p. 251) contrastingly describes it as a form of marketing, one

"that identifies and targets individuals who have influence over potential buyers" and Kirwan (2018 *apud* Kay, 2020, p. 251) as "people who have large audiences of followers on their social media accounts, and they leverage this to influence or persuade this following to buy certain products or services", which is usually done in exchange for a compensation as seen above (Campbell & Farrel, 2020). Most of these definitions leave out the important factor of not only building and having an audience, but a passionate and dedicated one.

Enke and Borchers (2019, p. 267) provide a definition from a strategic communication perspective: "we define social media influencers as third-party actors that have established a significant number of relevant relationships with a specific quality to and influence on organizational stakeholders through content production, content distribution, interaction, and personal appearance on the social web." The authors see SMI as versatile stakeholders who can achieve specific tasks for organizations, aligning with previous definitions that focus on SMI as marketing tools for companies, but Enke and Borchers also see them as not only having impact and reach but also having a better ability to interact, have access to relevant contacts, authenticity, and many other distinctive potentials (Enke & Borchers, 2019). Abidin (2015 & 2016) brings new topics to the definition such as specific set of SMI' practices. These include the narration of SMI's personal habits and lifestyles. The current study argues that although these behaviours are usually present on influencer's activities, they are not considered a defining factor, but rather a concept more fitting to define specifically lifestyle influencers.

Taking from the definitions above, this study highlights three main crucial points to classify a SMI (besides being a social media user): having a sizeable audience created on social media, having influence/ability to shape attitudes and the ability to leverage their influence for commercial gain, if desired. Concluding, this study proposes a new definition based on Chang et al. (2020)'s definition. Chang's point of view already includes not only the ability to influence their following, but also the importance of having a sizable audience. This study adds the influencer marketing perspective, where the influence can be used as a tool for compensation. As follows, social media influencers are individuals who have established a personal channel with a significant number of active and passionate followers on social

media and have the ability to influence thoughts, attitudes and behaviours which they can leverage on for commercial purposes if desired.

Another term used in many studies to describe social media influencers is microcelebrity. It was coined by Theresa M. Senft, to describe - in her study of camgirls - ordinary people who used social media to build fame. The study described how camgirls interacted and sustained a relation with the public while employing a "theatrical authenticity, self-branding and celebrity as forms of publicity" (Senft, 2008). Later, in 2012, Senft provides examples of microcelebrities practices from carefully selecting content to post, to untagging unflattering pictures of themselves on social media. Building on this, Marwick (2015) gives a similar definition to the term: "micro-celebrity, a self-presentation technique in which people view themselves as a public persona to be consumed by others, use strategic intimacy to appeal to followers, and regard their audience as fans" (p. 333), from which is worth noting that the author mentions it as something you do rather than something you are. It is seen as a process that (may) celebrify (Usher, 2018).

Additionally, Marwick and Boyd (2010) say "the microcelebrity practitioner thinks of him or herself as having a fan base and works strategically to entertain and increase this audience. Regardless of how many people are actually watching the microcelebrity" (p. 12). This term has quickly become common to many authors when referring to influencers (Marwick & Boyd, 2010, 2015; Khamis et al., 2017; Djavafora &Trofimenko, 2019; Usher, 2018), but it is important to highlight that these are not synonyms. As seen above in Marwick and Boyd's (2010) quote and definition, there is no need to have an audience to qualify as a microcelebrity, it is seen rather as a behaviour, contrary to social media influencers. Consequently, none of the definitions contemplate the possibility to gain attention and use it for commercial purposes. Ruiz-Gómez (2019) agrees that a "definition for this breed of celebrities must include the ability to attract and direct attention just as it is an intrinsic and key part of what defines any celebrity. Micro-celebrity definitions do not specify that users must be able to attract attention or even have an audience of followers" (p. 24). Concluding, SMI may be considered microcelebrities, but both terms should not be used indistinctively as not all microcelebrities are digital influencers.

Similarly, there is more vocabulary related to social media influencers that is worth distinguishing. Internet celebrities are referred to by Abidin (2018) as "all media formats (people, products, icons, figures, etc.) that attain prominence and popularity native to the Internet, although the spillover effects and afterlives may include cross-border flows outside of the internet" (p. 15), adding that the high visibility may come from fame or infamy, positive or negative aspects, be transient and even not "monetizable". Celebrity endorsers refer to "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (Bergkvist & Zhou, 2016, p. 646), not necessarily on social media. The term "opinion leader" is also very popular among SMI studies, and it is defined as "individuals who have a great amount of influence on the decision making of other people and on their attitudes and behaviours" (Casaló, et al., 2020, p. 511). Social media influencers can be opinion leaders, but it does not necessarily mean that opinion leaders are SMI. The same happens to the term "digital content creator", heavily used by companies like YouTube and Facebook, which refers to all users producing and posting content, regardless of the attention they get (Ruiz-Gómez, 2019).

Thinking along the same line as some of the definitions proposed above, De Veirman (2017) argues that "unlike mainstream celebrities, influencers are believed to be accessible, believable, intimate and thus easy to relate to" (p. 801), characteristics that distinctively lead social media influencers to success. Through unaltered behind the scenes (Abidin & Ots, 2015), sharing of personal life and/or interacting with followers (either online or in person), digital influencers create a sense of authenticity and intimacy (De Veirman, 2017). Further blurring the boundaries, SMI's posts appear alongside friends and families (Usher, 2018). All these, enforce a parasocial relationship. De Veirman (2017) describes it as "the illusion of a face-to-face relationship with a media performer" (p. 801), creating in this way a feeling of an equalitarian friendship and identification. Hudders et al. (2020, p. 8) agree:

> "The opportunity to interact with followers on social media allows the influencer to build a close bond with his/her followers and be considered a peer rather than a distant celebrity. Influencers attach great importance to the creation of feelings of similarity, familiarity, and likeability (…) as these attractiveness indicators create a sense of parasocial interaction"

Social media itself, by creating the misconception of "uncensored glimpses" and of two-way relationships, becomes a big propeller of this phenomenon (Usher, 2018).

Other key characteristics for SMI are credibility and competence. Several studies point that information is more credible when coming from a reviewer/blogger than an established celebrity (Djafarova & Rushworth, 2017). In a study by Djafarova (2019), when asked about credibility, social media users preferred digital influencers who appeared honest and open, who engaged in conversations and answered questions from followers, with 30% of the interviewees answering that they are inspired by these users and get useful recommendations from them. Additionally, they highlighted the importance of informative and factual content. Similarly, a study by Ki et al. (2020), shows that users feel competence from their idol when they generate and curate informative content. These digital influencers, through their reliability and perceived credibility become high-valued opinion leaders.

Relatability and ideality are also important factors that distinguish SMIs and strengthen the bond with their fans. By presenting themselves as relatable and ordinary individuals - showing their "everydayness" (Usher, 2018) - they assert what differentiates them from other traditional media celebrities (Cotter, 2019). Always while being charismatic, inspiring and being the type of person the follower aspires to be (ideality) (Ki, et al., 2020). As Usher (2018, p. 5) argues: "Microcelebrities are new examples of the 'ordinary/extraordinary paradox', simultaneously 'ordinary' and 'special". So, through an impression of authenticity, influencers cultivate a sense of intimacy, relatability, ideality, credibility and competence, which all end up forming a basis for an affective and parasocial relationship with followers.

Also interesting to add, a recent study on young consumers in Hong Kong, besides supporting the components already mentioned above, discussed new perspectives, as well:

> "From young consumers' perspective, the credibility and trustworthiness of an online influencer and the truthfulness of the information the influencer provides are highly prized qualities (…) Young consumers endorse effective online influencers who are willing to share their genuine life experience and privacy, such as relationship status and weaknesses" (Tsen & Cheng, 2021, para.24)

This study also found that users are increasingly valuing influencers political sense, believing that influencers "should express their opinion on various social issues and should possess sufficient political knowledge" (Tsen & Cheng, 2021, para.27).

In order to develop all these characteristics and "achieve prominence in the attention economy" (Ruiz-Gómez, 2019), influencers focus on their personal brand/ self-branding (Hudders et al., 2020), which can be explained as "developing a distinctive public image for commercial gain and/or cultural capital" (Khamis et al., 2017). Khamis et al., (2017, p. 1) add that "central to self-branding is the idea that, just like commercially branded products, individuals benefit from having a unique selling point, or a public identity that is singularly charismatic and responsive to the needs and interests of target audiences". So just like any brand, all the characteristics mentioned above can be leveraged for commercial gain as they impact the way users perceive and trust advertising, and consequently, brand awareness and purchase intentions (Hudders, et al., 2020). Due to this, influencer marketing has become the norm for many brands. Influencer marketing can be defined as "formulating and implementing marketing strategies and activities through individuals who have influence over actual and potential customers" (Ge & Gretzel, 2018, p. 1277), in this case, social media influencers, benefiting not only the company/brand but also the digital personality.

1.3. Influencer Marketing

As the strength of traditional marketing techniques consistently decreases, marketers are seeing the potential of social media influencers to promote a brand and to establish a community of loyal consumers (Tsen & Cheng, 2021). Using digital influencers to boost sponsored content is a cost-effective investment for brands as influencers, besides creating quality content themselves that fit their followers' preferences, they also spread it through their highly engaged audience (Hudders et al., 2020; Enke & Borchers, 2019). Additionally, influencers are also a great relational marketing tool. Relational marketing can be defined as "an integrated effort to establish, maintain, and enhance relationships building a network with individual customers, and the strengthening of this network for both sides' mutual benefit" (Del Vecchio & Ndou, 2010). By using influencers and the parasocial relationship they established with their followers, brands maintain a closer and deeper relationship with

their customers and increase customer loyalty, a basic element of relational marketing (Doina et al., 2018). Also worth noting, the "disproportionate amount of influence" SMIs exert (De Veirman et al., 2017) as messages disseminate rapidly and easily not only within, but also beyond their following since their audience also share content with their own followers, friends, family and so on.

There is a wide range of possible endorsements with different levels of brand encroachment. In the case of minimal encroachment, "marketeers simply send free products with the hopes that SMIs will communicate some information about the product sample" (Audrezet et al., 2018, p. 2). Maximum encroachment involves payment for a post whose content has been determined contractually by the marketer. This may involve specific requirements the SMI has to meet, from a minimum number of posts to specific pictures, etc. (Audrezet, 2018). More recently, other influencer marketing formulas have appeared besides content creation (Enke & Borchers, 2019), for example, an invitation to the studio of the advertiser is sent to the influencer and he/she becomes part of a traditional commercial, which both the influencer and the brand will then endorse on their social media (Hudders, et al., 2020). This is described as the SMI being the protagonist in Enke and Borchers (2019)' paper which focus on the strategic communication perspective. If the influencer does not appear in the communication content but still shares and promotes it, he is seen as a multiplicator. Another example is an influencer taking up the role of moderator (Enke & Borchers, 2019) by being involved in interactions about content concerning the brand, online and offline (Hudders, et al., 2020).

When influencers accept payment in return for a post or interaction on social media, they are engaging in native advertising or sponsored posts, defined by Kay et al. (2020) as "any paid advertising that takes the specific form and appearance of editorial content from the publisher itself" (p. 253). Native advertising appears alongside non-sponsored content often "seamlessly woven into the daily narratives influencers post" (Vermain, 2017, p. 798), which may be perceived as the influencer's unbiased opinions. Due to this, regulators argue that this form of advertising is deceptive for consumers (Kay, et al. 2020). As a result, regulatory and policy adjustments are demanding digital influencers to disclose their endorsements to their followers (Kat, et al., 2020). Europe guidelines affirm that "commercial

communications, including advertising and marketing, should be transparent so as not to mislead the average consumer" (IAB, 2016).

Many studies have since been made to determine whether disclosure of sponsorship result in negative or positive brand attitudes. The conclusions are mixed, while Boerman et al. (2017) and Evans (2017) both conclude that sponsorship disclosure results in negative brand attitudes and in a reduction of intention to engage in electronic word-of-mouth, Kay et al. (2020)'s study shows that "disclosure of sponsorship leads to significantly higher levels of purchase intentions", as "consumers perceive social media influencers as more honest and candid when they clearly communicate product sponsorship in their posts". Audrezet et al., (2018) also support this by considering that "Authenticity improves message receptivity, enhances perceived quality and increases purchase intentions"(p. 3). So, authenticity is not only an important factor when it comes to appealing to fans but also when it comes to marketing, as the audience is less resistant to an advertising message if they perceive the SMI to be credible and authentic (Tsen & Cheng, 2021).

According to Audrezet et al. (2018), there are two authenticity strategies that SMIs use to manage their brand collaborations: passionate authenticity and transparent authenticity. The first refers to those who are only intrinsically motivated and produce social media content based on their love for the activity or topic, rather than extrinsically (as a mean to an end): "a set of means that an SMI develops in order to ensure an intrinsically satisfying creation process—a self-gratifying activity in accordance with his or her true self" (Audrezet, et al., 2018, p. 7). The second refers to "a set of means that SMIs develop in order to provide a truthful and exhaustive representation of the partnership and personal opinions to respect their own sense of integrity" (Audrezet, et al., 2018, p. 7), involving many times disclosing information about the contractual obligations the SMI has with the brand or posting unedited content. However, influencers must be aware that by choosing a path of authenticity, they must also deny commercial opportunities when a brand does not correspond with their inner passions as well as when they are requested to not disclose an ad to mimic a spontaneous endorsement. Thus, it is important to select a balanced level of brand encroachment in SMI's post as not to impact or even breach their authenticity and follower's trust. Additionally, the "perceived image of the endorser must have a correlation with the product" (Ruiz-Goméz,

2019, p. 21), in other words, there must be congruency between the endorsed brand and the influencer brand (Abidin & Ots, 2015; Hudders et al.,2020).

Brands should approach SMIs who, besides the characteristics already mentioned, are truly well-liked as there are positive links between the attitude towards a celebrity and the attitude towards the brand they are endorsing (Amos, et al., 2008). Brands should carefully pick the endorser which has the "most appropriate and desired characteristics in relation to the brand, as the image of the influencer may transfer to the brand by the virtue of the endorser" (De Veirman, et al., 2017, p. 802). Influencers, as a brand themselves, should in the same way be careful when choosing who to endorse. Furthermore, in the same study mentioned above, it is inferred that the negative associations also have an impact on both stakeholders: "positive celebrity information and image can also transfer to the product/brand. But of equal importance, these results infer negative information transfers to the product/brands, as well" (Amos, et al., 2008, p. 224). In this case, digital influencers may represent a risk for brands as they can attract negative publicity and consequently impact the brands' organizational reputation (Hudders, et al., 2020).

Akin to the themes mentioned above, Abidin and Ots (2015), as part of the conclusion to their study, present the "hidden norms" bloggers believe to exist: "Responsibility for the quality of brands and offers that are endorsed; Responsibility for the non-discriminatory nature of the brands and offers that are endorsed; That non-authentic promotions are essentially dishonest; That non-authentic behaviours will be detected and punished; That Influencer brand and endorsed brands should exhibit congruency; That influencers are have a flexibility range to accommodate the needs of brand clients." (Abidin & Ots, 2015, p. 10).

When selecting an influencer to endorse their brand marketeers often assess the SMI's audience size and number of followers. This does not mean that every brand should work with influencers that have the biggest audience possible, as seen above, there are other factors to take into consideration.

A higher number of followers may be perceived to have a greater social influence (Djafarova & Trofimenko, 2019) and has been proved to be related to the audience likeability towards

the SMI as they are perceived as more popular and opinion leaders (Hudders, 2020). On the other hand, influencers with fewer following, are more easily perceived as authentic and accessible (Ruiz-Gómez, 2019).

Current discussion about what constitutes a large following is not consensual and classifications vary between studies. Campbell and Farrel (2020) and Hudders et al. (2020) define five different levels: from nano influencers with less than 10 000 followers to celebrity influencers characterized by having over a 1 million followers and recognition prior to social media. However, "celebrity influencers" do not fit within this study since this paper is focused solely on social media influencers, which have been defined previously as individuals who have built their following on social media, which is not the case for celebrity influencers. Other authors use a four-level classification, excluding the celebrity influencer, but keeping the nano influencer (Erwee, 2019; Zarei, et al. 2020) which is classified by Erwee as "ordinary digital citizens, with follower counts as low as 1,000 up to 10,000" and by Zarei et al. (2020) as having fewer than 10 thousand. The problem with nano influencers is in the same realm as celebrity influencers, they do not fit the study's definition. There is no realistic guarantee that a user with 1 000 or fewer followers is able to obtain any commercial gain from it.

As middle ground, Ruiz-Gómez (2019), Yılmaz, et al. (2020) and Jiang and Xu (2021) present three level classifications – micro, macro and mega-influencers – which will be the choice for this study. Ruiz-Gómez's classification is primarily based on practitioners' perspective creating a more realistic approach. Accordingly, micro-influencers gather from 5000 to 10 thousand followers, macro from 100 thousand to 1 million and mega-influencers have an audience of over 1 million.

Micro-influencers are the largest group of creators and commonly specialize in a particular subject, consequently providing a more targeted follower base. These niche networks are then advantageous for brands seeking those specific demographics (Ruiz-Gómez, 2019). Additionally, the audience also tends to be more bounded to the micro influencer's geographic base (Campbell & Farrel, 2020). These influencers also have a higher engagement rate (level of interaction from followers, in the form of likes, clicks, comments,

etc.), when compared to other tiers, with a 25%-50% engagement rate per post (Yılmaz, et al., 2020). This may be caused by their portrayal of authenticity and accessibility, connecting with the audience on a deeper level (Ruiz-Gómez, 2019).

Macro-influencers have a strong digital presence, most often in more than one platform, using them to cross-promote content and be more valuable for brands. They count on 5%–25% engagement rate per post (Yılmaz, et al., 2020). Many macro-influencers attribute their exponential numbers of followers to turning their digital activity into a full-time venture (Ruiz-Gómez,2019). Businesses focused on reaching a broad demographic audience usually work with macro influencers, through professional partnerships (Yılmaz, et al., 2020).

Mega-influencers are the A-listers of social media fame and some are even treated like traditional celebrities. They are able to capture attention that surpass mass media' audiences, so they are used in large awareness campaigns (Ruiz-Goméz, 2019) and by well know global brands (Erwee, 2019). Contrastingly, they have an average 2%–5% engagement rate per post (Yılmaz, et al., 2020). Also, their followers are varied with different interests (Jiang & Xu, 2021).

1.4. Social Media Engagement Behaviours

As seen above, social media engagement is the level of interaction from followers. In a post this means likes, comments, and clicks, but in general there are different behaviours that translate as engagement. These behaviours may be positive and negative but also active or passive. Through a study of customer-brand relationships online, Dolan et al. (2015) have divided social media engagement behaviour (SMEB) into seven types. These types can be easily translated into a social media influencer perspective, especially because as previously concluded, digital influencers are brands as well.

The first type of social media engagement behaviour is co-creation, the highest possible level of positive and active engagement. Co-creators act as un-prompted co-developers of content related to the social media influencer by creating and publishing positive material such as videos, images, or articles. Then, there is positive contribution where users make positive

contributions to the influencer's page such as comments, likes or even inviting friends to like the SMI's page. The third type is consumption, where the user does not interact with the content but still passively enjoys it and consumes it. In a neutral level there is dormancy, which is a temporary state of inactivity where there is no consumption of content by users who previously interacted with the brand.

In the negative behaviour side there is detachment where, contrary to dormancy, the user decides not to consume any more content. This includes unfollowing or disliking certain content. Next, there is negative contribution, an active type of engagement where users converse negatively and publicly about the influencer. Finally, there is co-destruction where the user initiates un-prompted negative contributions to social media by, for example, creating a social media page against the SMI or even reporting the influencer's account. Occasionally, these negative social media engagement behaviours are used as tools to callout someone's misconduct as part of cancel culture, which will be discussed further in the following chapter.

Chapter 2 – Cancel Culture

2.1. Defining Cancel Culture

Cancel culture is a term for the social phenomenon, usually initiated on social media, of withdrawing support from someone or something in the public eye who has done/presented something considered offensive. It is accompanied by an enormous backlash on social media where "comments quickly pile up calling out the misconduct (…) and/or using performative language to mock and shame the person believed to be responsible for the wrongdoing" (Chiou, 2020, p. 297).

Although the key idea is common among authors, the definition of Cancel Culture is still not consensual. Authors like Beiner (apud Velasco, 2020) and Anderson-lopez et al. (2021) focus on social media's negative attention to the "culprit" while Clark (2020) and Ng (2020), for example, focus rather on the withdrawal of support. On the other hand, some papers' definitions do not point to the target of this phenomenon (Velasco 2020; Ng 2020), while others agree that people who are on the public eye, like celebrities and social media influencers, are more prone to "being cancelled" (Chiou, 2020; Clark, 2020). Additionally, most of these authors focus especially on social media users and seem to not cover series, movies or even brands in their definitions, which may also be object to cancel culture, as seen in the article "Tug of War: Social Media, Cancel Culture, and Diversity for Girls and The 100" by Jonina Anderson-Lopez, R.J. Lambert and Allison Budaj. The table below shows the varying definitions throughout different authors.

Clark, 2020, p. 1	""canceling" is an expression of agency, a choice to withdraw one's attention from someone or something whose values, (in)action, or speech are so offensive, one no longer wishes to grace them with their presence, time, and money.""… usually reserved for celebrities, brands, and otherwise out-of-reach figures"
Velasco, 2020, p. 1	"cancel culture is a form of public shaming initiated on social media to deprive someone of their usual clout or attention with the aim of making public discourse more diffused and less monopolized by those in positions of privilege."

Chiou, 2020, p. 297	"When a public figure says or does something considered offensive or pejorative to a given group (e.g., ethnic minorities, sexual/gender minorities, people with disabilities, women as minorities, and so forth), disparaging comments quickly pile up on social media, calling out the misconduct, withdrawing support for the person's work/product, or using performative language to mock and shame the person believed to be responsible for the wrongdoing. "
Anderson-Lopez et al., 2021	"cancel culture is a sort of group mentality by which the actions or words shared in a public forum are deemed taboo, and therefore should be amended."
Ng, 2020, p. 623	""cancel culture," that is, the withdrawal of any kind of support (viewership, social media follows, purchases of products endorsed by the person, etc.) for those who are assessed to have said or done something unacceptable or highly problematic"
Bromwich, 2018 apud Velasco 2020, p. 3	"It is an act of withdrawing from someone whose expression – whether political, artistic, or otherwise – was once welcome or at least tolerated, but no longer is"
Beiner, 2020 apud Velasco 2020, p. 3	"trying to erase someone from public discourse – either through publicly shaming, deplatforming, or demanding that they be fired"

Table 1 - Cancel Culture Definitions
own elaboration adapted from Clark (2020), Velasco (2020), Chiou (2020), Anderson-Lopez et al. (2021)

Cancel Culture is especially attentive (although not exclusively) to issues such as sexism, homophobia, racism, bullying and any other themes that may be pejorative to minorities (Ng, 2020). Not only does it recognize the actions that go against these communities, but it also places pressure to withdraw the taboo actions or statements (Anderson-Lopez et al., 2021).

Also worth noting the difference between cancel culture and call-out culture. Call-out culture is defined as "publicly expressing outrage at actions of overt and covert racism, sexism and homophobia as well as other forms of bigotry" (Ahmad, 2015, *apud* Gerrie, 2019, p. 100). Although "calling out" might be a tool used in cancel culture, it does not mean the same. Call-out culture is the public outrage related to some wrongdoing, it does not have to relate to a public figure or a brand, neither does it focus on the withdrawal of support since many of the call-outs are done directed at daily citizens who have done something considered morally incorrect. "These campaigns typically begin with a clip that is posted, where users

then identify the person and attack their behaviour" (Bouvier, 2020, p. 1). To sum up, anyone is susceptible to being called-out, including celebrities and projects. When that happens, it might then grow to "cancelling" or not and just turn out to be a flow of negative public interactions, from which the perpetrator can learn. Rabouin et al. (2021, p. 6) agrees: "In principle, the "call-out" acts as a warning: it gives the person the opportunity to change and revise their speech or practices".

To further understand this concept, it is pertinent to trace its origin and evolution. Evidence of discursive accountability practices such as calling out and cancelling trace back to black counter publics (Clark, 2020) as a result of being marginalised, neglected, inadequately voiced or censored within the public sphere.

The word "cancel" being used in reference to someone has been a common term in African American vernacular English, first appearing is songs and movies around 1991 (Ahuja & Kerketta, 2021). Moreover, cancelling something or someone is a socially mediated phenomenon with its roots in queer communities of colour. Black Twitter, by advocating change, made the term of being "cancelled" into an Internet meme[1] (Clark, 2020). Black Twitter is "a collective composed primarily of African Americans who have managed to effect change through the microblogging platform Twitter. Organized around the hashtag #BlackTwitter, this collection of users has been credited with injecting uniquely black concerns and perspectives into the national discourse" (Graham & Smith, 2016, p. 433). Movements signalled by hashtags like #BlackLivesMatter, #OscarsSoWhite and #ICantBreathe are among other prominent mobilizations initiated by these users (Pereira de Sá & Alberto, 2021). The expression was later adopted by observers and other Internet users (Clark, 2020), growing into what now many believe to be a path to censorship and over-sensitivity, a theme which will be discussed later in this literature review.

Despite this, it is possible to see that "cancelling" started (and many believe it still is) as social media activism, a form of activism which "has evolved alongside technology in which

[1] "any idea, behavior or skill that can be transferred from one person to another by imitation" Blackmore (2000)

social media has extended the realm of activists' reach and exposed them to other cultures and social phenomena" (Tucker, 2018, p. 4). Brock (2020 *apud* Clark 2020 p. 2) agrees: "Originally a practice of Black women 'signifyin,' [the call-out] has occasionally been mistaken for Twitter's 'mob mentality,' but it is qualitatively different: it is often a critique of systemic inequality rather than an attack against specific, individualistic transgressions".

Also important to note that this phenomenon has its antecedents, although limited in reach and effectiveness due to structural power, time and access to resources, blacklisting and boycotting have similar characteristics to cancelling (Clark, 2020).

> "Producers and casting directors, for example, have the ability to categorically deny employment in the entertainment industry. Admissions officers, regents, and donors have enjoyed similar influence on college campuses. Even the measured success of Civil Rights era boycotts depended on global media attention to gain traction" (Clark 2020, p. 2).

Therefore, when examining Cancel Culture, it is important to have in mind the power relations by which it is defined.

Another way to frame cancel culture is by analysing celebrity culture and its relating concept of the synopticon. The idea of the synopticon was introduced by Thomas Mathiesen (1997) and it represents the "viewer society" in which we live, where the many (the population) watch the few (celebrities, for example). With the development of communication technologies, the public has unprecedented constant access to news, stories, sightings and images of celebrities, which consequently intensifies the idea of the "viewer society". Due to this, celebrity reporting has gained a place in the modern world culture, especially when related to the report of mistakes, scandals, and downfalls of public figures. The following success of social media opened the possibility for celebrities to communicate directly to their fans and readers and, without the approval of a publicist needed, public figures now hold the power to put out whatever message they want (Tucker, 2018). Tucker (2018, p. 3) affirms "Social Media allows for Synoptic values to be laid out in an entirely transparent manner", differing from traditional media institutions that functioned as gatekeepers between the public and celebrities (Velasco, 2020).

Consequently, celebrities' freedom of speech on social media allows the "followers" to actively police them and their every word, resulting in call-outs and withdrawal of support whenever they say something that does not align with the image they created (Tucker, 2018), also known as Cancel Culture. Velasco (2020) highlights how this direct link between public figures and the public made it impossible to escape the scrutinising gaze of the public, making it almost impossible to handle scandals gracefully without consequences, which was significantly easier before social media. From the celebrity point of view, Cancel Culture can be seen as a crisis between a celebrity and their fans. Especially in social media, fans can be considered a commodity because of their prosumer activities, where they aggregate value to a certain celebrity through their unpaid user generated content. In this way, Cancel Culture is a breach in this fan-celebrity contract (Pereira de Sá & Alberto, 2021).

2.2. The Many Forms of Cancel Culture

As mentioned before, Cancel Culture involves much more than the simple withdrawal of support. There is an entire process that surrounds it, from the simple negative comments online to the sabotaging of anything that relates to the (considered) perpetrator. This section aims to study the events that may be associated with cancel culture.

When a public figure does or says something controversial, comments immediately pile up on social media, calling out the transgression. As mentioned before, these call-outs, an almost indispensable tool of cancel culture, focus on pointing out the misconduct in order to respond to that certain bigoted action, but it is important to highlight that it usually develops into an increasingly aggressive discourse (Chiou, 2020). This discourse may then lead into public shaming also mentioned online as "dragging" (Tucker, 2018), not only attacking the behaviour but also the person responsible and anyone who tries to defend him/her/it. Velasco (2020) highlights: "Should anyone defend or attempt to give her a path to redemption, they might suffer a comparable consequence". Also important to note, how by being able to mobilize around a specific topic/transgression, which many times is out of the view of the mainstream media, it usually ends up going viral entering the discourse of the mainstream media and news (Clark, 2020), garnering more attention to the cause.

Along with this initial outrage, there is the unsubscription/unfollowing from any of the "culprit's" social media accounts which functions as a distancing and punitive strategy (key to the withdrawal of support) but also as an economic consequence (Lawson, 2020).Taking YouTube as an example, it is easy to understand that with less subscribers, less people are likely to watch any video posted by that user, which translates into a poor AdSense ("Google's monetization platform that places ads on videos" (Lawson 2020, p. 9). Additionally, fewer followers, independently of the platform, means less engagement, making this person or company less attractive to other businesses and brand partnerships. (Lawson, 2020).

As the "scandal" progresses, users try to deplatform and sabotage not only the user or company but also move onto anything that relates to them (Velasco, 2020). Any project or product that involves the perpetrator will likely also be affected, as well as any influencer or brand that still supports or collaborates with them. Velasco (2020, p. 5) gives a clear example: Cat Arambulo-Antonio, a celebrity from the Philippines, "posted an Instagram story disparaging individual who were stuck at security checkpoints" during the height of Covid-19, forgetting or ignoring that "the deficiency of government response to the pandemic has forced workers to go out and continue their livelihoods despite the risks". Following her post, she was swiftly flooded with negative comments which also tagged brands affiliated with Cat so they would notice the "scandal" occurring. This led to the release of an official statement from *Organique*, a brand she worked with, distancing itself from Cat Arambulo-Antonio. In this example it is important to note that if *Organique* had not distanced itself from this celebrity, the brand would probably end up facing the same backlash as Cat.

As a sabotaging technique, some users resort to doxing (Clark, 2020). Doxing is a form of "online abuse where a malicious party harms another by releasing identifying or sensitive information" (Snyder et al., 2017, p. 432). Doxing can not only cause direct and lasting harm to its victims but also to the attacker, as it is considered a criminal offence in most countries.

There is usually a common goal among these strategies: to erase someone from the public discourse (Velasco, 2020). This is many times obtained through the pressure users place on every stakeholder, leaving them no option than to distance themselves from the perpetrator.

2.3. The curating process of Cancel Culture

With the many facets of Cancel Culture, it may be difficult for less active users to accompany a scandal since most of these controversies span over time and platform. Here is where the most devoted users may come as help: "Interested audiences act as sleuths and analysts, sifting through often overwhelming amounts of information across platforms to discover, share, and make sense of relevant media objects" (Lawson, 2020).

This curational process usually starts by collecting the so-called "receipts": screenshots or screen recordings that function as a way to manage ephemeral media and prove the wrongdoing that ignited the "scandal". These guarantee the information is available even if it is deleted from its native platform, as well as allow its sharing between different social media sites. These "receipts" are then published on "gossip" social media accounts or narrativized and contextualized on YouTube, further propelling the movement to a wider audience (Lawson, 2020).

A different way to follow the development of an event like this is through Reddit megathreads: "When a story is sprawling *on Reddit* with many relevant media objects, moderators can designate a megathread for all conversations about that story. The megathread typically features a parent comment with links to relevant content, including prior threads on the topic and links to external content such as YouTube videos or tweets" (Lawson, 2020, p. 7).

These curational procedures help shape the social and economic meaning of each event (Lawson, 2020). Since scandals generate so much content and online traffic, they are highly profitable for platforms such as YouTube and Reddit but also for the "curators" who post about them. Additionally, these posts, by reflecting a specific approach to the scandal, have

a deep impact on its audience perception and understanding of the controversy's significance.

2.4. Social media influencers responses to cancel culture

When confronted with scandals and subsequent cancel culture, influencers and brands try to correct their mistakes or at least tone down the consequences. Many times, when trying to do this, the result is the opposite, and the backlash intensifies. The following paragraphs will present some examples of influencer and brand responses to cancel culture based on Lawson's (2020) study.

One strategy used by influencers is issuing an apology through Instagram Stories. Instagram stories is a temporary feed of photos and videos which last for only 24 hours. It also does not feature a public comment section. These characteristics make an Instagram story apology a fruitless way to atone for past mistakes. Not only does it transform an apology into an ephemeral response that leaves no permanent trace to itself (nor even the main issue that started it), but also does not allow the public to show or express their reactions. Furthermore, many of these stories are posted after many others, coming at the end of countless posts that the user would have to tap through to even get to the apology.

Another common response that digital influencers resort to is trying to change the perception of the audience about the mistake itself. Lawson (2020) talks about how a YouTuber who was being called out for posting racist tweets, after deleting them, tried to change the narrative by stating in her apology that she retweeted those messages, instead of writing them herself. By lying to try to lessen her responsibility and refusing to acknowledge her racism, the community rejected her even more. Audiences see these acknowledgements of guilt as insincere and inauthentic, motivated by the consequences and crisis management rather than care for the topic at hand and for the people who were harmed by their actions.

Influencers also use platform tools to manage the visibility of certain conversations when trying to diminish damage. Social networks such as Instagram and YouTube allow the content creator to disable the comment and like functions. This may affect the SMI as most social media algorithms are said to work based upon interaction (comments and likes) so,

when deactivated, the possibility of that content being suggested to others or gaining relevance decreases. Another tool is comment filtering, where the creator can manually choose comments, delete them, and block users without notifying them nor the public if this happens. As mentioned briefly above, these platform affordances may come with algorithmic and consequently economic risk for the influencer. Additionally, while decreasing the visibility of the scandal on that particular platform, it may only move the conversation to another platform, content creator, or form of content, making the influencer lose control over the narrative even further.

These complex dynamics demonstrate how important it is for influencers to achieve a balance between crisis management, but also authenticity and sensitivity to social issues. When this balance fails, influencers must be careful not to intensify the backlash by engaging in the evasive reframing and silencing tactics mentioned above.

2.5. Cancel Culture – Good or bad?

Cancel culture has established a love-hate relationship with the public, igniting fervent discussions about its negative and positive impact. This section will discuss both points of view.

The first criticism that is usually pointed out is the lack of clear parameters from which someone "earns" cancellation (Velasco, 2020). The ambiguous nature of cancel culture makes it difficult to anticipate what will cause outrage from the public. Similarly, the path to redemption is also extremely vague and many times inexistent (Velasco, 2020), with punishment being prioritized rather than "considered reforms" (Clark, 2020). Ng (2020) uses Twitter to show how some platforms militate against considered responses through their "ideological rigidity and lack of nuance due to the typical textual brevity of any individual post, the speed with which posts are disseminated, and the rapidity of online exchanges" (p. 623).

Tucker (2018, p. 4), when talking about call-out culture, an integrant part of Cancel Culture, highlights how "Call-out culture inherently limits interactive discourse as it brands the

accused before there is the opportunity for an explorative discussion, creating a society in which punishment is favored over rehabilitation". The instant accessibility of social media has led to a society where public figures are immediately branded as "bad" or "good" in a matter of seconds with no room for discussion or development (Tucker, 2018; Ahuja & Kerketta, 2021). Tucker (2018) illustrates his opinion with the example of Zoe Sugg a famous British youtuber who suffered from backlash in 2017 from tweets made in 2009. These contained slurs that were considered offensive and consequently lead people to brand her as "classist" and "homophobic". Although many of her actions would not point to this conviction, these single tweets led to an overbearing label on her whole character. Instead of cancel culture's supposed intention of teaching what could be considered offensive, it has become a "counter- productive technology of surveillance when it lost its aim of rehabilitation and growth and became an apparatus of punishment and denunciation", according to Tucker (2018, p. 4). Author Vanessa Gerrie (2019, p. 101) agrees: "One of the central problems of cancel culture is the immediate dismissal of any constructive dialogue with the accused" .

When it comes to what type of punishment is meted out to the perpetrator, the direction is also unclear and usually disproportionate (Clark, 2020). This means that the same treatment is many times made whether someone has made a single problematic post years ago or has a history of sexual harassment (NG, 2020). Due to this, many authors question "whether the brutality of the call-out is always in proportion to the original offence" (Bouvier, 2020, p. 1)

Cancel Culture has also generated an intense debate whether its practices are stifling open debate and creating a mechanism to enforce self-censorship (Velasco, 2020; Cook et al., 2021). For instance, in June 2020, Harper's Bazaar released a "Letter on Justice and Open Debate", a collaborative effort between the magazine and public figures such as Gloria Steinem, Margaret Atwood and J. K. Rowling, to address the environment felt. Citing:

> "The free exchange of information and ideas, the lifeblood of a liberal society, is daily becoming more constricted. While we have come to expect this on the radical right, censoriousness is also spreading more widely in our culture: an intolerance of opposing views, a vogue for public shaming and ostracism, and the tendency to dissolve complex policy issues in a blinding moral certainty" (Ackerman et al., 2020)

This lack of space for opposing ideas carries the risk of becoming a "toxic internet mechanism that could potentially stop people from having a platform to disagree and discuss their conflicting ideas" (Musari, 2018 apud Gerrie, 2019, p. 101). Similarly, Velasco (2020) sees this culture as a possible apparatus to enact an ideological purge. The following example further illustrates these author's opinions. Addison Rae, a Tik-Tok influencer, was recently faced with backlash for voluntarily introducing herself to former United States' President, Donald Trump (New York Post, 2021). Just by taking the initiative to interact with the former commander-in-chief, audiences assumed her political preferences and deemed them "offensive" enough to earn her "cancelation".

The lack of different perspectives is many times derived from social-media echo chambers. This means that similarly minded individuals only "hear what they want to hear" and anything that might be contrary to their way of thinking is not welcome. Consequently, they only follow social media pages that align with their views and unfollow those who seem inconsistent with their values (Velasco, 2020; Ahuja & Kerketta, 2021). "As one's thoughts and ideas become in sync with other mediated connections on social media, it becomes more challenging to accommodate ideas contrary to the dominant ideological climate" (Velasco, 2020, p. 6). Additionally, platforms' feeds, such as Twitter's, may take a "highly insular and nodal form" (Bouvier, 2020, p.2), where users are mostly channelled towards those who share similar outlooks and ideas. Despite this, it is worth noting that feeds have the capacity to tolerate a great variety of contradictory and unconnected ideas (Bouvier, 2020).

Cancel Culture has also been criticized as a kind of theatre, a "'performative spectacle of ritual blood-letting" (Bouvier, 2020, p. 1), where the main goal is actually for the ones doing the call-out to feel morally good rather than actually fighting for serious problems. As Bouvier (2020; 2021) highlights, it is easy to see how users derive a lot of pleasure when it comes to uniting against a single perpetrator where the feeling of togetherness and the display of a moral high ground is almost a form of self-promotion. Ahmad (2015) similarly highlights how calling someone out is a public performance, where people have the ability to show their wit or how "pure their politics are".

When studying Twitter feeds in cases of racism related call-outs, Bouvier (2020) concludes that they end up taking awareness away from the actual problem at hand and rather decontextualize and individualize each "wrong" act. Bouvier (2020,p.2) says: "while demonizing a single individual, the feed misses the point in asking how it is that ordinary, and perhaps otherwise apparently decent people, can hold racist views". Similarly, Lawson (2020, p.3) in her study, says "As these scandals demonstrate, the broader implications of racism were often elided as many members of the (online beauty) community emphasized drama rather than the marginalization of people of color". One of the cases studied by Lawson (2020) illustrates this argument clearly. A scandal involving five beauty influencers: Jeffree Star, Gabriel Zamora, Manny MUA, Nikita Dragun and Laura Lee. Jeffree Star had a falling out with the other four aforementioned influencers. So, when these influencers posted a picture of them flipping the camera the middle finger with the caption "Bitch is bitter because without him we're doing better", fans assumed this was aimed at Jeffree Star. Consequently, Star's fans began sifting through all of Zamora, Manny, Nikita and Laura's social media accounts. The fans were able to uncover offensive content posted by each of the four influencers but the most scandalous were Laura Lee's old (racist) tweets. The most discussed tweet read: "tip for all black people if you pull ur pants up you can run from the police faster #yourwelcome", which then earned her huge amounts of backlash and damage. In this example, it is clear to see how the tweets were not uncovered to show the public the interiorized racism that many still hold but rather as a tool against a specific person and as a "payback" for feuding with their idol.

Lastly, authors such as Ahmad (2017) and Lindgren (2013), highlight how illusory some perceptions of Cancel Culture or Internet activism may be. Ahmad (2017) underscores that it is important to acknowledge how some people's outrage may be seen as legitimate and reasonable (relating it to white men), but others' is seen as hostile and angry, usually women's, black and indigenous people's, concluding that it is illusory to pretend that every voice is equally heard. Following the same reasoning, Lindgren (2013, p.208), in the same pattern of thinking says it is important to highlight the risk of "over-emphasizing the democratizing potentials of social media and forgetting that power structures prevail and may even be strengthened by these same media".

On the other hand, Cancel Culture is seen by many as a "last-ditch appeal for justice" (Clark, 2020, p. 2) and a form of online activism (Chiou, 2020). A critique to the systemic inequality, a tool to raise awareness about injustice, and not an attack against specific individuals. Clark (2020, p. 3) highlights that "Social media allows hundreds of thousands—if not millions—of everyday people to leverage networked collectivity and a sense of immediacy to demand accountability from a range of powerful figures". This author recognizes the criticism, especially relating to the tone of the call-outs, to which she argues that when the urgency and weight of oppression creates a need to immediately cry out, the critique should not and can not be "wrapped up in niceties". Professor Meredith Clark and Lisa Nakamura agree, claiming that Cancel Culture is the "ultimate expression of agency" and a form of "cultural boycott" (Velasco, 2020, p. 4). Adding to this, research on the exposure of moral transgressions (also known as calling-out) "suggests that public, relative to private, confrontations elicit greater target shame, prompting change to restore threatened self-perceptions" (Clark, 2020).

Additionally, Cancel Culture gives a voice to minorities that in other situations would not have the ability to be recognized (Rabouin, 2021). "Natalie Pang from the National University of Singapore argues that marginalized voices are now heard, and discourse is less dominated by individuals who are in positions power and privilege" (Velasco, 2020, p. 4). In a similar vein, Ng (2020, p. 625) although holding some criticism against Cancel Culture, recognizes how it enables "fast, large-scale responses to acts deemed problematic, often empowering traditionally marginalized groups in the moment". Supporting this argument is the *cancellation* of James Charles, a beauty influencer, who was recently accused of exchanging sexual content with minors. The alleged victims used social media to expose their situation and make their voices heard, which otherwise may not have been possible. James Charles is now facing harsh consequences for his acts and police reports have also been filed. Although it is unclear if Charles will face legal repercussions, he already lost the opportunity to return for the second season of YouTube's show "Instant Influencer" (Tenbarge, 2021).

Anderson-Lopez, et al. (2020) offers a different perspective to the censorship criticism, by suggesting that it is the exact opposite: the representation of free speech. When talking about

Cancel Culture effects on TV-Series he says, “social media users exercised their first amendment rights and responded, and showrunners made a business decision” (Anderson-Lopez, 2020, p. 00), meaning that the backlash is sometimes helpful for showrunners to take a different turn and maintain their audience. He adds “an expression of dislike does not necessarily translate to suppression” (Anderson-Lopez, 2020, p. 00). Also, Rabouin, et al. (2021) argue that many of the “cancelled” individuals, in a panic due to loss of power, are the first to complain about cancel culture harmful effects and to declare to be victims of it as a strategy to supress any form of criticism coming from media and the public.

The different points of view from the authors represent the lack of unanimity on whether cancel culture is an efficient and necessary tool to combat wrongdoings online if it just limits discourse and the discussion of opposing ideas or if it is indeed important but in need of a reform.

Chapter 3 – Crisis Communication

Crisis can be generally defined as "some breakdown in a system that creates shared stress" (Coombs, 2015, p. 18). However, a crisis can be divided into two non-exclusive groups: organizational crisis, and disasters. Disasters are "events that are sudden, seriously disrupt routines of systems, require new courses of action to cope with the disruption, and pose a danger to values and social goals" (Coombs, 2015, p 19). Also, disasters are large in scale, require a response from a variety of government agencies and can lead to subsequent organizational crisis, which is defined by Coombs (2015, p. 19) as an "unpredictable event that threatens important expectancies of stakeholders related to health, safety, environmental, and economic issues, and can seriously impact an organization's performance and generate negative outcomes". Organizational crises include traditional crisis and social media crisis. Social media crisis defined as incidents that have the potential to hurt a company and occur on or are magnified by social media (Coombs, 2015; Cheng, 2018). Since cancel culture on social media is the focus of our work, this chapter will be focused exclusively on organizational crisis, where social media crises are included.

In order to deal and reduce the negative outcomes of a crisis, organizations adopt crisis management initiatives. A crises' prevention, planning, response, and revision are all part of crisis management. Prevention represents the action taken to avoid crises. Preparation includes a crisis management plan (CMP) which is put in action when a crisis occurs – the response. Responses, besides seeking to reduce the negative impacts of crisis, may even lead to an improved organization. Here, is where crisis communication is put into action, by providing information to help stakeholders make sense of the situation (Van der Meer & Verhoeven, 2014). In short, crisis management deals with the reality of the crisis, whereas crisis communication deals with the perception of that reality. Revision, the fourth crisis factor, entails assessing the organization's response to the crises, evaluating what was positive and negative about the crisis management performance.

When it comes to crisis communication, there is extensive academic literature and consequent crisis communication strategies available. The most dominant approach is Coomb's situational crisis communication theory (SCCT) which "provides

recommendations about how crisis managers should respond to crises by evaluating key elements of the crisis situation" (Coombs, 2015, p. 306). This theory was based on the Image repair theory created by Benoit in 1995, which proposed five different strategies to aid in maintaining the organization's positive reputation but failed in providing a clear framework from which practitioners could know when to use each strategy.

SCCT assumes that an organization's reputation is a valuable resource that can be jeopardized by crises. A communication strategy can safeguard this reputation by assessing the crisis and consequently the response strategy that is the best fit (Coombs & Holladay, 2002). Coombs (2015) identifies ten different crisis types, which he organizes into three different clusters representing different levels of responsibility for the organization:

i. Victim cluster: Very little attribution of responsibility
    a. Natural Disasters: tornados, hurricanes, flooding, health emergencies which damage the organization
    b. Rumours: when incorrect information is purposefully spread about the organization or its product
    c. Workplace violence: when an employee is violent towards another employee
    d. Malevolence: when an outside figure uses extreme tactics to harm the organization, such as terrorism, hacking, kidnapping
ii. Accidental cluster: Low attribution of crisis responsibility
    a. Challenges: when stakeholders claim the organization is operating inappropriately
    b. Technical-error accidents: a technological failure which cause an industrial accident
    c. Technical-error product harm: a technological failure that results in a defect or harmful product
iii. Preventable Cluster: Strong attributions of crisis responsibility
    a. Human-error accidents: when a human causes an accident
    b. Human-error product harm: when a human error leads to a defect or harmful product

c. Organizational misdeeds: when management acts while knowing it may risk stakeholders or violate the law

Once identified the crisis type, the next step is to choose the best response strategy accordingly. Coombs (2015), identifies ten different response strategies that also are organized by clusters, which represent different levels of accommodation. These different responses should be used according to the responsibility the organization has for the crisis. As "the reputational threat increases more accommodative strategies should be selected" (Roshan, 2016, p. 352). The responses are the following:

i. Denial Posture:
    a. Attacking the accuser: the person or group that affirms that a crisis exist is confronted, which may include a threat to use force (such as a lawsuit)
    b. Denial: denying the existence of the crisis
    c. Scapegoating: blaming someone outside the organization
ii. Diminishment Posture:
    a. Excusing: minimising the organization's responsibility, which may include denying the intention to do harm or claiming the organization had no control over the situation
    b. Justification: minimising the perceived damage by, for example, claiming there were no serious damages or that the victims deserved them
iii. Rebuilding Posture
    a. Compensation: monetary compensation or gifts is provided to the victims
    b. Apology: taking full responsibility and ask for forgiveness
iv. Bolstering Posture
    a. Reminding: reminding stakeholders of the organizations past good deeds.
    b. Ingratiation: praising the stakeholders
    c. Victimage: explaining how the organization is too a victim

Before selecting the strategy, it should also be considered whether the organization had a negative prior reputation or a similar crisis in their past. By aligning the crisis type with its corresponding response, Coombs (2015) not only provides a good framework for crisis

communication strategies but also for when to appropriately use them. However, SCCT does not focus on social media, which has deeply changed the field of communication. Social media brings new risks and challenges, but also a faster way for organizations to communicate and interact with stakeholders (Cheng, 2018).

3.1. Crisis Communication and social media

Social media is ideal for creating timely communication and participatory, two-way dialogue with audiences. During crises, social media offers a new platform for word-of-mouth communication, acting as an informal route for conveying, sharing, and processing personal, product/service, or organization's information (Austin et al., 2018). Social media brings benefits and drawbacks for organizations in time of crisis. On one hand issues that arise online can be more unpredictable, take dramatic turns, and multiply more quickly than issues that arise offline. On the other hand, social media can allow for more immediate response and interactive communication during crises (Austin et al., 2018). Roshan et al. (2016, p. 350) also highlights one of social media's potentials: "When using social media, organisations can respond to stakeholders' questions and concerns, potentially improving organisational understandings of stakeholders' crisis needs, providing greater clarity and preserving or enhancing organisational reputation".

Emerging research on communication focuses on how the information form may be as important (or even more) than the actual crisis response. One of these studies is the social mediated crisis communication (SMCC) model by Jin and Liu (2010), initially proposed as the blog mediated crisis communication (BMCC), which "describes interaction between an organization in crisis and three types of publics who produce and consume information before, during, and after crises" (Austin et al., 2012). This model shows how crisis can be created and disseminated online through a range of different social media platforms but also through offline social interactions. SMCC (Austin et al., 2012) distinguishes three types of publics:

i. Influential social media creators, who disseminate crisis information to others;
ii. Social media followers, who consume the social media creator's information;

iii. Social media inactives, who "consume influential social media creators' crisis information indirectly through word-of-mouth communication with social media followers and/or traditional media who follow influential social media creators and/or social media followers" (Austin et al., 2012, p. 192).

Thus, the model also describes how the information is spread by social media directly and indirectly (see fig. 1). Additionally, to reflect factors that impact the way organizations respond to crisis, the model adds five considerations: crisis origins, crisis types, infrastructure, message content and message form. Crisis origin refers to whether the crisis began as a result of an internal organizational issue (e.g., mismanaging finances) or as a result of an external issue. The origin will impact the attribution of responsibility, and, consequently, the available crisis responses. Crisis type (victim, accident, or intentional) impacts the response of the organization, as indicated in the situational crisis communication theory (Coombs, 2015). Organizational infrastructures represent whether the issue should be handled by a centralized organizational message or localized by individual branches or affiliations. Finally, the messages' content and form refer to aspects that provide emotional assistance to those who are affected. The content helps the public make sense of the crisis, and form is how the message is conveyed (through social or traditional media, for example) (Jin & Liu, 2010; Jin et al., 2014; Liu et al., 2012).

This model shows how offline and online information flow outside of an organization, through different media and relationships. The authors also mention the five factors which impact an organization's communication strategy. However, consequent social media crisis communication studies argue that even more attention must be given to the stakeholders as they should be studied and understood before selecting any crisis response (Cheng, 2018).

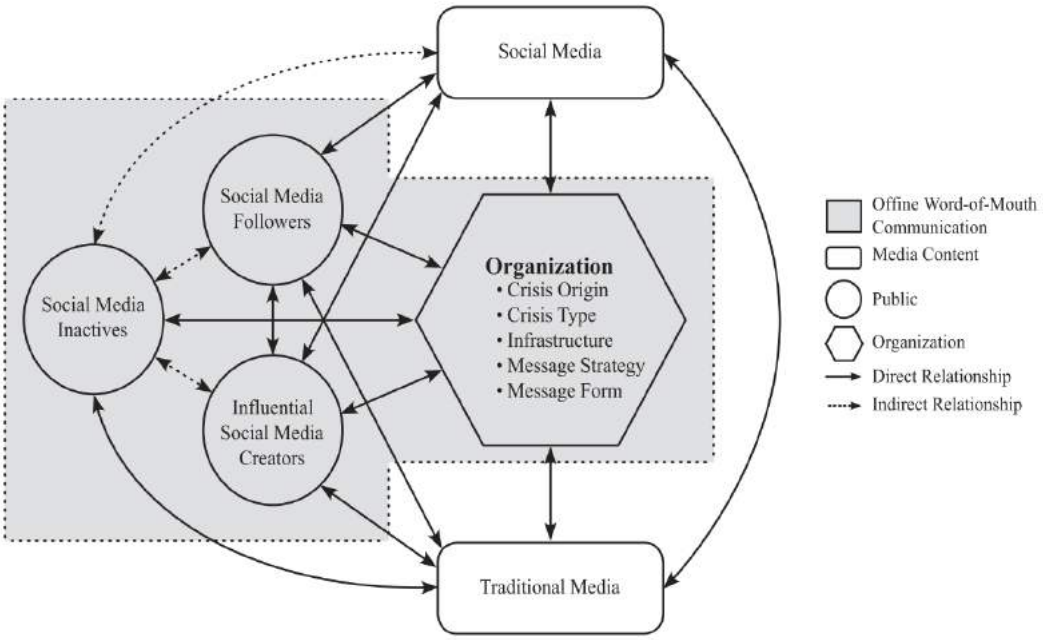


Figure 1 - Social mediated crisis communication model (Liu et al., 2012)

Cheng (2018) provides an interesting and different perspective on crisis communication through the study and comparison of past literature. Relating social-mediated crisis management literature with crisis communication strategy's research, Cheng (2018) creates the interactive crisis communication model (ICC) (see fig.2).

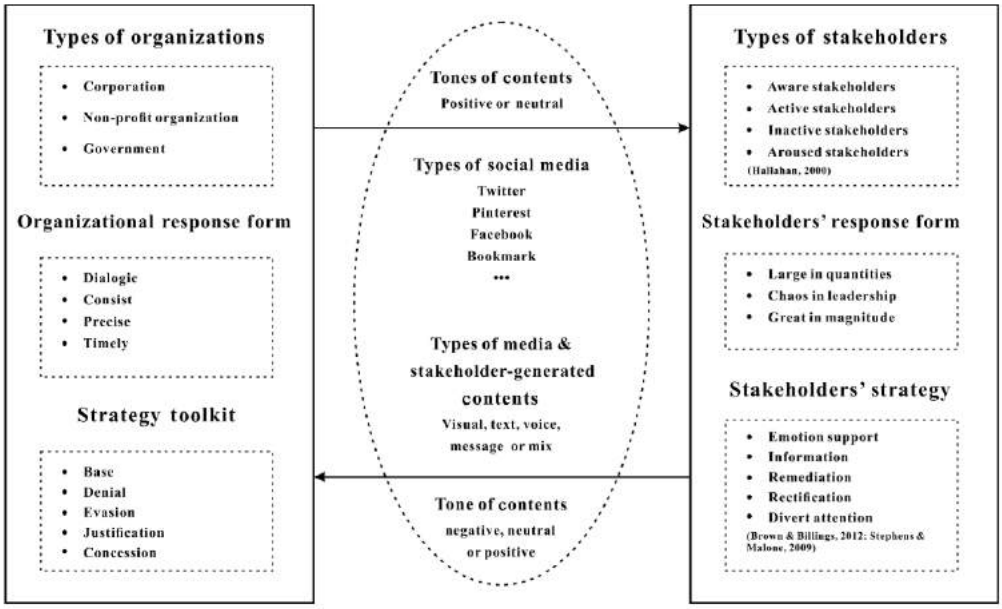


Figure 2 - The interactive crises communication model (Cheng, 2018)

This model highlights how stakeholders on social media also weigh on the efficacy of crisis communication strategies and consequently should also be studied prior to selecting a communication strategy. Four categories for stakeholders are proposed based on their knowledge and involvement on the situation: active, aware, arouse and inactive stakeholders. This classification, based on Hallahan's (2000) theory, defines active publics as individuals who are highly involved and have a lot of knowledge about the organization or issue at cause and defines aware publics as a group of people that may be knowledgeable but do not involve themselves in the issue. Aroused publics on the other hand have low knowledge but were prompted to get involved, many times by media reports, friends, or others. Finally, there are inactive publics who have little knowledge and involvement in the organization or issue.

Stakeholder desired strategies, the strategies used by stakeholders when constructing messages and making requests from organizations in crisis (Stephens & Malone, 2009) (such as emotional support, information seeking, remediation, rectification and diverting attention) and crisis response form (such as large in quantities, chaos in leaderships and great in magnitude) are also present. "The ICC model suggested that monitoring, analysing and understanding stakeholders' needs and desires in crises might be the first step before making any decisions of crisis responses" (Cheng, 2018, p. 65).

To fill the gap among the previously mentioned SCCT (Coombs, 2015) and IRT (Benoit, 1995), the author proposes an integrated strategy toolkit which summarizes previous communication strategies and add new ones, creating five main crises responses and twenty-eight strategies (table 2).

Crisis response	Stance		Advocacy	<In between>		Accommodation	
	CCS	Pre-crisis		Crisis event			Post-crisis
1. Base	Information providing (instructing, adjusting, and internalizing information)	X		X			
	Monitoring	X					
	Manipulation; covering up (reduce media coverage and stakeholder involvement)	X					
	Sympathy	X					
2. Denial	Legal action		X				
	Attack the accuser		X				
	Deny		X				
	Ignore		X				Same CCS applied here
	No comments		X				
	Scapegoat		X				
3. Evasion	Excuse			X			
	Provocation			X			
	Defeasibility			X			
	Accidental			X			
	Good intentions			X			
	Shifting the blame			X			
4. Justification	Enhancing				X		
	Bolstering				X		
	Transferring				X		
	Reminder				X		
	Ingratiation					X	
	Minimizing				X		
	Differentiating				X		
	Divergence				X		
	Transcendence				X		
5. Concession	Stealing thunder	X					
	Compensation					X	
	Apology						X

Table 2 - Integrated strategy toolkit for organizational CCS

For a clearer understanding, some of the toolkit strategies will now be defined and associated to their authors. Similarly to Coomb's situational crisis communication theory (2010) the author presents denial, attacking the accuser, scapegoating, excusing, reminding, ingratiation, compensation and apologising which are already defined above. Akin to Benoit's image Repair theory (1997), there are the following strategies:

i. Provocation: affirming the act was merely a response to other's offensive act;
ii. Defeasibility: alleging lack of information or control over the situation;
iii. Accidental: the act in question happened inadvertently;
iv. Good Intention: affirm that the offense was made with good intentions;
v. Shifting the blame: arguing that another individual or company is responsible;
vi. Bolstering: describing positive characteristics or positive acts from the past;
vii. Minimization: attempt to minimize negative sentiments towards the act;

viii. Differentiation: compare the act to other more offensive actions;
ix. Transcendence: placing the offense in a more favourable context.

Additionally, authors Kim and Liu (2012) describe enhancing and transferring as focusing on current good deeds and supporting other credible third party's crisis response in order for that credibility to transfer to themselves, respectively. Veil and Yang (2012) use the Sanlu milk contamination crisis to explain manipulation and covering up. In this case, the company was able to halt media coverage for some time during a product quality crisis, by telling the government doing it would avoid leading the consumers to panic. In Brown and Billings' article (2013), the authors talk about divergence, which means diverting attention from the crisis to other entity's crisis, refocusing the attention on other organizations. Finally, the information providing response is based on three principles taken from Sturge's communication strategies: internalizing information, meaning forming a positive image of the organization; adjusting information which means helping people emotionally cope with the crisis; and instructing information which is telling the stakeholders how to physically react to the crisis.

The author also highlights how few research mentions how to interact online (such as visual or textual, positive, or negative tones). Because of the rapid transmission of social media, an unpleasant conversation, or an inopportune time to interact could rapidly raise a social-mediated crisis rather than preventing it. ICC proposes "a long-time 'positive dialogue' between the organization and stakeholders, by connecting links with the third credible party, or chatting online to promote the 'positive' feedback" (Cheng, 2018, p .67). If the company has a positive reputation and relation with the public, it is predicted that the more favourable the dialogue a company has with its stakeholders, the more likely it is to attain a high level of CCS effectiveness.

It is also worth noting, that the "new 'digital' time frame of online media landscape has greatly shortened the length of time during which organizations were expected to react" (Cheng, 2018, p. 67). Therefore, controlling of messages has become more uncertain on social media than before. This model, although being limited to theoretical research, provides a holistic approach to social media crisis communication, based on important past theories but including the most recent inevitable factor, social media.

Besides concrete communication models, there are several empirical studies that advise organisations on how to behave in a crisis situation. Roshan et al. (2016) warn how organisations with crises in the accidental cluster (Coombs, 2015), except for challenges, were faced with backlash from stakeholders if there was no apology. The same does not apply to challenges since there are stakeholders who, in this case, object to apologies. However, these stakeholders are mostly the ones who do not believe the organization was at fault. This unstable perception may be the reason why many organisations in this case choose to remain silent (Roshan et al., 2016). Additionally, the same study defends that in a social media context, it is safer to use rebuilding strategies for accidental crises, instead of denial or diminishing strategies. In a rapid environment such as social networks, organizations should use rebuilding strategies to assure the reduction of reputational risk more safely. Also, the study confirmed that stakeholders are more tolerant towards organizations facing external caused crises, except if they consider the organisation was late to manage the crisis' risks.

Roshan et al. (2016), claim that organisations are only using social networks to provide status and not to respond to the public's messages. Hence, they are not benefiting from the full potential that those platforms have, that support organizational crisis communication. Furthermore, they also find out that the overuse of internalising information may be harmful to an organization's reputation. Finally, it is also pointed out that organisations' response to stakeholders' messages in social media "may lack humanness" (Roshan et al., 216, p. 358).

Part of this "humanness" are emotions, which is the exact theme of Van der Meer and Verhoeven's (2014) study. They considered that "The communication of emotion may provide information about the sender (Frijda & Mesquita, 1994), and, as such, provide direct information that can be used to assess the corporate reputation. Secondly, communicated emotion may affect the public's interpretation, and, as a consequence, the effectiveness of the organizational crisis response" (Van der Meer & Verhoeven, 2014, p. 527). So, emotion communication is relevant when assessing the effectiveness of crisis responses.

Through the use of vignettes, this paper reveals that when an organization shows signs of shame or regret in a crisis response, it positively impacts its reputation. The public's perception of the organization's role in the crisis is influenced by the emotions expressed by the spokesperson. On the other hand, a lack of emotion may also be a determinant factor. A detached and impersonal response suggests lack of involvement and honesty and may be seen as cold (Van der Meer & Verhoeven, 2014). In crisis situations, the emotion expressed and transmitted should always be contextually appropriate. Thus, expressing positive emotions during a negative event such as a crisis may be considered improper. Also, expressing extremely negative sentiments in a relatively moderate crisis may be seen as deceitful and inappropriate, compromising corporate reputation (Van der Meer & Verhoeven, 2014).

Communicating emotions involves verbal and non-verbal communication, from gestures to tone of voice. Van der Meer and Verhoeven's study (2014) is based on verbal signals but argues that non-verbal signals may be even more important. When the organization chooses a richer medium, that includes audio and/or visual feature for example, there is less space for ambiguity, the number of cues and senses engaged augments and the message is "more humanized". Thus, the basic premise is that a good match between a medium's attributes (e.g., the ability to express nonverbal emotion) and one's communication activities (e.g., emotional communication for reputation maintenance) would result in a more "successful" performance (Van der Meer & Verhoeven, 2014).

Strategies like apologies involve more emotional interactions, whereas defensive responses may sometimes be read as carrying negative emotions, like aggression or annoyance. Thus, organizations should assure congruence between emotional components and the crisis response strategy but also be aware that any crisis response may carry emotions on behalf of the organizations that may be negatively taken by the public. In conclusion, organizations should care as much about the emotions they transmit to the public as they do about the response itself, while making sure both are congruent. By communicating the right emotions at the right time, the public is more likely to see the organization as human and empathic, consequently improving the organization's relationship with stakeholders (Van der Meer & Verhoeven, 2014).

This chapter intends to set a clear basis to further understand the social media influencer's responses to cancel culture. As studied previously, social media influencers are brands and also need to protect their reputation in order to succeed. Especially since their followers count on specific characteristics from them, such as authenticity or credibility. Thus, just like any organization, influencers should evaluate the crisis imposed by cancel culture and consequently choose the response strategies, just like the theories studied above.

Chapter 4 – Methodology

4.1. Research Questions & Methodology

Social media have become mainstream media platforms that connects more than half of the world's population (Kemp, 2022). By allowing new virtual social worlds and online communities, social media have become the preferred platforms for users to debate and communicate among themselves (Kaplan & Haenlein, 2010). Additionally, its rapid development and popularity led to the rise of social media influencers (Chang et al., 2020) which, due to their position, are constantly under the scrutiny of the public and consequently exposed to cancel culture in a unique way.

Even with no consensus on its exact definition, the term cancel culture has managed to ignite fervent discussions in the media. From celebrities to everyday social media users, the opinions and perception of this phenomenon are varied. Although having antecedents and being a very topical concern, cancel culture (as defined in this study) is a recent phenomenon and scientific research on it is still limited. While there is meaningful research on this theme from various perspectives, from political to media entertainment (Cook et al., 2021; Anderson-Lopez et al., 2021), there seems to be a small number of studies on the phenomenon by itself and how it is processed.

The current study aims to explore these gaps by studying the process of cancel culture on social media, especially related to social media influencers. This will be achieved by studying the case of influencer Elle Darby's cancellation. Elle Darby is a 26-year-old British social media influencer, most popular for her YouTube lifestyle and beauty videos. The influencer is also the owner of Angelle Collection, a clothing brand. On 2022, Elle has suffered enormous backlash on social media after some of her old tweets containing offensive remarks have resurfaced.

Considering the intention of this research, the main question is: **How was the cancellation of influencer Elle Darby processed on social media?** and the complementing sub questions are the following:

i. How did the event begin?

ii. How did users react to the scandal?
iii. Did users acknowledge cancel culture in their messages?
iv. How did Elle react to the backlash?
v. How did users react to Elle's statements?
vi. Was there content creation about the scandal?

In order to answer the questions proposed in this research, a mixed approach will be used: a content analysis of comments posted on Elle Darby's social media platforms and tweets made with the hashtag #ElleDarby. As well as a discourse analysis of the statements issued by Elle addressing the scandal. The mixed approach provides a more exhaustive research, where not only the public's perspective is studied, but also the social media influencer's online communication. Results can then be connected and related ensuing a more informed perspective on the process of cancel culture. According to Creswell (2014), the combination of quantitative and qualitative methods, results in a more complex and sophisticated approach that allows the study of the issue at a deeper level:

> At a general level, mixed methods is chosen because of its strength of drawing on both qualitative and quantitative research and minimizing the limitations of both approaches. At a practical level, mixed methods provides a sophisticated, complex approach to research that appeals to those on the forefront of new research procedures. It also can be an ideal approach if the researcher has access to both quantitative and qualitative data. At a procedural level, it is a useful strategy to have a more complete understanding of research problems/questions (Creswell, 2014, p. 266)

It is worth mentioning that the event's information found online was also collected and narrativized. The idea is to, in first phase tabulate and quantify the data relating to the content analysis, and in a second phase, analyse Elle Darby's discourse on her online statements, so that in a final phase, the study is able to present this cancel culture case details chronologically while presenting and relating the findings from both methods.

4.2. Data Collection

The first step taken in the data collection process was to manually compile the information necessary to understand the overall event. This included the re-surfaced tweets that led to the online outrage and the variation of the number of followers Elle Darby had on her different social media accounts throughout the period of analysis. Most of this information was taken from twitter feeds and the website social blade.

However, the main object of study of this research are the comments left on Elle Darby's social media platforms and the tweets with the hashtag #ElleDarby. The time horizon of this research consists of 5 days, from the 31st of December of 2021, the day the offensive tweets resurfaced, to the 4th of January of 2021, the day Elle posted her apology video on YouTube and deactivated the comments on her brand's Instagram (@angellecollection). This represents a total of 1380 items, 754 corresponding to YouTube comments, 157 to Instagram comments and 469 to tweets.

On 31 December 2021 the influencer was present on YouTube and Instagram,but had deleted her Twitter and TikTok accounts. Furthermore, her personal Instagram account had the comments deactivated, meaning that users were not able to comment Elle's posts. However, her brand's Instagram, Angelle Collection, only had the comment function deactivated on the 4 January 2022, so some users still expressed their unsatisfaction under the brand's posts, especially on the most recent one. The same happened to Elle's YouTube where most users resorted to her most recently published video to express their sentiments. Therefore, the comments on both of these platforms were collected exclusively from the most recent post.

Since Twitter is a significant platform when it comes to cancel culture (Bouvier & Machin, 2021; Clark, 2020), it was crucial to collect information originating there, even if Elle had deleted her account. Thus, instead of collecting tweets directed specifically towards Elle, tweets with the hashtag #ElleDarby were collected. In sum, the content collected originated from twitters' hashtag #ElleDarby, Elle's last YouTube video and Angelle Collection's last Instagram post. Every item posted between the five-day period mentioned above was gathered, except from comment replies, which were excluded from this research as they do not add value or new information to the study. Additionally, in order to contextualize each message, more information was collected, such as: date and hour of posting, author's

username, number of likes and number of retweets. The collection of all this information was done with the aid of automation programs (Botster: botster.io) which extracted all the desired information automatically into organized excel sheets .

Finally, Elle's statements on the scandal were also collected. On the 31st of December, Elle posted an Instagram story and on the 4th of January, a YouTube video, both addressing the infamous tweets. Both posts were captured and subsequently manually transcribed.

4.3. Data Analysis

For the empirical component of this dissertation, the use of content analysis was opted, a method widely used in social sciences and communication studies and characterized by Bardin (1977) as a set of communications' analysis techniques. Prasad (2008, p. 174) defines content analysis as a "method where the content of the message forms the basis for drawing inferences and conclusions about the content". While Kerlinger (1973, *apud* Prasad, 2008, p. 1974) adds an important consideration: content analysis "takes the communications that people have produced and asks questions of communications".

The first step taken after the data collection, was developing the content categories. By attentively reading the data with the research question in mind, relevant variables were drawn, and content categories were defined. Content categories are "compartments with explicitly defined boundaries into which the units of content are coded for analysis" (Prasad, 2008, p. 183). Each category was then thoroughly defined and tested in a small sample of data to reveal if there were any inconsistencies, as each one must be mutually exclusive and exhaustive so that all units belong in a fitting variable (Prasad, 2008).

When defining the content categories, codes are also being assigned to these variables which serve as a crucial guide for the empirical analysis of the data. For example, the variable *language* allows to understand if the written language in the comments or tweets was *offensive, current, slang, there* was *no written message* or if the message was conveyed through *emojis*.

In total, the data was analysed through the lens of thirteen different variables, which will now be described in detail:

i. Tone of speech

This category evaluates the attitude of the author towards the subject of their message, which most frequently is Elle Darby. This is an important variable as it immediately gives a sense of the overall sentiment of the public. There are three different categories: *neutral, positive,* and *negative*. In a neutral stance, the message is merely descriptive and there are no adjectives or expressions of sentiment. In a positive tone message, there is a positive description or sentiment towards the subject of the message. In a negative tone message, the opposite happens, there is a negative description or sentiment towards the subject.

ii. Theme

This variable registers the main theme of the comment/tweets. The tweets made by Elle were accused of racism, homophobia, animal abuse and body shaming. Each of these accusations were categorized as different themes. For example, if a message focused on the racism issue, then the theme selected would be *racism*. When the messages mentioned more than one specific theme or users did not mention any particular issues, the theme considered was *overall event*. When the comment or tweet was not about the scandal being studied, the theme was considered as *other*. By studying the theme of each message, it is possible to infer which issues arose more reactions from the public. Concluding, the possible categories are: *overall event, racism, homophobia, animal abuse, body shamming or other*.

iii. Language

The category *language* helps classify the language used in the messages. There are five possible categories: *offensive, current, slang*, *emojis or hashtags*. Formal language is not included in the list as in the first skim of the data collected, it was easy to conclude that such language would not be

found. Language was considered offensive when it contained inappropriate language, insults, or threats (Rosenthal, et al., 2020). While messages composed by informal nonstandard words and phrases, many times used by particular groups of people, were classified as *slang*. The messages which contained standard day-to-day language were listed as *current*. When the users used solely emojis to express themselves, the code *emojis* was used. On the other hand, tweets or comments that only contained hashtags were coded as *hashtag*.

iv. Reaction

This content category records if the the message expresses any sentiment towards Elle's offensive tweets, or not, coded as *yes* or *no*.

v. Type of Reaction

One of the most significant content categories of this research is the reaction of the public to Elle's tweets, as it allows to understand the base emotion that led users to post their indignation and opinions online. Five main reactions were categorized and defined with Cambridge Dictionary's definitions as basis. The categories are the following:

a. Anger –the user expresses his revolt, disgust and indignation about the tweets read
b. Upset – the author of the message conveys their disappointment, or sadness about the event
c. Ridicule – the user reacts to the scandal by making ironic and mocking unkind comments, usually making Elle or her actions seem silly
d. Defensive – the user defends the perpetrator, Elle, by trying to explain and excuse the act
e. Dismiss – the user expresses the unimportance of the tweets, as something not worthy talking or worrying about

vi. Call for action

The variable *call for action* evaluates if the message tries to encourage other users or entities to act in a certain way as a response to the event, or not. The coding options are *yes* or *no*.

vii. Type of action

This variable completes the *call for action* variable, by evaluating what do the messages try to encourage other users to do. The possible categories are the following:

a. Brands to stop collaborating – the message expresses how the offensive tweets should lead to the end of collaborations between Elle and other brands or companies, many times tagging specific brands that are known to work or have worked with Elle and directly calling them out
b. Followers to stop following – the comment or tweet highlights how no one should be following Elle or tags specific people who are still following Elle and personally asks them to unfollow. This last option is most usual when directed at other well-known SMI
c. Consumers to stop buying – the user communicates that Elle's brand should not be supported nor its items bought
d. Stop supporting her – this option encapsulates the messages which express generally how Elle should not be supported. Verbs such as boycotting, and cancelling are most common here
e. Elle to give up on platform/platform to be taken away – these messages either express how Elle herself should delete her social media accounts or how the companies running these platforms, such as YouTube and Instagram, should remove her accounts
f. Users to stop defending Elle – the user communicates revolt or disappointment about followers who are still defending Elle's actions
g. Users to stop harassment – this options gathers the comments or tweets who appeal for a more pacific discussion

h. Elle to take accountability – messages which express the desire for Elle to take accountability. This means to take ownership of her mistakes and its consequences and apologising accordingly.

viii. Mention of cancel culture

This binary category aims to understand if users who are taking part in cancel culture, explicitly acknowledge it. This happens when users specifically mention cancel culture or use terms such as "being cancelled" or "to cancel someone". If the users acknowledge the phenomenon, the message is coded as *yes*, if not as *no*.

ix. Reaction to apology

This variable evaluates if the user accepts or not the apologies issued by Elle. In this variable, there are three different options: *accepts, does not accept* or *not explicit*. When the apology isn't accepted, users explicitly state this opinion or, most commonly, criticize the content or form of the statement. When the apology is accepted, users express how they believe Elle is apologetic or simply how they excuse her. When users do not mention the apology or are not clear about their feelings about it, the message is coded as *not explicit*.

x. Attacks

This content category records if the message contains insults that involve Elle. The coding options are *yes* or *no*.

xi. Type of attacks

This content category details the previous variable by recording how the message insults Elle. So, this variable studies if the messages contained insults which attacked Elle's character, physical appearance, or, on the other hand, if the user criticized her content, such as her YouTube videos or Instagram posts. Some users also resorted to bash the brand, some regarding its quality and others regarding its values, all coded as *brand*. Others, used

this scandal to criticize social media influencers as a whole, coded as *all influencers*. Concluding, the coded options are the following: *no, personality, physical appearance, content, brand, all influencers*.

xii. Content creation

This binary variable registers if the tweet/comment promotes any content created about the scandal, usually YouTube videos or news articles. The coding options are *yes* or *no*.

xiii. Mention of withdrawal of support

This content category, also with coding hypothesis of *yes* or *no*, evaluates if the message mentions the user's withdrawal of support from Elle. For example: simply stating they will no longer support her, mentioning they will unfollow her on social media, or expressing they will no longer buy from her brand.

In summary, each tweet and comment collected was categorized, with the use of *Microsoft Excel*, according to the following table:

Tone of Speech	Negative; Positive; Neutral
Theme	Overall Event; Racism; Homophobia; Animal Abuse; Body Shamming; Other
Language	Offensive; Current; Slang; Formal; Emojis; None
Reaction	Yes;No
Type of reaction	Dismiss; Defensive; Anger; Upset; Ridicule;
Call for action	Yes; No
Type of action	Brands to stop collaborating; Followers to stop following; Consumers to stop buying; Stop supporting her; Elle to give up on platform/platform to be taken away; Users to stop defending Elle; Users to stop harassment; Elle to take accountability
Mention of Cancel Culture	Yes; No
Reaction to apology	Accept; Does not accept; Not explicit
Attacks	Yes; No
Type of attacks	Personality; Physical Appearance; Brand; Content; All influencers; No
Content Creation	Yes; No
Mention of withdrawal of Support	Yes; No

Table 3 - Content Categories and variables

In addition to the content analysis of tweets and comments obtained from various social media platforms, Elle's apology statements were also collected, as previously mentioned.

Here, discourse analysis was the chosen procedure, both apologies were interpreted, namely through the lens of crisis communication by trying to find common patterns between Elle's statements and crisis communication response strategies. Moreover, by studying what a social media influencer posts online after being "cancelled", a more exhaustive approach to understanding the process of cancel culture is achieved.

Once all the data analysis proposed is completed, it is pertinent to proceed to the presentation, analysis, and interpretation of the results. Also worth mentioning that the initial data collected to contextualize the event was narrativized and will be presented in the beginning of the next chapter in order to get a full scope of the event being studied.

Chapter 5 – Findings & Discussion

This chapter presents the results from the gathered data, with the final objective of answering all the research questions proposed in the previous chapter. First, it is pertinent to introduce this cancel culture event and how it started.

Elle Darby is a 26-year-old, British macro social media influencer and brand owner of *Angelle Collection*. She is most popular for her lifestyle and beauty content on YouTube, and Instagram. Recently, with her first child being born, the influencer also started producing more family-related content appealing to an audience of young and aspiring mothers. On the 31st of December of 2021, Elle counted with 611000 followers on YouTube and 785000 on Instagram. However, on that same day, an unknown twitter user posted several *print screens* of Elle's old tweets, containing offensive language and remarks. The same happened to her husband, who also made degrading remarks on Twitter, which were also uncovered. The validity of these *print screens* was quickly confirmed by the public, as the tweets were still up on Elle's twitter account when they first resurfaced. Over twenty tweets, mostly from the year 2011, were shared. Figure one to five, show some examples (source: Twitter; for all the tweets recovered, see annex A).

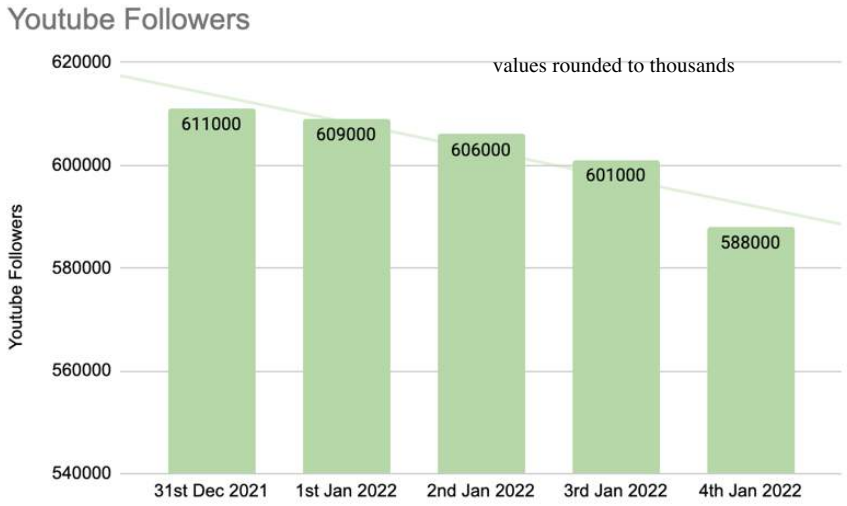
Image 1 – Elle Darby's tweet example

Image 2 - Elle Darby's tweet example 2

Image 3 - Elle Darby's tweet example 3

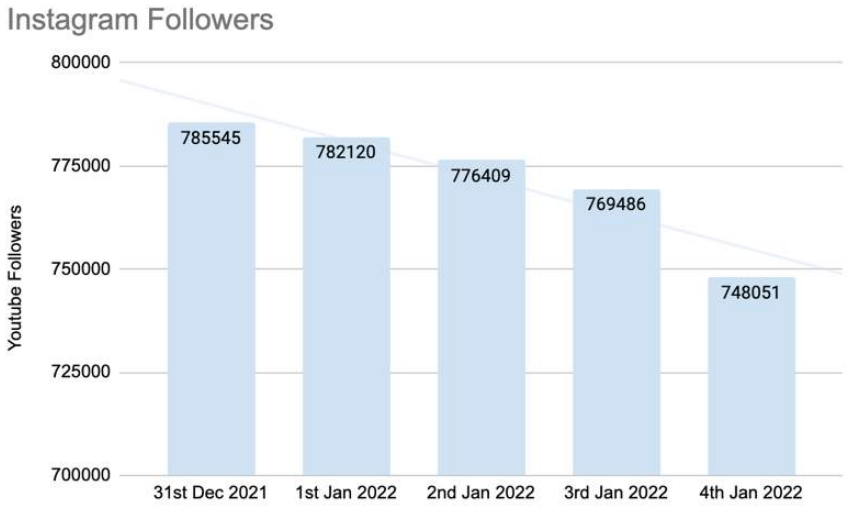
Once these tweets started circulating social media, the backlash begun. Elle's social media accounts were quickly flooded with messages criticizing her actions and her followers dropping by the hour. Additionally, in that same day Elle deleted her Twitter account and de-activated comments on her personal Instagram page, using platform tools to her advantage. In the same vein, through the website *social blade* (Social Blade, n.d.) it is possible to infer that Elle also deleted many of her YouTube videos on the 3rd of January[2]. Still on the 31st of December, Elle posted a statement on Instagram stories addressing the tweets, which will be analysed further in this chapter.

In five days, the period of analysis of this research, Elle lost around 23000 subscribers on her YouTube channel and 37000 followers on her personal Instagram (graph 1 & 2). On the final day of this study, 4th of January of 2022, Elle addressed the offensive tweets again, by posting an apology video to her YouTube channel, which will also be interpreted further on. On the same date, Elle also de-activated the comment function on her brand's Instagram.



Graph 1 - YouTube followers' evolution

[2] Social blade displays social media account's followers and views variations. When there is a decrease in views that usually means content was deleted, since users cannot retract their views.



Graph 2 - Instagram followers' evolution

Throughout this event, other creators produced content around it, especially on YouTube and Instagram. But also ,news articles (Annex D). No reddit megathreads were found about this specific scandal.

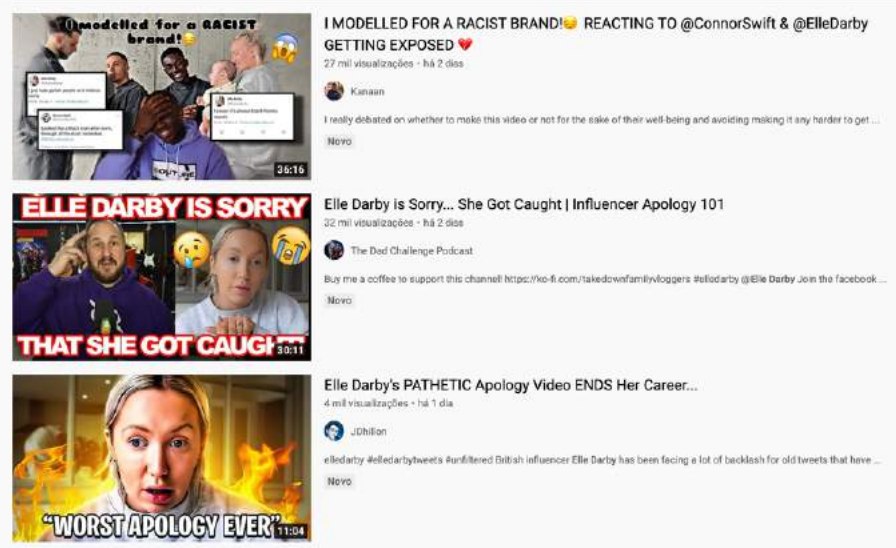


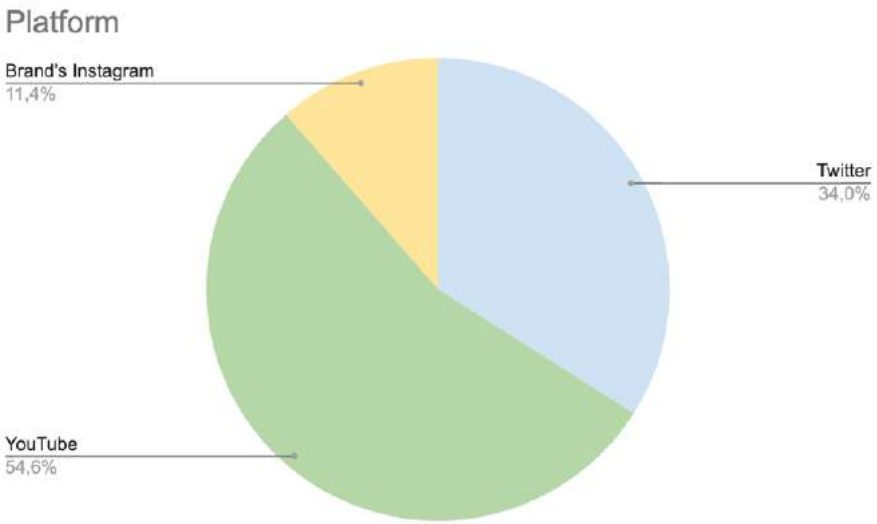
Image 4 - YouTube content example; *Source: YouTube*

Image 5 - Instagram content example; Source: Def Noodles (2022)

Remembering this study's definition of cancel culture, it is easy to perceive this event as such which will now be further confirmed by the results of the content analysis.

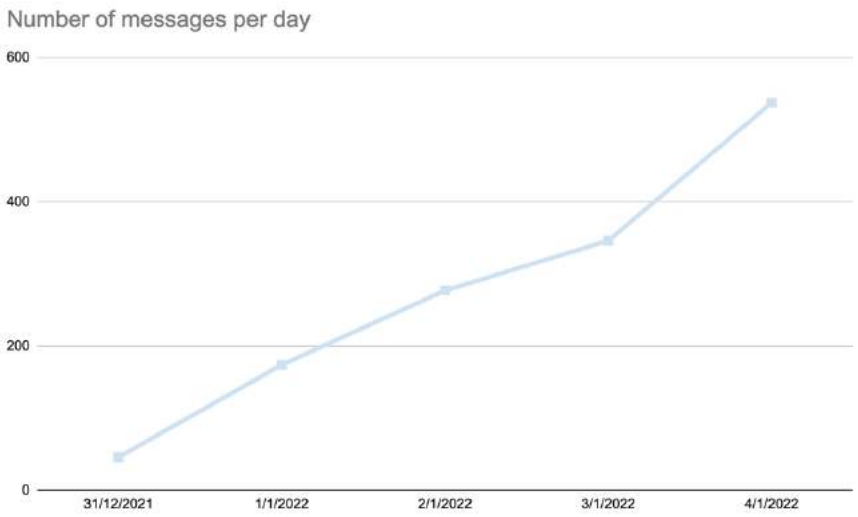
5.1 Content analysis findings & discussion

Before revealing each content category results, it is interesting to see which platform contributed the most to the study and how the number of comments evolved throughout the days of analysis.



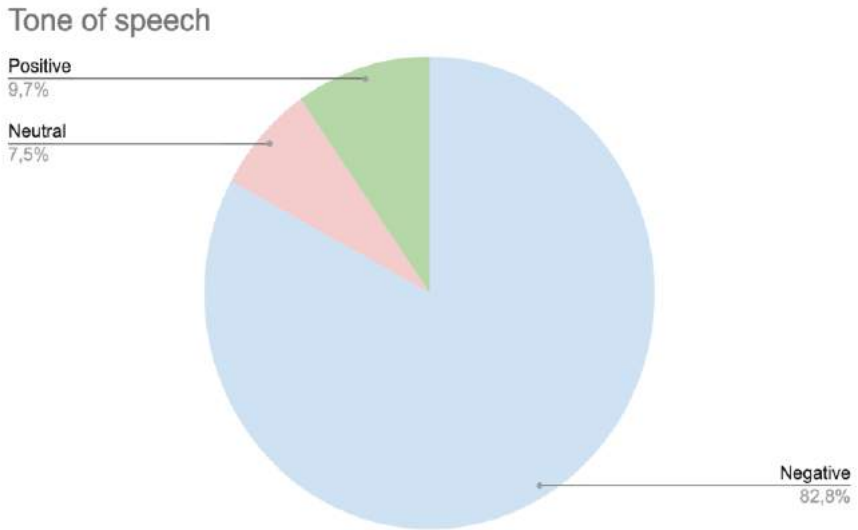
Graph 3 - Representation of the platforms in the total of messages

Through graph 1, it is easy to see that, in the period of analysis, more than half of the messages were left on Elle's last YouTube video (54,6%), followed by Twitter, where messages with the hashtag #ElleDarby accounted for 34% of the items.



Graph 4 - Evolution of the number of messages left on social media per day

The graph above shows how the number of messages left on the different social media platforms at study, evolved exponentially throughout the period of analysis, with a sharper increase in the last 2 days. All the messages were analysed, and the findings will now be revealed. The results will first be presented by category, in the same order as the previous chapter.



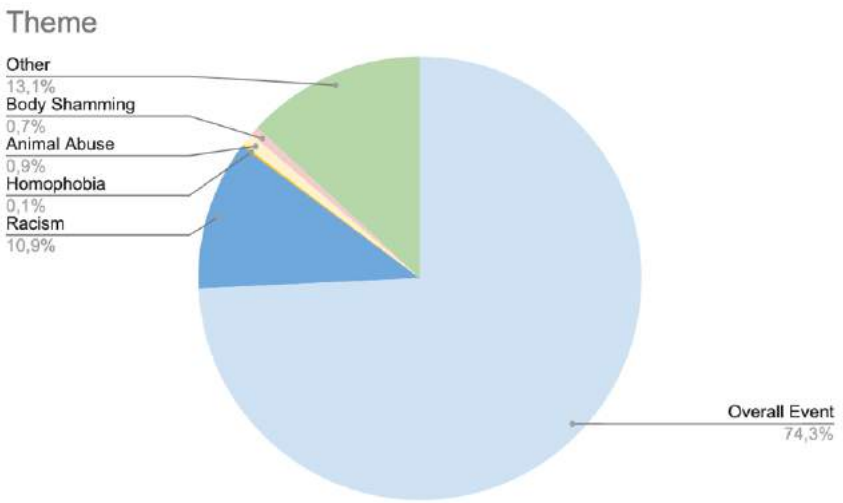
Graph 5 - Representation of the variable *tone of speech* in the total of messages

The tone of speech used in messages was mostly negative, representing 82,8% of the total messages. A positive tone of speech was used in 9,7% of the messages, while 7,5% of the messages were neutral. Here are some examples, accordingly:

> "What a genuinely nasty couple."
>
> Message 1 - Negative Tone

> "Stay Strong Angel 💗"
>
> Message 2 - Positive Tone

> "Elle Darby's apology video: what are your thoughts? #elledarby"
>
> Message 3 - Neutral Tone



Graph 6 - Representation of the variable *theme* in the total of messages

Most of the messages collected were about the event, representing a total of 86,9%. For the most part, these messages were focused on the overall scandal (74,3%), but the specific issue raising most discussion was racism (10,9%), followed by animal abuse (0,9%). Examples can be found below.

> "You are disgusting Elle. It was one or two tweets. It was a years worth. You started your influencing journey 3 years after your tweets. 3 flipping years. Has

your mentality really changed? I think the fuck not. You do not get away from this."

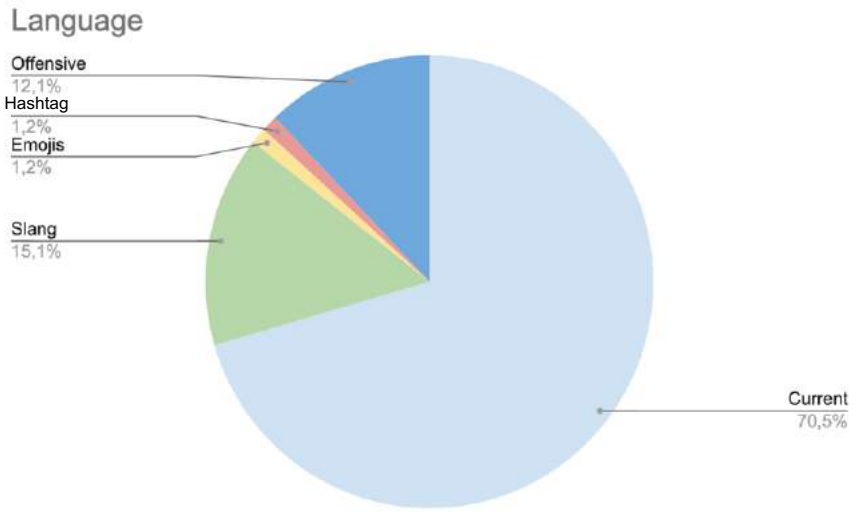
Message 4 - Overall Event

"Very embarrassing, RACISTS ! 🤢🤮"

Message 5 - Racism

"She wants to kill cats as well 😢 terrible person"

Message 6 - Animal Abuse



Graph 7 - Representation of the variable *language* in the total of messages about the event

The language of the messages collected were predominantly current (70,5%). Slang and offensive language were next, representing 15,1% and 12,1%, accordingly. Using solely emojis only accounted for 1,2% of the whole data analysed in this category.

"They fooled us this whole time pretending to be sweet & wholesome, but they hate everyone, literally"

Message 7 - Current

"Waiting for the 'apology' and crocodile tears to surface lmao"

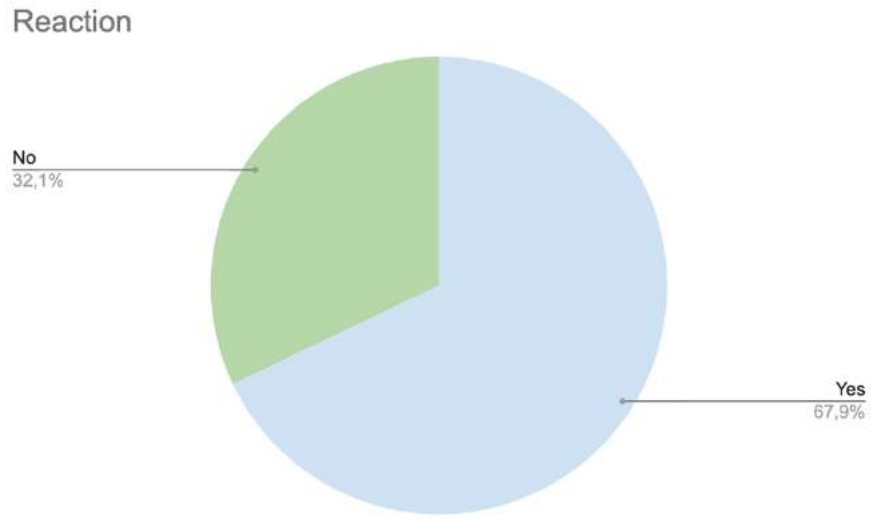
Message 8 - Slang

"Guys she's busy typing up her CV so she can't make another shit fake apology video"

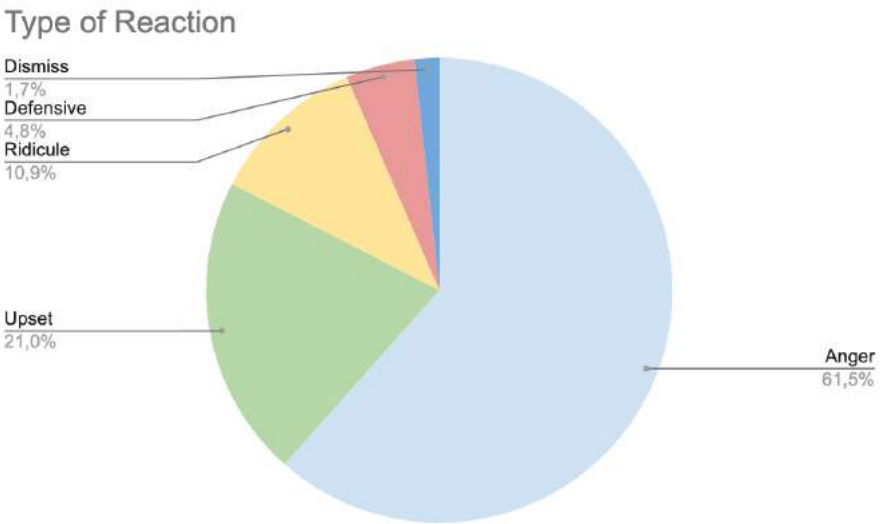
Message 9 - Offensive

“🤢🤢🤢🤢🤢🤢🤢🤢🤢🤢🤢🤢”

Message 10 - Emojis



Graph 8 - Representation of the variable *reaction* on the total of messages about the event



Graph 9 – Representation of the variable *type of reaction* in total of messages containing reactions

This content category weighs how many messages reacted to the resurfaced tweets and the following content category measures the reactions. In total 67,9% of the messages showed a reaction, with anger being the most common sentiment (61,5%) followed by being upset (21%). The least common reaction was to dismiss Elle's actions (1,7%). In sum, 93,5% of messages, showed negative emotions towards Elle's actions (upset, anger and ridicule reactions). Messages taken from each of these categories can be found bellow, as examples. The category *no* in the variable *reaction* does not mean that those messages did not express any sentiments, it does only mean they did not express a clear sentiment about Elle's tweets.

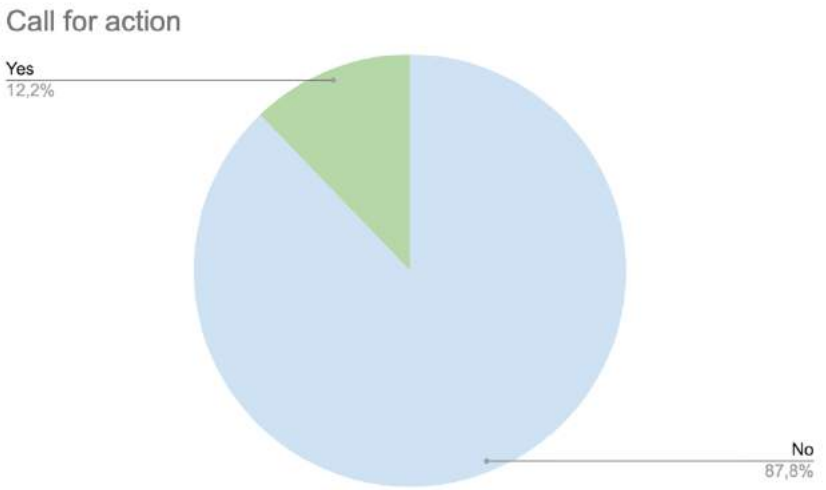
> "A couple of silly, misguided tweets in your teens is one thing, BUT you all made it your mission to just be hateful! Like…literally sat up there like "Hmm…what group am I going to say something disgusting about today?" Like what in the heck was wrong with you guys?!!!? There's truly no excuse. Even if you guys aren't those people anymore, it's so disgusting you don't deserve support being influencers. Go get some other job but this is OVER. Smh"
>
> Message 11 – Anger

> "I'm a foreigner so I guess I have to stop following you now… I can't even begin to describe how disappointed we all are…"
>
> Message 12 – Upset

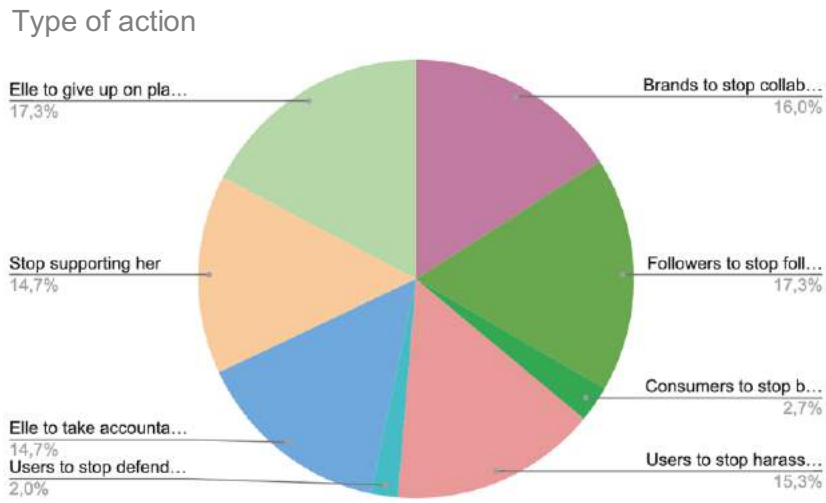
> "It does not matter what other people think you have built a supportive fan base it will be someone else next week"
>
> Message 13 – Dismiss

> "Please please PLEASE. Do not let people affect you. Our behaviour from 11 years ago does not define us now! You have GROWN! YOU have a son. I belive people change. Please don't let this affect you. I want to be an influencer and people like this make me feel like I can't be one. Please be strong"
>
> Message 14 - Defensive

> "Isn't the dog too dark for you?"
>
> Message 15 – Ridicule



Graph 10 - Representation of the variable *call for action* in the total of messages about the event



Graph 11 – Representation of the *type of actions* in the total of messages who called for action

In spite the of the public's dissatisfaction, calling for action, was not an option for most users when writing their messages, with 87,8% messages not resorting to this option. When calling for action, the most frequent requests were for Elle to give up on her platform or for her platform to be taken away (17,3%) and for followers to stop following her (17,3%), followed by wishing for brands to stop collaborating with Elle (16%). The different types of actions were called for in similar proportion, despite for *users to stop defending her* and *consumers to stop buying*, which only represented 2% and 2,7%, respectively.

"If you still follow / subscribe to #elledarby you're a twat"

Message 15 - Followers to stop following

"My comments keep getting deleted. Racism is serious. Please delete this channel"

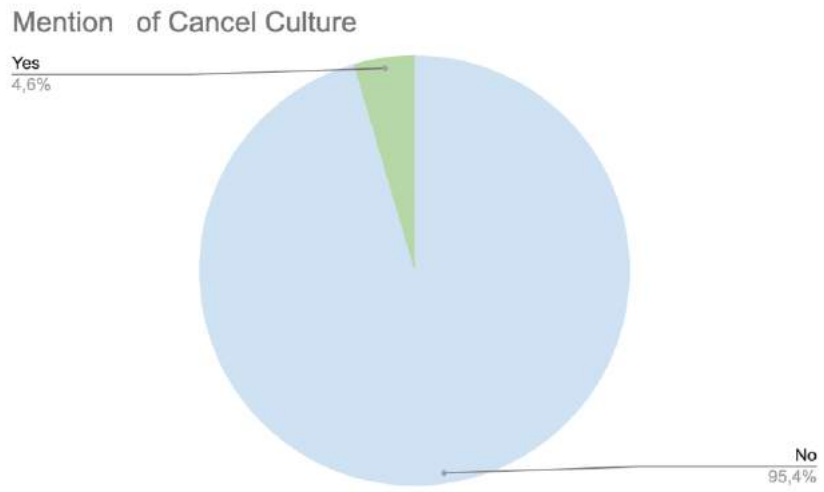
Message 16 - Elle to give up on platform/platform to be removed

"@MotelRocks DROP #ELLEDARBY #MOTELROCKS"

Message 17 - Brands to stop collaborating

"I cannot actually believe the sheer amount of girls sticking up for Elle Darby, embarrassing #elledarby"

Message 18 - Users to stop defending her

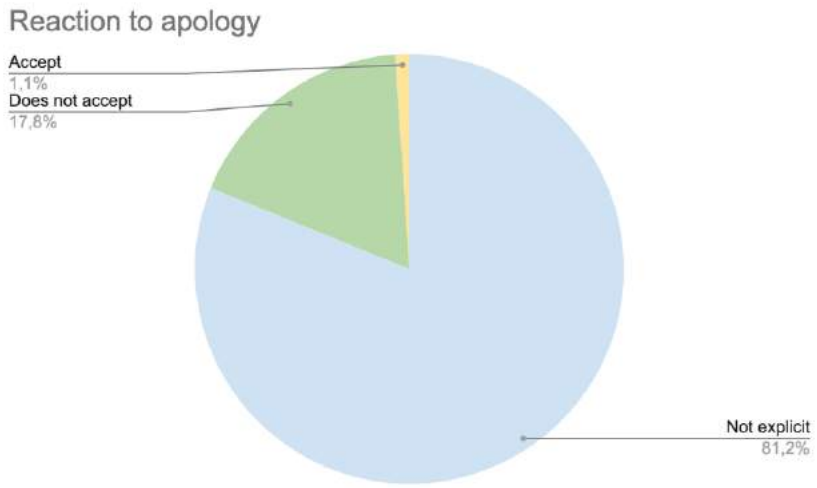


Graph 12 - Representation of the variable *mention of cancel culture* in the total of messages about the event

Although most users writing these messages are participating in cancel culture, only 4,6% of the comments/tweets acknowledge this phenomenon (example below).

"You are truly disgusting. I don't believe in all this cancel culture bullshit, but you've definitely crossed a line. I hope you delete yourself off social media, you don't deserve to have a platform when you have horrible thoughts like that. Being 16/17 is no excuse-I'm a year old than you and thoughts like that NEVER crossed my mind as a teenager."

Message 19 - Mention of Cancel Culture



Graph 13 - Representation of the variable *reaction to apology* in the total of messages about the event

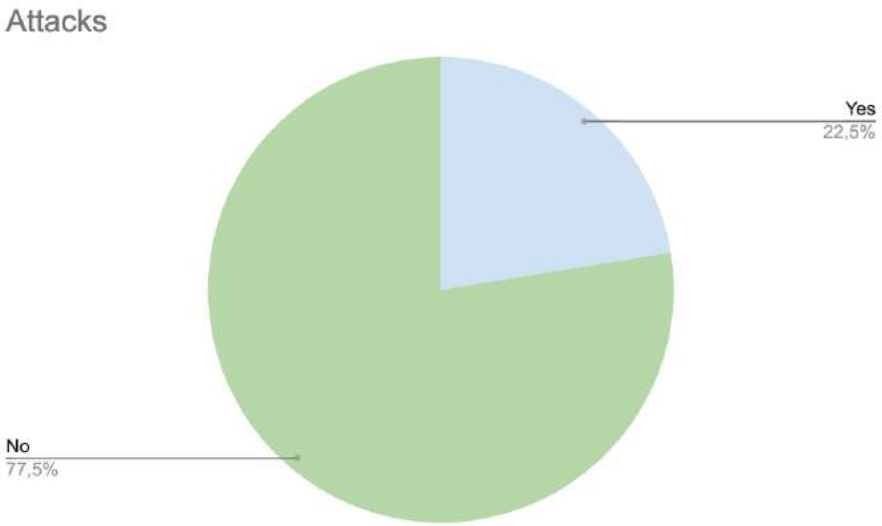
Most messages about the event, did not react to any of apologies but the ones who did were predominantly of rejection (17,8%), with only 1,1% expressing acceptance of Elle's apology.

> "We accept your apology dont worry angel 💗 💗 💖"

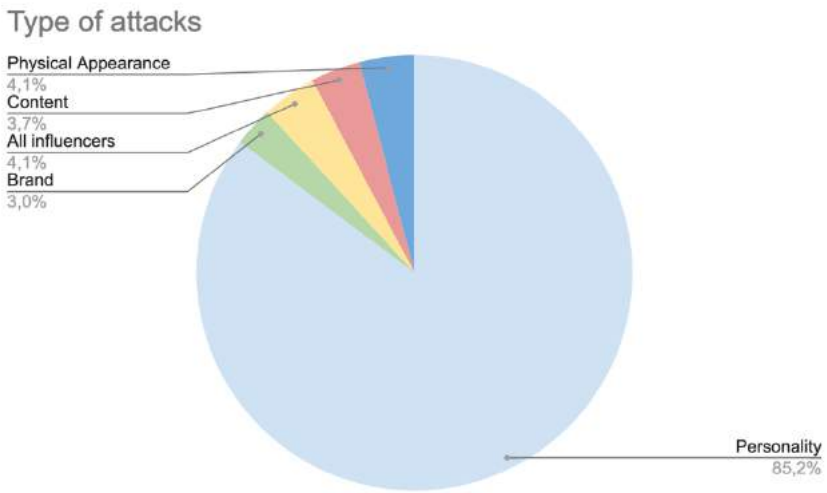
Message 20 - Accepts apology

> "Just watched your apology. Noticed that you have turned off commenting. Wonder why? This apology is not genuine. By taking a break you think people will forget. As a person of colour I will never forget. The excuse it was ten years ago ! Doesn't wash! I had been a subscriber off yours for years. The sad thing is that you are only sorry you got caught. You came across as being so nice . Now we know this was an act."

Message 21 - Does not accept apology



Graph 14 - Representation of the variable *attacks* in the total of messages about the event



Graph 15 – Representation of the variable *type of attacks* in the total of messages which attacked Elle

From the total of messages related to this event, 77,5% did not resort to insults of any kind. The ones who did, mostly attacked Elle's personality (85,2%), representing more than three quarters of all attacks towards Elle. Next, is the attacks on her physical appearance and towards all influencers which only accounted for 4,1% each. The least criticized topic was her brand, representing only 3% of the attacks.

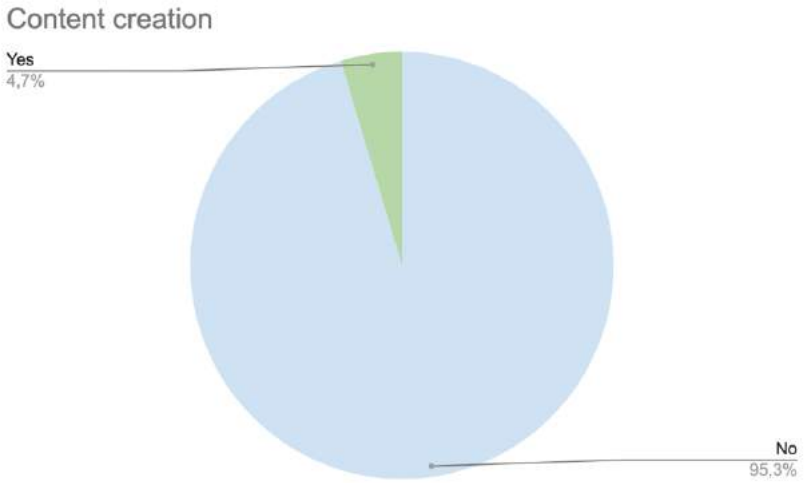
"Heeeey Angellesssss! Fake ass racist homophobic asses!!"

Message 22 - Attacks on Personality

“With your fake tan and hair extensions 🤮”
Message 23 - Attacks on physical appearance

“This is NOT an inclusive brand”
Message 24 - Attacks on Elle's brand

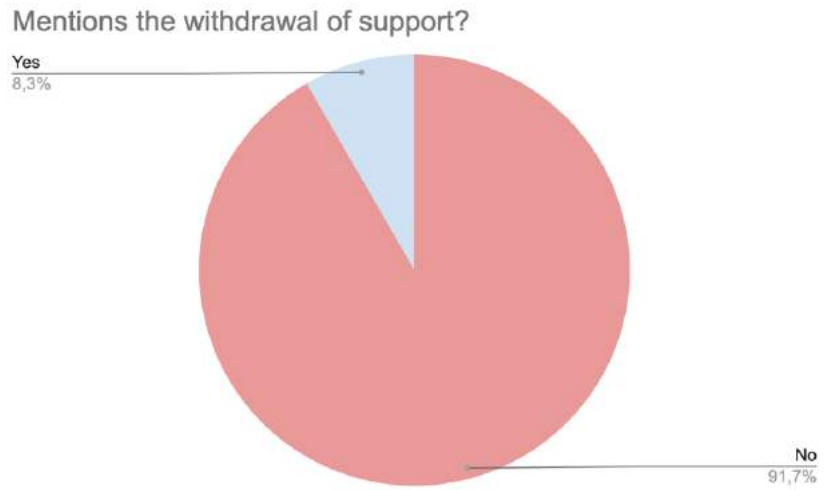
“2022 goal ; let’s cancel influencer culture and stop putting these vapid people on a pedestal . They are all fake both on the inside and outside!!!!”
Message 25 - Attacks on all influencer



Graph 16 - Representation of the variable *content creation* in the total of messages about the event

This variable was created to include the tweets which promoted content about the scandal, from videos to news articles. These tweets accounted for 4,7% of the whole messages related to the event.

“ELLE DARBY BEING EXPOSED | ELLE DARBY TWEETS PART 2 https://t.co/v34USCOIxD via @YouTube #elledarby”
Message 26 - Content Creation



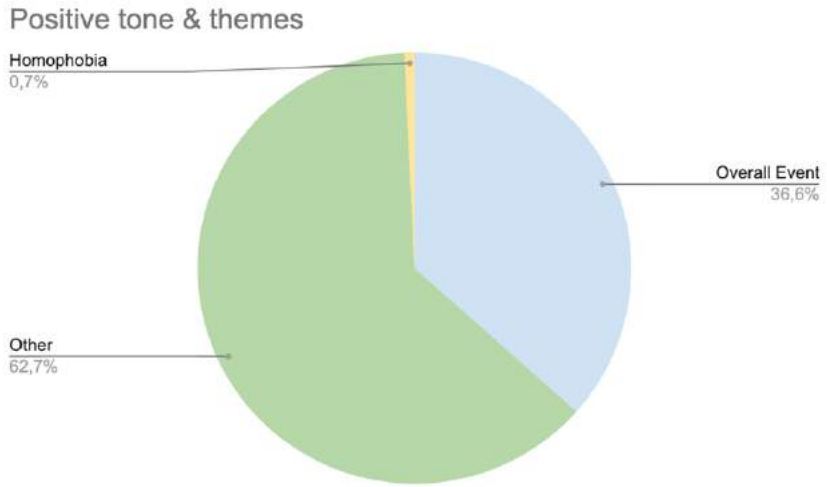
Graph 17 - Representation of the variable *withdrawal of support* in the total of messages about the event

The central theme of this study is cancel culture, so analysing the main factor in any cancel culture movement – the withdrawal of support – is essential. As it is not possible to verify which users actually stopped supporting Elle, this variable aims to quantify the messages which directly expressed this action. Users did this by stating they had unfollowed or that they would no longer support her. Withdrawal of support is mentioned in 8,3% of the messages related to the event.

> "Shocked at what i have seen from you both. Unfollowed"
>
> "Those tweets were horrific. Never supporting these racists again."

Message 27 - Mention of withdrawal of support

Now that all the content categories are presented, it is also opportune to explore the relationships between them. The graphs that follow, cross particular variables, adding new insights to the current research.

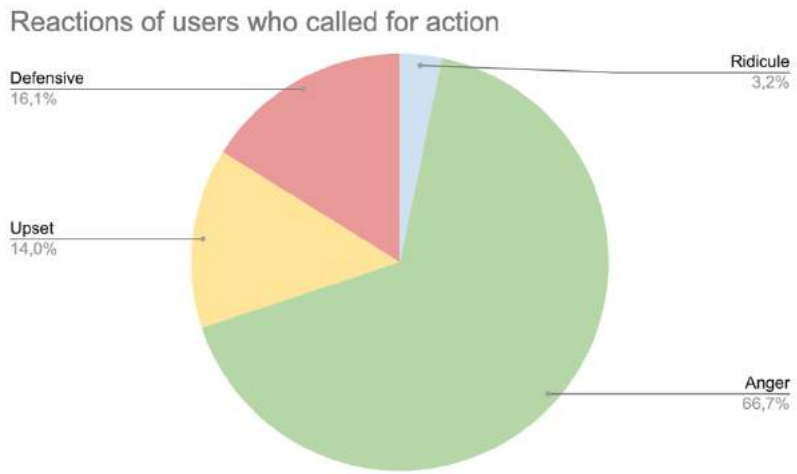


Graph 18 - Representation of the variable *theme* on the total of positive tone messages

This first correlation of variables highlights two different aspects to be mentioned about positive tone messages. The first one is how even with statistics on the variable *tone* showing 9,7% of positive messages, most of this messages were not related to the event *(62,7%)*. Furthermore, by looking at the data it was also discovered that 88% of messages coded as *positive* tone and as *other* were repeated messages from one single fan (annex E). The second aspect worth noting is how a positive tone message with a theme such as homophobia, as represented in the graphic above, does not mean there were users pleased with Elle's homophobic remarks, as the subject of the message may not always be Elle. In reality, the 0,7% represented in this graphic corresponds to the following message:

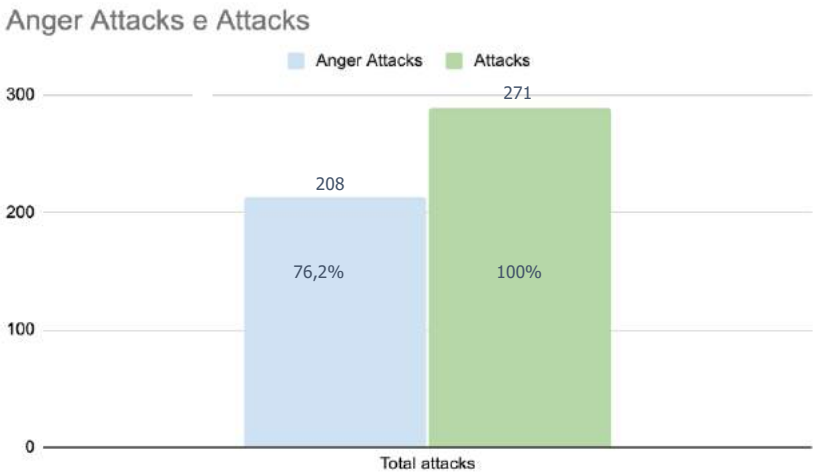
> "bc of their homophobia i'm sending love to all lgbt babies out there, u are accepted and normal and matter!"
> Message 28 – Positive tone & homophobia themed message

Additionally, after finding there was a fan who opted for spamming the comment section of Elle's YouTube video as a tactic to either emphasize their opinion, or to get the attention of the influencer, it was pertinent to study if this was a tactic regularly used. In the whole data analysed, only one more user decided to repeat their comment repeatedly. This time a negative toned message affirming how "all influencers are fake" (Annex E). So, it can be concluded that this was not a tactic used frequently by users in this study.



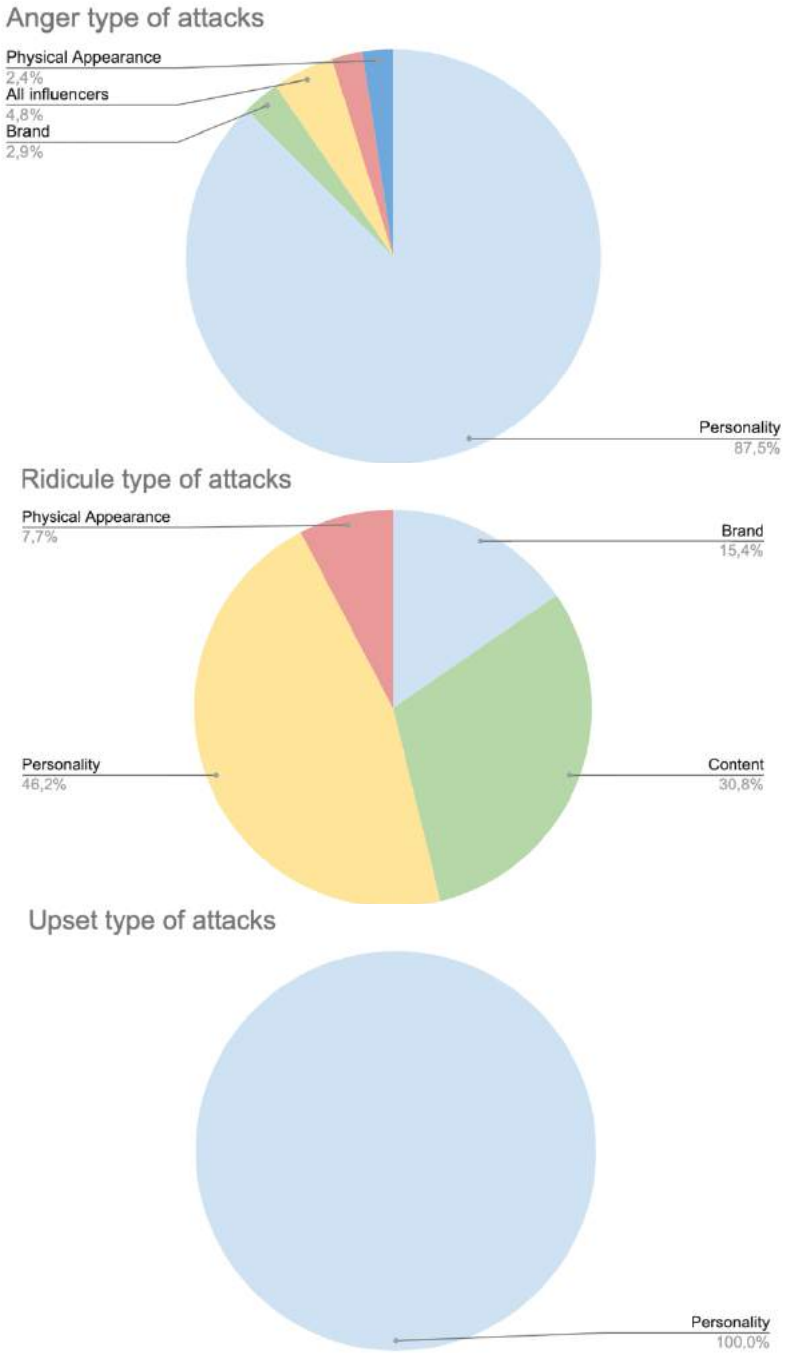
Graph 19 – Representation of the variable reaction in the total of messages which call for action

The chart above presents the reactions to Elle's tweets in the messages which also called for action. Most of the messages who called for action, reacted angrily to Elle's tweets (66,7%). The weigh each reaction has in this graph is similarly proportionate to the graph of the variable *type of reaction*. However, it is interesting to note how, in this perspective, the reaction *defensive* gains weight. This happens because the variable *defensive* was the one which, in proportion to its total, had the most messages which called for action, representing 38,5% (Annex F). As expected, the action called for in that variable was always *for users to stop harassment*.



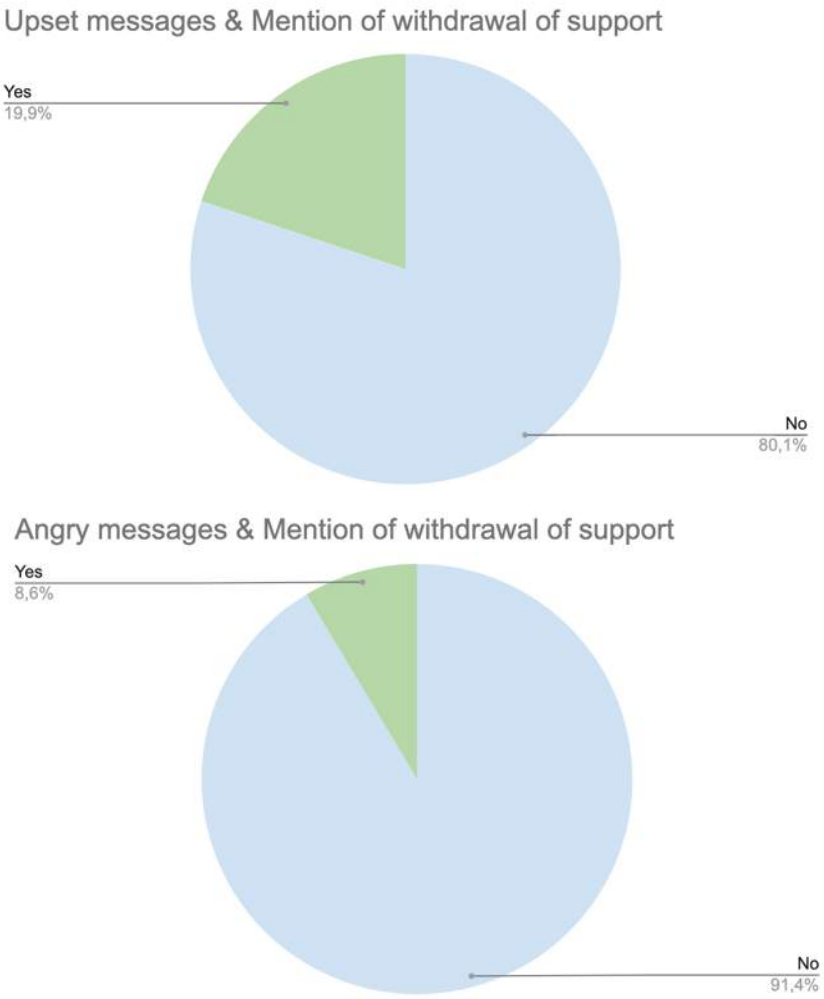
Graph 20 – Number of attacks vs. Number of attacks belonging to messages coded as *anger*

In general, most people would assume that insults or attacks most often come from a place of anger and revolt, with this graph the goal was to see if this was the case when it came to the messages studied. The answer is yes, by looking at the total of attacks in the whole study (271) and comparing it to the total of attacks that belonged to messages coded as angry (208), it is simple to conclude that 76,2% of the overall attacks came from messages which also reacted angrily to the tweets posted by Elle. But do these anger-related attacks differ in any way from attacks attached to other reactions? The next graphics will explore that.



Graph 21-23 – Representation of the variable type of attacks in the total of messages coded as anger/ridicule/upset

The figures above show how the chosen attacks vary according to each reaction. The messages classified with the variable *anger* are the ones which also contained more insults, as concluded in graph 18, and the majority of these attacks were overwhelmingly directed at Elle's personality (87,5%). However, in this variable, the brand, influencers as whole, Elle's content and Elle's physical appearance were also criticized, with *all influencers* being the second biggest victim of attacks, in spite of only accounting for 4,8%. When it comes to the variable *ridicule,* the insulting messages where much more varied, but did not insult influencers in general. Distinctively, attacks related to the variable *upset* only targeted personality. The variables *dismiss* and *defensive*, as expected, did not contain any attacks.



Graph 24&25 – Representation of the variable withdrawal of support in the total of messages coded as *upset/anger*

Moving on to the last relationship established, the mention of withdrawal of support according to each reaction is studied. From the five possible reactions from the public (besides no) *anger* and *upset* were the most popular when it came to messages which stated

their withdrawal of support (annex F). To further explore this, the graphs above were created in order to see which reaction resorted the most to mentioning the withdrawal of support, proportionally. As it is possible to observe, upset messages stated the break of this relationship of support, more than double the rate, angry messages did.

5.2. Apology Statements

As mentioned in the methodology, Elle's apology statements were also studied, especially, through the lens of crisis communication but also interpreted in context with the whole event. This analysis will contribute to a more detailed study, adding a new perspective more focused on the social media influencer. Elle posted two different statements on two different platforms, which will now be presented.

5.2.1. Instagram Stories Statement

On 31 of December of 2021, the same day her tweets resurfaced, Elle resorted to Instagram stories to post her statement. (Annex B). As follows:

"Christmas and New Year are traditionally a time for reflection and as such we decided to take some time to look through both of our histories on social. We are ashamed to admit that we did not like what we found. The both of us were shocked, surprised and devastated by some of the language used in our very old tweets in particular over a decade ago. We feel that we all have a responsibility to own our mistakes and to try and take responsibility for our actions, especially the ones that don't paint us in the best light.

These comments are not a reflection of who either of us are as grown adults, nor who we were at the time they were made, and do not align with what we stand for.

We are beyond angry at ourselves & ashamed that our behaviour will have been hurtful to some of you who have supported our family for so long. We can only wish for forgiveness.

Have a great New Year's Eve & stay safe.

Love always, Connor & Elle x"

Before addressing the content of the apology, it is pertinent to discuss the choice of using Instagram Stories to publish the statement. As discussed before, Instagram stories are only available for 24 hours since the time of posting, transforming an apology into an ephemeral post, with no possibility to be traced back once that period of time has passed. This could have been a tactic used by Elle, who in that day still had no idea the proportion the scandal would take, to not direct too much attention to the problem at hand. Additionally, Instagram

stories do not have a public comment section, so users were not able to respond directly and publicly, resorting to other platforms to show their dissatisfaction, as we have seen through the graphics presented above.

Right at the start of the apology, the first phrase may be considered problematic. Elle argues that this statement comes after her and her husband occasionally found the problematic tweets themselves while they were doing a reflection on their histories on social media. This is most probably false, as in the same day this apology was posted, the tweets have already been resurfaced and the online backlash had already begun. Additionally, the probability of Elle looking through her old tweets, finding some of them offensive and resorting to Instagram to apologize for the posts only her had found, is very low. So, immediately in the first phrase, the influencer is already trying to reframe the situation in a way that makes her look better. Analysing this in light of the integrated strategy toolkit for organizational CSS (IST) by Cheng (2018), here, Elle is using a denial response strategy, by asserting that it was her who had the initiative to look for her tweets and make a statement about them, she is denying the existence of a crises, the actual reason that made her publish the statement.

Also worth noting, Elle's emphasis on how old the tweets were, which can be seen as an attempt to diminish responsibility, a crisis response strategy labelled as *excusing* according to IST (Cheng, 2018). Next, in the following phrases there seems to be a contradiction: Elle states how everyone should own their mistakes and take responsibility for their actions but in the next phrase proceeds to say how the tweets did not represent who she was at the time. It may be difficult to understand how more than forty different tweets, spread through time, would not be a representation of who she was. Departing from the assumption that the tweets she wrote reflected who she was, by denying it, Elle is not taking full responsibility.

In spite of starting the apology with denial and evasion response strategies Elle, closes the statement by apologising (although not directly), saying "We can only wish for forgiveness" and never overtly affirming she is sorry. According to the IST (Cheng, 2018), the *apology* strategy means taking full responsibility and asking for forgiveness. In this case, Elle asked for forgiveness but had a hard time sincerely taking responsibility, stating that the tweets more than not reflecting who she is now, did not even reflect who she was at the time.

Finally, Elle, acknowledges the fans and their support, also known as *ingratiation* in crisis communication theory, where the strategy is to praise stakeholders.

In general, it is also curious to note how the statement is mostly focused on Elle and her husband, instead of the possible victims. The influencer starts off talking about how Christmas is a time of reflection for them, how they are ashamed and how this does not represent them, moving on to talk about how the tweets made them feel, and only in one phrase do they acknowledge the public.

5.2.2. YouTube Video Statement

Further on, on 4 of January 2022, Elle posted a YouTube video titled "i'm sorry", apologizing for her old tweets. The video had its comment function turned off (Annex C), so users were not able to leave their opinions under it. The link to the video can be found in the references, however it was transcribed, as follows:

"I've tried to film this video so many times and every time it is not good enough because there are no words to tell you how sorry I am. The tweets I made in 2011 were so disgusting and so far from the person I am today, they were racist, they were fatphobic, they were homophobic, there were enabling words in them. I am ashamed, I am disgusted in myself, there is not one person on this planet that hates me more than I do right now and the pain I know I have caused to so many of you eats me up.

To know that I was someone you considered a great friend, this image of me is now tainted by someone who I don't even recognize myself to have ever been. There are just no words, sorry doesn't cut it, my emotions getting the better of me doesn't cut it, I am sorry, and I hope you can see through my entire time on YouTube that this is not the person I am today it's not the person I was last year it's not the person I am. This is the most hurtful thing I could have done to so many of you and I know it feels very fresh because it's just come out and you may now see me with that same mindset and those same thoughts and I know those disgusting words and those awful tweets are always going to be associated with my name and I wish I could do something to take that back and to change that but unfortunately the only thing I can do is to continue bettering myself as I have done over the past 10 years since I made those tweets. I have grown from a girl to a woman, I have lived more life, I have experienced more things and I have had better education in these last 10 years than I ever had all the years before those tweets. That younger version of myself has let down everybody in my entire life. My family, my son, my friends, my colleagues, my entire team, everybody that has ever watched and supported me on here. I've let down everybody there is more humiliating feeling than that and I just want to say once again I am sorry.

In terms of my next steps, I'm going to be taking a little bit of time offline just to further reflect on everything that's happened and to process a situation that I don't think I'm ever really going to be able to forgive myself for. Once again to the people that I have built this relationship up with here online and I have let down I'm so sorry and I hope to be able to showcase that to you and the growth and the work that has happened over the last decade and that will continue to happen for the rest of my life and I'm very sorry."

First, it is worth noting how there is an enormous difference between both apologies. Maybe due to the evolution of the proportion scandal, or as a result of Elle's alleged self-reflection in the previous statement, Elle has improved her response strategy in some areas. The first one, is the simple "I'm sorry", which besides being the title of the video, is a repeated sentiment throughout the whole recording. Also, this time the influencer is much less secretive about what the tweets entailed, going from a "devastated by some of the language used" on the Instagram statement, to describing her own tweets as racist, homophobic and fatphobic. Elle makes a subtle attempt at excusing her younger self by alleging lack of proper education, but still overall takes responsibility. Additionally, Elle also changed platform to post this apology using a YouTube video, instead of a 24-hour Instagram post. In spite this, Elle still does not allow comments under these apologies, having the YouTube comment functionality disabled in this specific video.

While still affirming her tweets make her look like a person, she never recognized herself to be, she still seems to take much more responsibility for her actions, even affirming how the younger version of herself has let everybody down, how she has been bettering herself since then, and how she will continue to do so, which ends up being contradictory. If she does not recognize to have ever been the person the tweets portray, talking about having improved and changed, does not seem consistent. However, overall Elle takes a much more apologetic response, now truly using the *apology* response strategy (Cheng, 2018). Additionally, by often expressing how she has been bettering herself since the tweets were made and will continue to do so, she is trying to create or re-build a positive image of herself. The most similar strategy to this approach in the integrated strategy toolkit (Cheng, 2018), is the *bolstering* response, which consist of describing positive characteristics and actions as a response to the crisis. However, it is most probable that Elle's strategy here is showing not only willingness to improve but also to show that improvement, which is not specified in any of the communication theories studied.

Throughout the whole video, while taking responsibility for what she wrote, Elle still tries to make her public feel sorry for her with phrases such as "I am ashamed, I am disgusted in myself, there is not one person on this planet that hates me more than I do". Once again, the main subject of this apology is Elle herself and how she feels. Also, the tweets were accessible to anyone, nevertheless, both apologies were directed at her fans or former fans and never at all the different communities she offended.

Both statements did not have a fixed strategy which ends up being confusing to the public and even to evaluate them through the lens of crisis communication. Through the perspective of situational crisis communication theory (Coombs, 2015), this crisis would fit into the preventable cluster, where the attribution of crisis responsibility is the highest, and therefore, a rebuilding or bolstering posture should be adopted when communicating, which was mostly the case, excluding *excusing* and *denial* used in the Instagram apology. Additionally, according to Roshan et al. (2016) study, when communicating on social media, it is safer to use rebuilding strategies (such as apology) to prevent reputational damages. Van der Meer and Verhoeven (2014) also argue how non-verbal signals and emotions are as important in crisis communication as any other strategies. Unfortunately, when watching Elle's YouTube video there was a lack of emotion coming from the influencer, almost seeming irritated at times. Additionally, the video has many jump-cuts making it seem much more fabricated and less genuine. The importance of congruence between emotions or other non-verbal signals and discourse, as highlighted by Van der Meer and Verhoeven (2014), has not been much successful in this case.

5.3. Discussion of the findings in light of the research questions proposed

All the insight obtained from the results of the content analysis, apology interpretation and overall research allows the study to draw several conclusions and answers regarding the research questions, initially proposed. The main research question and general goal of this dissertation is to explore "**How was the cancellation of influencer Elle Darby processed on social media?**". The findings will now be discussed according to each sub-question.

1.How did the event start?

In regard to how the case started, as discussed above, on 31 of December 2021, an unknown user posted print-screens of Elle Darby's tweets from 2011 and 2012, which contained offensive language and remarks. Overall, more than 20 tweets were resurfaced to the public. The public easily confirmed the veracity of the posts as in the first hours of these print-screens being shared, the original tweets were still available on Elle's twitter account. The content rapidly gained the attention of the users and in that same day the backlash began, and the follower count started dropping. Remembering this study's definition of cancel culture, it is easy to perceive this event as such: the loss of subscribers directly represents the withdrawal of support and, as it will be further explored in the next research question, comments calling out the misconduct also flooded her social media accounts, an almost mandatory characteristic of cancel culture. The cancelling of Elle Darby had started.

2.How did users react to the scandal?

As it would be expected, users withdrew their support, especially by unfollowing her. By the end of the period of analysis, in a span of five-days, Elle had lost approximately 37000 followers on her personal Instagram and 23000 subscribers on YouTube. As highlighted in this study's cancel culture definition, this withdrawal of support is usually accompanied by messages flooding various social media platforms, and that was exactly what happened. Collectively, in five days, 1380 messages were left on the social media platforms analysed, with the preferred one being YouTube, accounting for 54,6% of the whole messages. The fact that Elle deleted her Twitter account and de-activated the comment functionality on her personal Instagram, may explain the migration of messages to her only personal platform left which allows commenting. Lawson (2020) similarly argues that when an influencer uses platform tools to manage the visibility of certain conversations, he/she may only be moving the conversation to another platform.

The number of daily messages grew exponentially over the period of analysis, which may have been encouraged by two factors. The first is the content creation about the scandal by other social media influencers and news outlets, which share the event to the overall public instead to only Elle's fans and followers. The second is the messages themselves: the more messages are left on social media, the more attention the event gets, and even more users

end up leaving their comments. Similarly, as Bouvier (2020) highlights many users simply enjoy uniting against a single perpetrator, in this case Elle, coming together through comments.

The messages were mostly of negative tone (82,8%). Keeping in mind, that the tone reflects the feeling of the author towards the subject of the message, which was most times Elle, the dissatisfaction of the public starts being hinted already. Additionally, from the positive tone messages 62,7% were not related to the event and were mostly spam comments from one single fan. As well as the majority of the messages having a negative tone, the majority is also talking about the event (86,9%), with the most particularly talked issue being racism (10,9%). Based on this results, it is pertinent to assume that the issue of racism was the one raising a bigger reaction and outrage from the public.

By establishing which messages were most fitting to this study – the ones about the event – it was possible to further answer this research question. Most users when talking about the event used current language (70,5%) and only 12,1% used offensive language. So, even with the predominant tone being negative and much of the public being dissatisfied with Elle's actions (as will be confirmed next), most messages still did not cross the line to a more aggressive language, making statements about cancel culture such as "performative spectacle of ritual blood-letting" from Bouvier (2020, p. 1) seem a little excessive.

When it comes to the reactions of the public specifically to Elle's tweets the most common feeling was anger (41,8%). All the negative reactions (anger, upset and ridicule) accounted for 63,5% of the whole messages about the event. However, there were still users who defended her or dismissed her actions. In spite of all these feelings, calling for action, was not an option for most users when writing their messages, with 87,5% messages not resorting to this option. As mentioned in the literature review (Velasco, 2020; Lawson, 2020), there are different forms of cancel culture, many of which are represent in the actions called for in the messages analysed. From the wish to sabotage her brand, to pressuring other brands to stop working with the influencer, these are typical cancel culture tools that are being called for by the public. However, while on the topic it is worth noting that there were no messages resorting to doxing, as argued by Clark (2020). The most requested action – for Elle to give

up on her platform or her platform to be taken away (17,3%) - represents the ultimate goal of many cancel culture movements: the erasure of the perpetrator from public discourse (Velasco,2020). The least expressed wish was for users to stop defending Elle (2%), but still represents the confrontation that users who defend someone being cancelled may face, as also argued by Velasco (2020). Also interesting to note that the users who were defensive about Elle's action were the ones who, proportionally, called for action the most: for users to stop harassing Elle.

Most users did not react with insults in their messages also known as dragging (Tucker, 2018), in fact, 77,2% of the messages did not resort do insults of any kind. The ones who did, attacked mostly Elle's personality (19,2%) which probably can be explained by Elle's tweets themselves, which, in the view of the public, reflected her personality. Due to this, she got the same label as the tweets, such as "racist" or "homophobic". Nevertheless, some messages also attacked her brand, physical appearance or even her content. In relation to this variable, it could be argued that this users are demonizing a single individual, instead of focusing on what the wrong act and its deeper meaning, as argued by Bouvier (2020) .Also, interesting to note, how some users took advantage of this scandal to criticize influencers as a whole (0,9%). Still in the theme of attacks, this study also concluded that 76,2% of the attacks came from the messages which expressed anger towards Elle's actions and while anger-related and ridicule-related insults varied through the possible targets mentioned above, upset-related attacks only criticized her personality.

Finally, some users reacted by writing messages who warned Elle that they would be unfollowing or withdrawing their support from her, representing 8,3% of the messages related to the case. Furthermore, it was also discovered that the users who were upset about Elle's actions were the ones who resorted the most to this tactic, in proportion to other reactions. Doing it more than double than angry-related messages.

It is worth noting how some users reacted with unconditional support: some of the defensive and dismissive messages along with the positive spam from the fan as showed in annex in E as well as messages 13, 14 and 20, show how there are still users who will "swim against the current" of cancel culture and stand by their idol.

2. Did users acknowledge cancel culture in their messages?

Although most of the users leaving messages online are participating in cancel culture, only 4,6% acknowledge the phenomenon. Maybe, the negative opinions expressed on the media about cancel culture diverted users from using expressions such as "cancel her", or "she is cancelled" as much as would be expected. Additionally, users may not even think of themselves as contributors to the movement or may not want to think of themselves as such due to the recent discussion this term as generated.

3.How did Elle react to the backlash?

On the 31st of December 2021, the same day the tweets were re-posted, Elle deleted her twitter account, where the tweets were uncovered from, and also disabled the comment function on her personal Instagram. Still on the 31st, Elle posted an Instagram story about the situation.

In this first statement, Elle pretended not being reacting to backlash but actually addressing, from her own accord, the tweet she had independently found. By ignoring the beginning of this crisis, she is using a crisis communication strategy known as *denial* and trying to reframe the situation in a way that favours her, a common tactic as argued by Lawson (2020). Elle does not mention what was wrong with the tweets so that the fans who do not know about the offensive tweets, are not made aware of them through this statement. Elle also expresses multiple times how old the tweets were, as an attempt to diminish responsibility (*excusing*). Throughout the statement she contradicts herself and also states how the tweets do not represent her nor who she was at that time, never taking full responsibility. The influencer ends this statement not by explicitly apologising but stating "we can only wish for forgiveness", and also using an *ingratiation* response strategy by acknowledging her fans and their support. Also worth noting, the platform chosen to communicate with the public - Instagram stories- which turns this statement into an ephemeral post which only lasts for 24h and is not even displayed in the main page of Elle's profile. As also argued by Lawson (2020), this characteristics, make an Instagram story a fruitless way to atone for her past mistakes.

On the 3rd of January 2022, Elle deleted some of her YouTube videos. Although the reason why is not explicit, it is possible to assume the SMI was trying to avoid possible backlash from other content. In the next day, the 4th of January 2022, Elle also deactivated the comment function from her brand's Instagram. By deactivating the comment function on multiple social media accounts, Elle is using platform tools as a response to cancel culture. By not enabling users to comment on her accounts, the influencer tries to take control on the visibility of the conversation as an attempt to diminish damage, just as Lawson (2020) describes in her study.

Finally, on that same day, 4th of January Elle posts an apology video to her YouTube titled "I'm sorry". Comparing both statements, there is a recognizable improvement: Elle truly apologises multiple times throughout the video, she is less secretive about what the tweets entailed, describing her own tweets as racist, homophobic and fatphobic, and she chose a better platform to post this content, even though the comment function was also deactivated here. In spite being much more apologetic, Elle still finds a way to mention how she never recognized herself to be the person the tweets represent, making once again the apology a bit confusing. However, towards the end Elle shows willingness to improve and to show that improvement to the public.

The deeper issue found in both of Elle's written reactions, is the overt focus on herself. On either statements, Elle's focus is not on racism, homophobia or any of the issues raised by the tweets, nor is it on the deeper structural issues in society that led her to have such problematic opinions and thoughts The argument used by Bouvier (2020) and Lawson (2020) to criticize the users who participate in cancel culture, saying how they miss the point in asking how it is that ordinary people can hold racist views and how they end up dismissing the broader implications of the scandal by focusing on the perpetrator, can be now argued against the perpetrator herself, Elle Darby. In both apologies, Elle seems more preoccupied with the perception other people have of her, than with the people she hurt. In spite of the fact that the offensive tweets could have been read by anyone, both apologies were directed at the people who supported her and never at all the different communities she hurt.

When analysing both statements through the lens of crisis communication, few conclusion can be made, the mixture of response strategies make it hard to reach a fixed evaluation. However, placing this crisis in the preventable cluster, according to Coombs (2015), the *apology* and *ingratiation* strategies used by Elle were fitting to the type of crises she was facing, while other such as *excusing* and *denial*, were not. Furthermore, Roshan et al. (2016) also supports the use of rebuilding strategies, such as apology, when communicating on social media. On a more negative side, the importance that Van der Meer and Verhoeven (2014) attribute to non-verbal signals and emotions being in cohesion with the discourse, is not successfully accomplished by Elle. The YouTube video shows a lack of emotion, and sometimes even annoyance which, in addition to jump-cuts through the video, makes the apology seems almost forced and unnatural.

The social media influencers' responses to cancel culture as argued by Lawson (2020), such as the use of Instagram stories, the attempt to change the perception of the audience, the use of platform tools – like disabling the comment function – are common factors in both statements.

4. How did users react to Elle's statements?

Most users did not comment on any of Elle's apology statement (81,2%), but the ones who did expressed their rejection of Elle's apology (17,8%), only 1,1% of the messages forgave the influencer. Some users expressed specific reasons to why they did not appreciate her apology, one of them being the fact that the comment function to the YouTube apology video was deactivated (message 21), others just did not believe Elle. This lack of comments on Elle's apologies, may be representative of authors Vanessa Gerrie (2019) and Tucker's (2018) idea that one of the problems of cancel culture is the lack of space for constructive dialogue with the "perpetrator", where the accused is immediately branded as bad or good and no more discussion is "allowed".

5. Was there content creation about the scandal?

Yes, YouTube videos and Instagram post about the scandal have been created (fig.9 & 10), but also news articles as confirmed by the tweets analysed. Furthermore, in all the messages analysed about the event, 4,7% mentioned or promoted other content about the scandal.

Except for reddit megathreads, this study confirms Lawson's (2020) argument that in cancel culture events, it's common for content to be created around the event, such as YouTube videos and other social media posts. While the news articles about Elle, confirm Clark's (2020) argument that with all the attention the scandal ends up also entering the discourse of mainstream media.

Conclusion

The main objective of this research was to explore the process of cancel culture on social media, more specifically, the process of cancellation of the social media influencer, Elle Darby, throughout the period of 31 of December 2021 to 4 of January 2022. To achieve this, the main research question was determined - "How was the cancellation of influencer Elle Darby processed on social media?"- as well as its corresponding sub-questions, which helped to guide the study throughout all its steps and finally reach a conclusion about the analysis of the research object.

The different research methods used in the research, aided in answering the multiple research questions previously defined. The main method was content analysis, where the different analysis variables were applied to evaluate the messages collected from social media, giving the study important insights about the public of this cancel culture case. Furthermore, the influencer's statements were also interpreted, contributing with revealing information about the social media influencer's online posture. And finally, the simple research of this cancel culture case, gave the study the pieces needed to complete the whole narrative of this cancel culture process.

Now, it is possible to state that the process of cancellation of influencer Elle Darby began with offensive tweets posted by the influencer being resurfaced, which then led to the start of the online backlash, with messages flooding social media, and followers dropping exponentially every day. These messages were mostly written in a negative tone, reflecting the overall dissatisfaction of the public. Plenty of issues were pointed out about Elle's tweets, but the on which arose the most outrage was racism. Users were mostly angry and upset when reacting to Elle's tweets, however there were still users who defended or dismissed her actions. Even with the overwhelmingly negative messages, users invested more on calling out than on *dragging*, but the ones who did resort to insults, attacked Elle's personality for the most part. It was also discovered that the users responsible for most of the insults were the ones who were angry with Elle's actions. Calling for action was also not an option for most of the public, but the most requested action was for Elle to give up on her platform or her platform to be taken away, confirming the wish of (part of) the public to erase Elle from public discourse as argued by Velasco (2020). Others, instead of calling for

action, stated their own action: their withdrawal of support. This corresponded to less than a tenth of all messages about the event and was mostly used by people who were upset about Elle's tweets. Although most of the users were participants in cancel culture, not even 5% acknowledge this phenomena in their messages.

While all this outrage was coming from the users, Elle was using platform tools to try and diminish damage from deleting a social media account to deactivating the comment function on multiple platforms, as previously described by Lawson (2020). Additionally, Elle posted two different apologies which expressed, directly and indirectly, contradicting feelings and an excessive focus on herself. Elle's focus in both statements is not on racism, or any of the other concerns raised by the tweets, nor on the deeper structural conditions in society that led her to hold such harmful beliefs. Although the influencer expressed guilt and asked for forgiveness, the public mostly ignored this conversation, supporting Gerrie (2019) and Tucker's (2018) idea that one of the problems of cancel culture is the lack of space for constructive dialogue. The ones who did not ignore her, mostly rejected her apology, and only one percent accepted it. As expected, all this cancel culture case was covered by other YouTubers, social media accounts and even news reporters.

Overall, this research confirms many of the authors' arguments studied in the literature review, as it can be confirmed not only in the paragraphs above but also in more detail in the discussion of the findings. However, this study also brings interesting new insights. Namely, the unconditional fans, content analysis showed that there are users who independently of the influencer's actions and the backlash that may also turn on them, maintain their support and some even excessively express their love. Also, how users take advantage of a scandal, to criticize all influencers in general. Besides the famous withdrawal of support, this study also found that stating the withdrawal of support is also a common tactic among users, especially to the users who felt upset about the influencer's actions. Finally, this study highlights how the criticism of focusing on the scandal instead of on the deeper structural issues that the scandal represents, used against the participants of cancel culture (Bouvier,2020; Lawson,2020), can also be argued about the cancel culture target, as confirmed by Elle's apologies.

This project allowed to further explore the process of cancel culture, accompanying the uprise and development of a specific case, in real time. Additionally, with the target of the case being a social media influencer, the study was able to better understand their position and communication as someone who is constantly under the scrutiny of the public. And finally, with an extensive content analysis of the user's messages, this study has been able to explore in detail the public's side of cancel culture and realize the importance of this research method as a tool for understanding a social phenomenon.

However, it is important to mention that the current study is limited to a specific cancel culture case, therefore a more comprehensive conclusion about the cancel culture phenomenon cannot be drawn. In order to overcome the mentioned limitation, a future investigation should be carried out in the same way, but in multiple cases in order to verify if there is a pattern. Additionally, for an even more thorough research, the content analysis could add a variable which registers the reason why the user did not accept the apology. This variable could then be related with the apology statement interpretation for a more detailed perspective.

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Annex

Annex A – Elle's resurfaced tweets

elle darby @EllenorDarby · 14/10/2011
Hate how my sister's on the same training course as @zaynmalik's girlfriend is. Beat her up luce, beat her up.

elle darby @EllenorDarby · 20/09/2011
I hate writing gay meaningful stuff but honestly, if it was the other way round I'd be in the doghouse forev. Ah well. Fuk da fake friends.

elle darby @EllenorDarby · 02/10/2011
Hate it when skinny girls say they're fat, clearly just saying to draw even more attention to their stick legs and arms. Twats
1

elle darby @EllenorDarby · 14/08/2011
@planetjedward every time you tweet something, even though it's usually utter crap, I imagine you saying it in your gay boy Irish accents.
2

elle darby @EllenorDarby · 24/05/2012
Replying to @ConnerMckay96
@ConnerMckay96 cmon it's the end of an era you little gay boy! Lesbian, what an insult x
1

elle darby @EllenorDarby · 05/08/2011
@SamuelCreedy don't lie I've seen that before, probably some gay fb group you've gayly joined cus you're gay
1

elle darby @EllenorDarby · 04/08/2011
@SamuelCreedy jkz, I want my ugly cat to die. I'm more of a doggy woman
1

elle darby @EllenorDarby · 01/08/2011
Amy Winehouse is #1 in the album charts. Shame she has to die to get there...

elle darby @EllenorDarby · 20/09/2011
I really miss my laptop. Wish that effin charger from HK would hurry up. Come on chinks, you're upsetting me

elle darby
@EllenorDarby

When the obese, bald, elderly bus driver tries to make jokes with you about whether or not this bus is going to your stop you know you're in

elle darby
@EllenorDarby

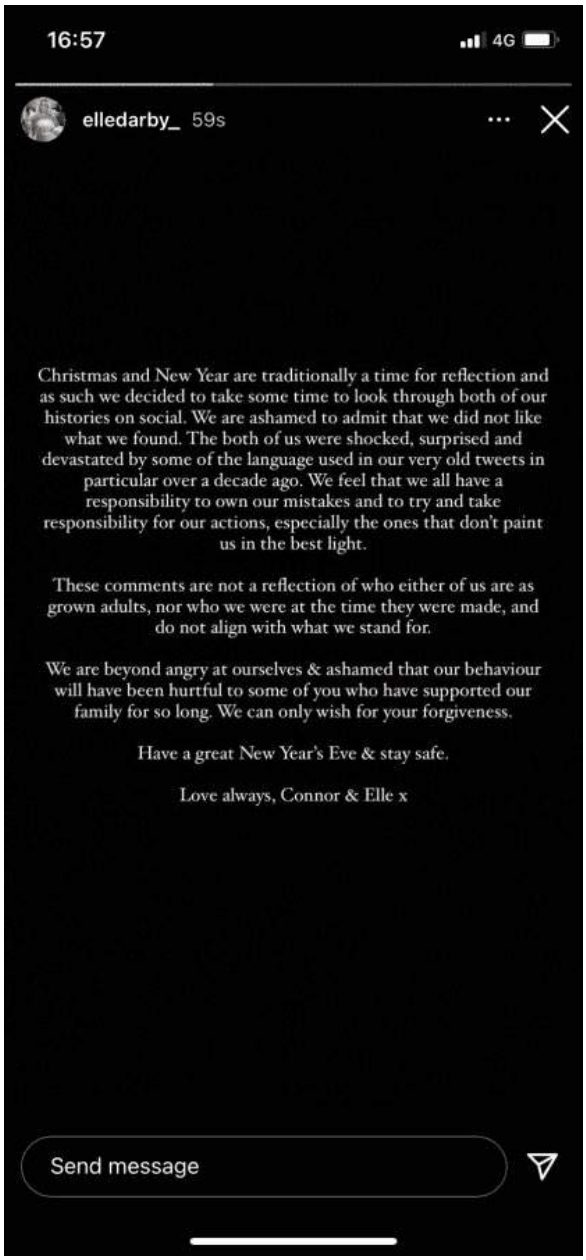
my sister's playing all summer long by kidrock in her room. brb strangling the little dwarf.

elle darby
@EllenorDarby

'Give dirty looks to fat people. It makes them realise people hate them so they lose weight, saving them from heart attacks' quote from mum.

Source: Twitter

Annex B – Instagram story apology



Annex C – Deactivated comments & Deleted Twitter account

Image 1 - Deactivated comments on Elle's Instagram; source: Instagram @elledarby

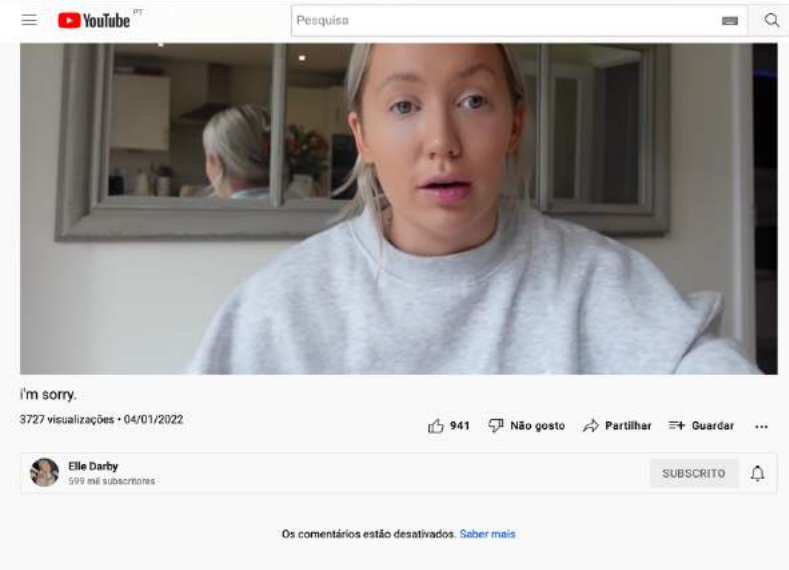
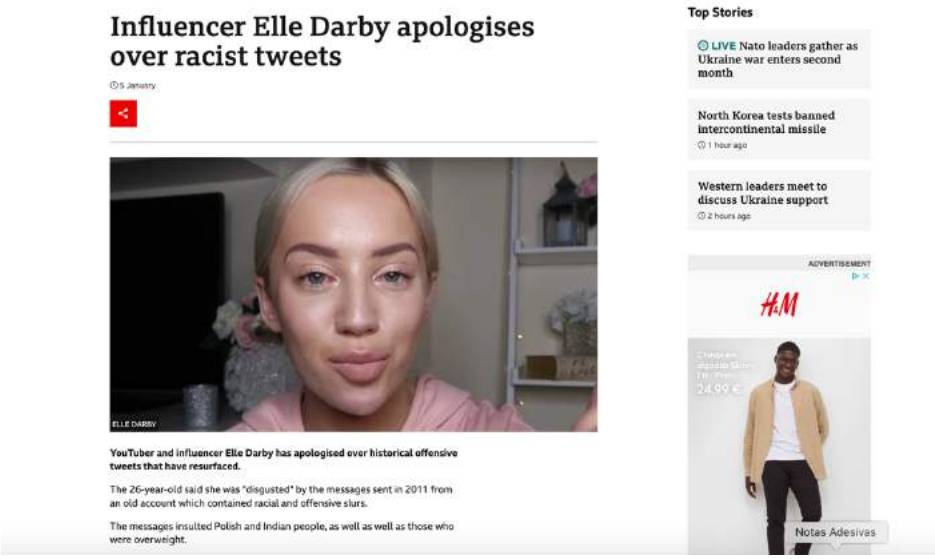


Image 2 - Deactivated comments on apology video;source: Elle Darby (YouTube)

Image 3 - Elle Darby's deleted Twitter account; source Twitter [@elledarby]

Annex D – News article about Elle's scandal



Influencer Elle Darby apologises over racist tweets

5 January

YouTuber and influencer Elle Darby has apologised over historical offensive tweets that have resurfaced.

The 26-year-old said she was "disgusted" by the messages sent in 2011 from an old account which contained racial and offensive slurs.

The messages insulted Polish and Indian people, as well as well as those who were overweight.

Top Stories

LIVE Nato leaders gather as Ukraine war enters second month

North Korea tests banned intercontinental missile

1 hour ago

Western leaders meet to discuss Ukraine support

2 hours ago

ADVERTISEMENT

Source: BBC

Annex E – Spam comments

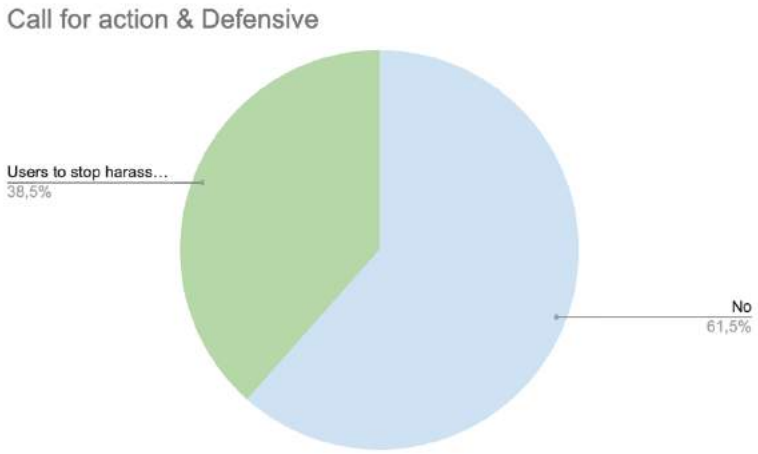
19:49:07	CrystalShiningShimr	YouTube		1	I love Elle!!
19:48:19	CrystalShiningShimr	YouTube		1	I love Elle!!
19:47:51	CrystalShiningShimr	YouTube		1	I love Elle!!
19:47:38	CrystalShiningShimr	YouTube		1	I love Elle!!
19:39:26	CrystalShiningShimr	YouTube		1	I love Elle!!
19:39:16	CrystalShiningShimr	YouTube		1	I love Elle!!
19:39:08	CrystalShiningShimr	YouTube		1	I love Elle!!
19:38:45	CrystalShiningShimr	YouTube		1	I love Elle!!
19:38:07	CrystalShiningShimr	YouTube		1	I love Elle!!
19:37:52	CrystalShiningShimr	YouTube		1	I love Elle!!
19:37:29	CrystalShiningShimr	YouTube		1	I love Elle!!
19:37:16	CrystalShiningShimr	YouTube		1	I love Elle
19:37:08	CrystalShiningShimr	YouTube		1	I love Elle
19:36:33	CrystalShiningShimr	YouTube		1	I love Elle!
19:35:52	CrystalShiningShimr	YouTube		1	I love Elle!
19:34:32	CrystalShiningShimr	YouTube		1	I love Elle!
19:33:42	CrystalShiningShimr	YouTube		1	I love Elle!
19:33:34	CrystalShiningShimr	YouTube		1	I love Elle!
19:33:22	CrystalShiningShimr	YouTube		1	I love Elle!
19:30:45	CrystalShiningShimr	YouTube		1	I love Elle!

Image 1 - Spam coded as *positive & other*

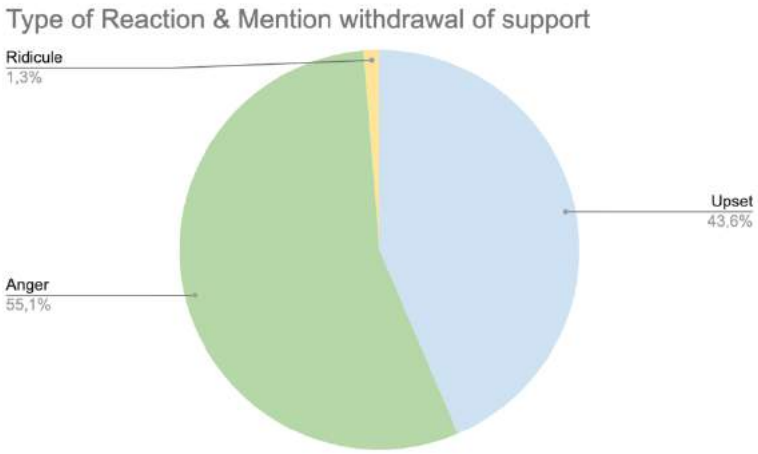
16:54:50	Olivia-Mae	YouTube		12	"INFLUENCERS" ARE FAKE
16:54:41	Olivia-Mae	YouTube		6	"INFLUENCERS" ARE FAKE
16:54:33	Olivia-Mae	YouTube		6	"INFLUENCERS" ARE FAKE
16:54:26	Olivia-Mae	YouTube		6	"INFLUENCERS" ARE FAKE
16:54:18	Olivia-Mae	YouTube		7	"INFLUENCERS" ARE FAKE

Image 4 - Spam coded as negative tone

Annex F - Graphs



Graph 1 - Representation of the variable call for action in the total of messages coded as defensive



Graph 1 - Representation of the variable *reactions* in the total of messages

Annex H – Content analysis table

Date	Hour	Author	Platfrom	Retweets	Likes	Tweet/Comment	Tone of speech	Theme	Language	Reaction	Type of Reaction	Call for action	Type of action	Mentions Cancel Culture ?	Reaction to apology	Attacks	Type of attacks	Content creation from scandal	Mentions the withdrawal of support?
2021/12/31	16:06:56	@Claire04652396	Twitter	4	54	@elledarby The real Elle Darby everyone 🐸🐸 The worst is there's more like this. This is why Elle and Con have deleted Twitter. Cowards. #elledarby #youtube https://t.co/6L7CVWNOGS	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2021/12/31	16:21:11	@longlegsan0n	Twitter	18	71	So #ElleDarby and her fella #Connorswift both have had some horrible tweets resurface. Racist, fat phobic, and more. Disgusting behaviour! https://t.co/uwqs54CTa5	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2021/12/31	17:36:23	@longlegsan0n	Twitter	7	207	#elledarby and #connorswift trying to act like they just happened to be looking through a decades worth of tweets to reflect , they were called out and this is damage control. https://t.co/oM6wl6Xy29	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2021/12/31	18:01:10	@mrsmadlennn	Twitter	10	191	I have watched Elle for about 2-3 years now. I really really liked her, liked her content, her relationship with Connor, with her sister… I was really happy for her, when she got engaged, pregnant etc… #elledarby https://t.co/beGCLBJxjc	Neutral	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2021/12/31	18:10:45	@NatalieEva20	Twitter	1	31	#elledarby The angel gal herself ✨🕊️ *photos of tweets* https://t.co/xI4S35ecVj	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2021/12/31	19:31:15	@fifi1234321	Twitter	109	1 12 5	If your immediate reaction to this Elle Darby/ Connor Swift situ isnt to unfollow them then you're facilitating raccists. Ive been a fan for 4 years, that ended the minute i saw her tweets. #elledarby https://t.co/gTMEw8INL0	Negative	Racism	Current	Yes	Anger		Followers to stop following	No	Not explicit	Yes	Personality	No	No
2021/12/31	21:13:42	@NatalieEva20	Twitter	0	2	@elledarby @connorswift @angellecollection #elledarby #connorswift #angellecollection 🐸🐸🐸🐸🐸 *prt screen of tweets* https://t.co/kWcucWfXWn	Negative	Overall Event	Emojis	Yes	Anger	No		No	Not explicit	No		No	No
2021/12/31	21:17:39	@NatalieEva20	Twitter	1	8	#elledarby #connorswift https://t.co/8rBGkSJhM6	Neutral	Overall Event	Hashtag	No		No		No	Not explicit	No		No	
2021/12/31	21:37:32	@hollaAtlotta	Twitter	8	158	People defending #ElleDarby, how do you know she's still not thinking of all of the things she wrote back in the day? That's right, you don't. Disgusting behaviour today and 10 years ago. https://t.co/KVMwVRUDbc	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No

2021/12/31	23:12:37	@NatalieEva20	Twitter	0	23	#elledarby #connorswift 😐😐😐😐😐😐it gets worse HOW MANY HAS SHE WRITTEN https://t.co/u3X5Hrg4pE	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2021/12/31	23:20:54	@studonnan	Twitter	27	486	The most ironic thing about #elledarby and these racists tweets is the fact her cheap shit clothing line is 100% made in chinese factories😐 we all make mistakes yeah but not like this, surely @Gymshark can't back these 2 now? https://t.co/lbXMlgDjKV	Negative	Racism	Offensive	Yes	Ridicule	Yes	Brands to stop collabing	No	Not explicit	Yes	Brand	No	No
2021/12/31	22:26:28	Medic 2022	YouTube		1 665	The tweets are on tattle life and I'm not sensitive but I was SHOCKED at the degree of racism you felt comfortable to spout out. You hate foreigners, Indians (which in your opinion smell bad) , Polish, anyone with an accent, gays, overweight people, skinny people. EDIT: Also Scottish, Irish and Chinese. And this was not one tweet, it was 30 *EDIT: 60* disgusting ones from the two of them. They are absolutely made for each other. And the story on insta is about the most disingenuous 'apology' I have ever seen.	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2021/12/31	21:11:34	Grace Ella	YouTube		248	You need to address on here the vile tweets yourself and conner posted on twitter , just because it was years ago its still relevant	Negative	Overall Event	Current	Yes	Anger	Yes	Elle to take accountability	No	Not explicit	No		No	No
2021/12/31	20:13:54	quinn cline	YouTube		69	disgusting people	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2021/12/31	20:13:48	quinn cline	YouTube		317	racists	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2021/12/31	20:02:14	Vickie Tibble	YouTube		103	Come Christmas shopping with £££ earned from all the ethnicities that have lined your pockets and yet you have racially slurred and abused!! I be seen the tweets! Oh and I'll tell my gay friend who's skinny to eat a chocolate bar too! I don't think there's anyone that you haven't abused !	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2021/12/31	19:48:01	Kate Marie	YouTube		1 041	Time doesn't condone racism. Not nice people. Breaks my heart for the people you bullied and targeted with your tweets to read them. We now know how that child will be raised. I just hope and pray that I raise my kids to be better people than the ones I looked up to 😘	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	Yes	Personality	No	No
2021/12/31	18:31:19	Proudlyfactual	YouTube		121	Racists	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No

2021/12/31	06:15:14	Wayne Halliday	YouTube		56	Literally, LITTERALLY the most vacuous, self-important twat I've seen!	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2021/12/31	02:51:54	Daniel Lee	YouTube		85	Disgusting	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2021/12/31		hotcharz	Brand Instagram		165	🤮	Negative	Overall Event	Emojis	Yes	Anger	No		No	Not explicit	No		No	No
2021/12/31		scarletterose7	Brand Instagram		206	CANCEL ELLE	Negative	Overall Event	Slang	Yes	Anger	Yes	Stop supporting her	Yes	Not explicit	No		No	No
2021/12/31		scarletterose7	Brand Instagram		153	They fooled us this whole time pretending to be sweet & wholesome, but they hate everyone, literally	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	Yes	Personality	No	No
2021/12/31		gracehanham	Brand Instagram		96	Actually embarrassing 🤢	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2021/12/31		sp00kythingz	Brand Instagram		71	🤢🤢🤢🤢🤢	Negative	Overall Event	Emojis	Yes	Anger	No		No	Not explicit	No		No	No
2021/12/31		sp00kythingz	Brand Instagram		124	I've really supported them both but this pair better not get away with this . Manipulators to the highest degree . I see her turning this around with another " sympathy vid " 🙄🙄🙄🙄	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2021/12/31		scarletterose7	Brand Instagram		57	🤢🤢🤢🤢🤢🤢🤢🤢🤢	Negative	Overall Event	Emojis	Yes	Anger	No		No	Not explicit	No		No	No
2021/12/31		bejjjjee	Brand Instagram		105	Those comments are absolutely disgusting and you should be ashamed.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2021/12/31		oliviamaelovickx	Brand Instagram		157	Absolutely vile , take accountability & responsibility "angelllsss"	Negative	Overall Event	Current	Yes	Anger	Yes	Elle to take accountability	No	Not explicit	No		No	No
2021/12/31		jamiieee95	Brand Instagram		109	Don't support this RACIST brand.	Negative	Racism	Current	Yes	Anger	Yes	Consumers to stop buying	No	Not explicit	Yes	Brand	No	No
2021/12/31		shanizig_	Brand Instagram		260	Always wondered why Angelle didn't have any Indian representation…I know why now	Negative	Racism	Current	Yes	Upset	No		No	Not explicit	No		No	No
2021/12/31		countrylife_crafts	Brand Instagram		104	That awkward time when your brand represents racism across the board and you can no longer fleece your angelles.	Negative	Racism	Current	Yes	Ridicule	No		No	Not explicit	Yes	Brand	No	No
2021/12/31		adropofindulgence	Brand Instagram		126	Just so everyone knows - tweets have resurfaced today of Elle Darby being racist to polish and Indian people. Connor using the N word multiple times. They're fat shaming, homophobic and	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No

						more. Please read Twitter and tiktok to educate yourselves on these pair.													
2021/12/31		oskh25	Brand Instagram		35	Racists	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2021/12/31		ikram_er	Brand Instagram		46	Very embarrassing, RACISTS ! 🤢🤮	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2021/12/31		liyaaaa.94695459	Brand Instagram		42	Fxck ur racist company. Hope you go bankrupt racist trash!!!!!	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	Yes	Brand	No	No
2021/12/31		bettyadams195757	Brand Instagram		51	The CEO's are racist & homophonic !	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2021/12/31		leonrad22	Brand Instagram		63	DO NOT support this brand. Not only is the quality of products completely shite the owners are both RACIST and homophobic!!!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Brand & Personality	No	No
2021/12/31		aneesah.the.baker_	Brand Instagram		59	You are disgusting Elle. It was one or two tweets. It was a years worth. You started your influencing journey 3 years after your tweets. 3 flipping years. Has your mentality really changed? I think the fuck not. You do not get away from this.	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2021/12/31		oskh25	Brand Instagram		33	Racist scum	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2021/12/31		hopkinsemily263	Brand Instagram		79	no one should buy from this brand, she a racist and was obviously raised by racists too. Shameful!	Negative	Racism	Slang	Yes	Anger	Yes	Consumers to stop buying	No	Not explicit	Yes	Personality	No	No
2021/12/31		lsmdd	Brand Instagram		61	Please guys dont let this horrible vile woman recover from this, it is truly unacceptable we cant just all forget about those incredibly racist and hateful words that came out of her. They will try to lay low and then resurface as if nothing ever happened, lets make sure that they cant!	Negative	Racism	Current	Yes	Anger	No		Yes	Not explicit	Yes	Personality	No	No
2021/12/31		melimomo	Brand Instagram		83	Interesting you posted your "apology" message saying you went back and looked at old tweets. But you didnt, you got called out via tattlelife. Starting an apolgy message with a LIE is not a good look @elledarby_ @connorswift1	Negative	Overall Event	Slang	Yes	Anger	No		No	Does not accept	No		No	No
2021/12/31		borderline.bunny	Brand Instagram		104	@connorswift1 using homophobic and racist slurs, @elledarby_ hating on Polish, Indians, body shaming 🤨 how could anyone support this brand	Negative	Overall Event	Offensive	Yes	Anger	Yes	Consumers to stop buying	No	Does not accept	No		No	No

2021/12/31		maria_lookia	Brand Instagram		120	@elledarby_ why is our about indians you hate? You still accept their money to buy your shit brand. 10 years isn't a long time ago...why would @connorswift1 ever think it is appropriate to use the n word. Disgusting pair	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	Yes	Brand	No	No
2021/12/31		chlobunny2	Brand Instagram		92	Lost all respect for you two @elledarby_ & @connorswift1 scumbags!!!!! I hope all your gifted stuff and views stop and you have to find a real job!!!!!! Let's hope they don't judge you by your skin colour at your interviews.	Negative	Racism	Offensive	Yes	Anger	No		Yes	Not explicit	Yes	Personality	No	No
2022/01/01	23:55:38	@ashtonlewsey	Twitter	0	8	And more #elledarby https://t.co/GBDgIvcPyR	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/01	23:49:20	@ashtonlewsey	Twitter	0	10	I've just found another painful #elledarby tweet https://t.co/7VPylclK2D	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/01	23:39:33	@tmzbrch	Twitter	2	26	If that's the sort of stuff they will willingly tweet, you can only imagine what's been said behind closed doors… #ElleDarby	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01	23:10:24	@NatalieEva20	Twitter	1	45	Elle Darby at 15 vs me at 15 #elledarby https://t.co/8yooXYdpMk	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/01	20:51:30	@NatalieEva20	Twitter	0	8	https://t.co/dWSsfQeqiN Honestly if these are the types of people that will stick by her side … then I hope she's proud #elledarby #angelgalcancelparty https://t.co/wkjhi1Rm37	Negative	Overall Event	Current	Yes	Upset	No		Yes	Not explicit	No		No	No
2022/01/01	20:37:40	@DadChallengePod	Twitter	3	63	not #elledarby posting a petition for George Floyd on a vlog when we know how racist she really is. This is why you don't make influencers famous. They are all fake... ALL OF THEM. https://t.co/tRfl9vC7vo	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	All influencers	No	No
2022/01/01	20:34:39	@martajk_	Twitter	2	49	These are some of the brands I have found that have collaborated/sponsored #elledarby and #connorswift . I've emailed all of them expressing my anger and attached images of their tweets. (1) support@my1styears.com customerservice@beautyworks.co.uk mediaenquiries@fleishman.com https://t.co/F7RjEI1neX	Negative	Overall Event	Current	Yes	Anger	Yes	Brands to stop collabing	No	Not explicit	No		No	No
2022/01/01	20:14:51	@NatalieEva20	Twitter	1	12	#elledarby https://t.co/uRPnPAkB8k	Negative	Overall Event	Hashtag	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/01	19:59:11	@longlegsan0n	Twitter	0	2	#elledarby https://t.co/fQTFB6M1eN	Neutral	Homophobia	Hashtag	No		No		No	Not explicit	No		No	No

2022/01/01	19:58:01	@Jade32582253	Twitter	4	19	What the actual heck! I'm lost for words. #elledarby #elledarbytweets https://t.co/w3Rkkp7QWQ	Negative	Overall Event	Slang	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/01	19:47:35	@CaneyNadia	Twitter	3	32	No these actually sicken me, the way she speaks about her mum and how she's grieving her loss; a lot of her tweets were derogatory towards her mum. She seemed to have so much vile hate in her at 17 #elledarby https://t.co/UHyLBldLpN	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01	19:23:35	@NatalieEva20	Twitter	2	8	#elledarby https://t.co/thjFf8eutp	Neutral	Overall Event	Hashtag	No		No		No	Not explicit	No		No	No
2022/01/01	18:41:52	@CaneyNadia	Twitter	2	25	Wow I wonder if she does this with her current dogs that she posts all over Instagram like they're the perfect nuclear family 🥰 hope she doesn't wish them dead like her cat all those years ago 🥰 #elledarby https://t.co/OlxNZjQGLr	Negative	Animal Abuse	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01	18:27:06	@CaneyNadia	Twitter	6	84	LOOOLL #ElleDarby seriously out here thinking that she was solely responsible for Universal Orlando footfall 🙄🙄🙄 #elledarby https://t.co/FGPAfiNBxy	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/01	18:05:27	@ZDaniellexo	Twitter	0	21	Absolutely disgusting from #elledarby and #connorswift who are trying to cover up their disgusting racist and fat shaming posts with their 'young age' and 'immaturity'... they were 17!!!! #noexcuse #youtube #racist #angellecollection https://t.co/tstvYp4lwK	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/01	17:25:19	@SamskiB	Twitter	2	85	Always had odd vibes from Elle Darby, her whole vibe is just an act. Wish no harm to her but i'm glad shes being exposed #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/01	16:42:08	@longlegsan0n	Twitter	2	8	Another one ffs! Just an ignorant phrase. #elledarby https://t.co/5wAuf5A8Yp	Negative	Racism	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01	16:28:20	@yourxeli	Twitter	0	64	Just to add to the argument,I am Polish. seeing hatred towards me & my ppl be it posted yday or 10yrs ago is upsetting. This person is put upon a pedestal & is v influential to young girls that clearly dont know themselves yet.walk a mile in my shoes & THEN take sides.#elledarby https://t.co/YlP545LryM	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01	16:16:21	@fifi1234321	Twitter	0	34	Now that we know elle is racist can we talk about the fact she literally puts filters on pictures of her baby 🙄🙄🙄 #elledarby	Negative	Racism	Current	Yes	Ridicule	No		No	Not explicit	Yes	Content	No	No

2022/01/01	16:06:14	@emileigh_xo	Twitter	0	5	#elledarby ooooooops	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/01	15:44:51	@Mathilda2002202	Twitter	0	4	#elledarby https://t.co/hJlNbRX2wI	Neutral	Overall Event	Hashtag	No		No		No	Not explicit	No		No	No
2022/01/01	15:43:28	@longlegsan0n	Twitter	4	14	They just keep coming! #elledarby https://t.co/u592YzQt7e	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01	15:18:53	@longlegsan0n	Twitter	76	640	This was from like 5 years ago. "Most of them were bold, most of them were foreign". Yeah , she still thinks the same shit. #elledarby #racist #ignorant https://t.co/8yiWgxRJDl	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	15:13:34	@Claire04652396	Twitter	5	15	You can only post 4 images, but more are out there Elle Darby is: Racist Transphobic Fat phobic Body shaming Abusive Using offensive and derogatory language Ableist Bullying Condoning animal abuse Violent Anti semitic #elledarby #elledarbytweets #elledarbyisracist https://t.co/TvvN11haQQ	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	14:47:13	@sarahsirinus	Twitter	14	134	As someone who didnt grow up with a privileged life, these tweets are absolutely vile and hurtful. I am so glad you never had to grow up with money issues and worry about making ends meet. Money cant buy you class, respect, dignity and manners that's clear #elledarby https://t.co/pUDiIwb87h	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	14:16:40	@phubetts	Twitter	1	21	Influencers still following #elledarby need to take a hard look at themselves! Do they share the same views? No way back from this.	Negative	Overall Event	Current	Yes	Anger	Yes	Followers to stop following	No	Not explicit	No		No	No
2022/01/01	13:59:57	@NatalieEva20	Twitter	2	23	Yall I really thought I was done 😐 but it keeps getting WORSE #elledarby #connorswift https://t.co/wdceWWrLkO	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/01	13:59:21	@kellygibson_97	Twitter	28	454	I feel so sad for the amount of people that have supported #elledarby that this personally attacks. These tweets are disgusting and regardless of when they were posted, a 24hr Instagram story is not a sufficient apology https://t.co/n7yK8HLeQR	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	No		No	No

2022/01/01	13:21:54	@NatalieEva20	Twitter	5	35	First news site shared the news ! #elledarby #connorswift @buzzpopdaily 🍆🍆🍆 https://t.co/qapRAByIBr	Positive	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/01	12:51:59	@yourxeli	Twitter	9	56	Calling all brands that work with this disgusting nasty manipulative stupid girl, pull out now. you call THIS influencing? you want this to represent you? its not just 1/2 tweets theres plenty there to see the real person she is. #elledarby https://t.co/dkvBGPJ1DV	Negative	Overall Event	Offensive	Yes	Anger	Yes	Brands to stop collabing	No	Not explicit	Yes	Personality	No	No
2022/01/01	12:24:20	@orlaxoneill	Twitter	0	57	I really do have to question #elledarby 's motives behind writing those tweets and the half arsed apology about 'reflection' no sweetie you were caught red handed x https://t.co/XA2KZ6gTuQ	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/01	12:16:04	@orlaxoneill	Twitter	24	218	If the #elledarby situation isn't a message to all young girls who want her life I don't know what is. Yeah she has the fella, the house, the cars, the baby, the dogs and the business but it just goes to show don't believe everything you read on instagram/believe about someone 🤦🏾‍♀️ https://t.co/NZ4diCsZaO	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/01	11:31:44	@Claire04652396	Twitter	1	1	@ZARA @FreePeople @Abercrombie Can you be more careful of who you send free clothes to please? #elledarby #elledarbyracist https://t.co/fAxoy5KVYh	Negative	Overall Event	Current	Yes	Anger	Yes	Brands to stop collabing	No	Not explicit	No		No	No
2022/01/01	11:31:23	@Chloe76294183	Twitter	4	98	I don't normally like the idea of "cancel culture" and was sceptical seeing these tweets appear, but having read the content AND the amount of venom she's posted has made me disgusted. Not only has she insulted many races, overweight people, animals, her relatives #elledarby https://t.co/LHUZDkWpFU	Negative	Overall Event	Current	Yes	Anger	No		Yes	Not explicit	No		No	No
2022/01/01	11:25:11	@josie_ibbo	Twitter	67	906	we all tweeted shit back in the day as teens, but this was persistent racism and there's a difference! It's scary how many of you are normalising the fact that at 16/17 these are beliefs held & CONFIDENTLY shared as if it's something we all go through and grow out of✊ #elledarby https://t.co/w2CfwYpLqD	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	10:08:55	@Chloe76294183	Twitter	1	29	not only is what she tweeted wrong she made her living by influencing others, mainly young girls. She has a responsibility as an influencer to not be a racist twat and to show others it is wrong. She can be 20 or fucking 62 it's still wrong. #elledarby https://t.co/gGEHA9Cxau	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No

2022/01/01	09:57:01	@NatalieEva20	Twitter	0	21	#elledarby #connorswift If she addresses this in a video/insta it's going to be like the White Moose video all over again where she played the victim, sat on the floor and cried about how she was exposed and how bad it made her look even though she was the one in the wrong 😑 https://t.co/4L62v4iXNy	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/01	09:51:13	@Chloe76294183	Twitter	0	20	Always knew something was weird about that Elle Darby & Conor #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/01	01:21:30	@lisathomson2112	Twitter	33	726	pleased to see elle darbys followers dropping by the thousands. As one of the most unruly teens ever, i can assure you i was never racist nor homophobic. Stop giving these people a platform. #elledarby https://t.co/xkFqnqZBjz	Negative	Overall Event	Current	Yes	Anger	No		Yes	Not explicit	No		No	No
2022/01/01	23:31:52	liam tucker	YouTube		35	How can anyone watch this shit 😂	Negative	Overall Event	Offensive	Yes	Ridicule	No		No	Not explicit	Yes	Content	No	No
2022/01/01	22:59:52	Sam Carson	YouTube		53	Is anyone gonna talk about the tweets about the dog and how scared the dog looked in the pic	Negative	Animal Abuse	Current	No		No		No	Not explicit	No		No	No
2022/01/01	22:58:59	Sam Carson	YouTube		45	Well Connor and Elle careers are over, no reason to be so vile and hateful	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/01	22:28:51	Saira Evans	YouTube		52	Disgusting frauds.	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	21:05:05	Alis Jones	YouTube		97	I was so disappointed to see the resurfaced messages you and Conner had posted. I will never stand for Homophobia, fat shaming and racism and whilst you can blame it on age, it doesn't condone your words. I hope you can take some time to learn and reflect on the impact your words would of had on so many.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/01	19:13:27	Lauraa	YouTube		96	Unsubscribed, those comments are absolutely VILE & DISGUSTING. NO EXCUSES.	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	No		No	No
2022/01/01	19:11:28	Ami Pie	YouTube		307	I'm a foreigner so I guess I have to stop following you now… I can't even begin to describe how disappointed we all are..	Negative	Racism	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/01	18:55:12	Re S	YouTube		161	It's a shame that child is being brought up by such hate-filled parents :(	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	18:51:37	Nat	YouTube		36	💔💔💔💔	Negative	Overall Event	Emojis	Yes	Upset	No		No	Not explicit	No		No	No

2022/01/01	18:47:28	Nadia Caney	YouTube		75	Hope you don't jam your dog's ear in the cupboard like you did all those years ago, or wish them dead like your cat 🥰🥰	Negative	Animal Abuse	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01	18:28:12	Alice Harding	YouTube		1040	So sorry to anybody who was hurt by the awful tweets that have surfaced, you are loved and you matter💗💗	Positive	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/01	18:15:39	Queen Claire	YouTube		1002	Imagine all the people from all different nationalities, races, and religions supporting your business to then read what you once said. Sickening.	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01	18:13:28	Queen Claire	YouTube		99	Unsubscribed.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/01	18:07:31	Bebeautyxo	YouTube		99	Time to start job hunting I think! You two are completely the wrong type of people to be 'influencing' anybody. Vile	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01	17:37:24	Hamda Hussein	YouTube		40	Hmmmm	Neutral	Overall Event	Slang	No		No		No	Not explicit	No		No	No
2022/01/01	17:31:48	Daine Starbuck	YouTube		1842	My black polish bus driver reccomended this channel to me, i have to say, absolutely brilliant content. The boyfriend seems very genuine too, i dont think he would ever cheat or marry someone for their money	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	Yes	Content	No	No
2022/01/01	17:29:21	__baconBOY__	YouTube		74	Horrible dirty racists the pair of you, it is disgusting to know that is your mindset and to tweet it out as well is vile. I hope you have a long hard think about your disgusting language and actions it is sickening!	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	17:07:17	SpicyDrums	YouTube		38	ANGELLExKLAN	Negative	Racism	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/01	16:55:46	J	YouTube		126	Seems like the angel front was exactly that, to cover up who you really are. The things you wrote on Twitter are things that would NEVER cross my mind, so age isn't an excuse here. Some of the most vile shit I've ever read. Disgusting.	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01	16:46:21	Rabira Miah	YouTube		99	I am queer and an Asian woman. I found great comfort in your videos, but I hope you know that both communities despise you now. Instantly unsubscribed and unfollowed. How dare you. The things you said 'almost a decade ago', I have not said in my 20 years of life. Not even a proper 'apology'. You are vile. Both of you. I hope you get what you deserve.	Negative	Overall Event	Offensive	Yes	Anger	No		No	Does not accept	Yes	Personality	No	Yes

2022/01/01	16:22:45	Alice Cotton	YouTube		68	Disgusting pair of Evil racists	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	16:16:18	Mollie Smith	YouTube		72	Her and Connor are horrible nasty racists!	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	16:09:56	John Koziol	YouTube		106	For all of you who have subscribed to her channel. You can do what she does! What she does is ABSOLUTELY nothing at all WHATSOEVER!!! Stop wasting your time and your life watching her channel!	Negative	Overall Event	Current	Yes	Anger	Yes	Followers to stop following	No	Not explicit	Yes	Content	No	No
2022/01/01	16:07:22	John Koziol	YouTube		64	I'm not here to see any of your insipid videos; I would NEVER waste my time watching any of them. But I did see how you tried mooching a five-day, five-night stay at the White Mosse Café in Dublin, Ireland for a "shoutout" on your YouTube channel to them and that you are renowned for begging for things instead of actually paying for them. I heard the White Moose Café shot you down in an ABSOLUTELY colossal way. I say bravo to the White Moose Café for doing that!!! So-called "Influencers" like you are nothing but a cancer to society that needs to be removed and removed as quickly as possible because of the moronic nonsense that spews from your mouths that brainwashes those who make the mistake of watching your videos. Sometimes freedom of speech is taken to too far an extreme and "Influencers" like you are DEFINITELY a prime example of this! Get a clue and get a life!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Content	No	No
2022/01/01	15:58:47	The Portlish Life	YouTube		146	Honestly cant believe the tweets you posted, I have followed you since the very start but unfortunately cannot follow anymore, all the best for the future and I hope you find the help/support you need as some of your tweets highlight some causes for concern. Any one effected by the tweets Elle has posted, please believe that not everyone is vile and nasty like that in this world.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/01	15:07:28	Bethan Hill	YouTube		77	I'm honestly so disappointed 😶	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/01	14:57:42	G Maestro	YouTube		141	'HEY ANGELS!' 'Hi racists'	Negative	Racism	Current	Yes	Ridicule	No		No	Not explicit	Yes	Personality	No	No

2022/01/01	14:29:49	Lea	YouTube		101	Unsubscribed	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	Yes
2022/01/01	14:21:07	Taylor	YouTube		72	vile racists.	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	13:58:11	Maddy Susannah	YouTube		86	Vile pair	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	12:50:32	SS2000	YouTube		91	DO NOT SUPPORT THIS CHANNEL! Make sure you all stick to your guns by not watching anything on this channel, unfollow and don't ever return. She's made enough cash of us already, I feel so stupid for watching all of her success. Us subscribers provided her with this lavish life style and we can also take it away! Boycott!!! Those tweets were vile.	Negative	Overall Event	Current	Yes	Anger	Yes	Stop supporting her	No	Not explicit	No		No	No
2022/01/01	12:48:10	liv posey	YouTube		110	why do you hate polish and indian people? could bet they're all a hell of a lot nicer than you two	Negative	Racism	Slang	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	12:47:02	liv posey	YouTube		103	absolutely disgusting tweets	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01	12:26:56	Cg97	YouTube		104	I heard you don't like polish and Indians	Negative	Racism	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/01	12:11:57	Deeny Raj	YouTube		83	So unbelievably angry right now	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01	12:11:40	Leyla Kay	YouTube		74	She lives this lifestyle because of us viewers. BOYCOT HER. UNSUB/UNFOLLOW	Negative	Overall Event	Current	Yes	Anger	Yes	Followers to stop following	No	Not explicit	No		No	No
2022/01/01	12:10:11	M A	YouTube		87	Absolutely vile what you guys tweeted.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01	12:05:56	Darcey O'Brien	YouTube		119	I am disgusted. I've been a subscriber since the very beginning and you were someone I looked up to so much especially regarding self love. However, to see the hatred for plus size people has made me question whether this was all a facade, after 5 years… unsubscribed	Negative	Body Shamming	Current	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/01	11:54:50	Emma Claire Hughes	YouTube		113	I can't follow anymore. Beyond disgusted from the vile things you've said. Inexcusable. So disappointing. I have supported you for a long time. I just can't any longer.	Negative	Body Shamming	Current	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/01	11:53:42	Jayde Kresinger	YouTube		55	Comments deleted	Neutral	Other											

2022/01/01	11:41:32	H H	YouTube		177	Can't wait to see you flogging your white company tat on Facebook marketplace for the next mortgage instalment🤔🤔well deserved	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01	11:35:22	Hayley Griffiths	YouTube		101	I am appalled by what I have read. Quite simply there is no excuse for it…absolutely none! Feel embarrassed to say I ever enjoyed your vlogs.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/01	11:29:20	Rachael-jayne Bennett	YouTube		202	The amount of tweets is unreal , one may be a mistake at a push but THIS is a physiological problem and the worst racism's and spitefulness of a influencer I've everrrrr seen	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	11:22:15	Mm M	YouTube		112	Wow, all those tweets are vile and some of the things you tweeted saying your mum said has really tarnished her memory, the apple doesn't fall far from the tree	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	11:20:59	Leyla Kay	YouTube		105	It's showing psychological red flags tbh. One of the 1st questions is would this person harm a family pet in a psychopathy interview..... urm YES. I thought con was a bully to u but now we see ur thought process is the same. Perfect pair. Saying you'll kill ur dwarf sister? Poor Katie. It's all exposed on tattle life on elle darby thread ppl!	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	11:19:20	Kaci Davies	YouTube		57	You know rights from wrong at age 17 only apologising because you got caught 😴	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/01	11:15:17	Leyla Kay	YouTube		85	Vile pair. The abusive tweets to animals and especially dogs?!?!? A lot to question over your own pups! Why were they in kennels over Xmas too, u were home? Wanting to kill ur family cat? Whaaaaaaaat	Negative	Animal Abuse	Offensive	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01	11:05:12	Shannon Blood	YouTube		64	I'm really sorry I used to absolutely love you guys and your channel but after what has come out I can no longer support you. I wish you the best and hope you have a nice life 😊	Positive	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/01	11:03:53	Priya Patel	YouTube		367	Racism isn't a mistake. And a quick Instagram half hearted apology on NYE is cowardly. Stop giving these people views.	Negative	Overall Event	Slang	Yes	Anger	Yes	Stop supporting her	No	Does not accept	No		No	No
2022/01/01	11:00:36	Richa Mehta	YouTube		81	Only apologetic because you got caught.	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No

2022/01/01	10:16:30	Nat	YouTube		476	Does anyone know if I can return & get a refund for a hoodie from angelle collection? I wasn't aware my nationality was hated by the owners 🧐👄🧐	Negative	Racism	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/01	09:58:58	Jessica Patel	YouTube		169	So sorry to all the fans who have been duped and the fact that "you took the time to look back at your histories" - nah man you got called out. Also pls don't further blindside your audience by saying it was "a decade ago" and it does not "reflect who you were". This is clearly your efforts at playing down the situation . Absolutely vile and shocking- soooo many tweets too. One would be bad enough. Wonder what you say behind closed doors	Negative	Overall Event	Current	Slang	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/01	08:09:44	SophieMarie	YouTube		107	No excuse for racism	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01	07:40:44	Shannen Norwood	YouTube		77	Those tweets were horrific. Never supporting these racists again.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	Yes
2022/01/01	02:26:55	Zita Lloyd-Shogbesan	YouTube		124	So gutted to read your tweets and the statement you have put out :(	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/01	02:16:01	HaiitsRuby	YouTube		212	i can't believe what i've seen. you were old enough to know better elle & connor. so disappointing i don't know who raised you but they clearly did an awful job	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	02:00:48	NRW	YouTube		263	Shocked at what i have seen from you both. Unfollowed	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/01	01:17:29	Holly Wakelin	YouTube		147	Unsubscribed after seeing your sickening tweets. So disappointing, I hope you raise your child to be tolerant and kind towards others.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/01	01:09:32	Alicia Sam	YouTube		107	racists	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	01:02:09	Victoria Emily	YouTube		70	Watched for a few years but Unsubscribed and unfollowed. You and your vapid boyfriend have let yourselves down. No way did I have you out to be that person who would have been a bully at school but there we have it. Unforgivable.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/01	00:58:11	Rachael-jayne Bennett	YouTube		365	I'm so devastated I saw the insta post and thought no i still love them … then I saw the tweets . I've never met these people only watched them for years. But no more✊	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes

2022/01/01	00:39:23	Olivia Lang	YouTube		1765	happy new year, your career is finished, shows how much you're putting on a front for the camera, have followed you and supported you for years elle and you've really let yourself down, no coming back from this one unfortunately	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/01	00:31:04	TJW	YouTube		1246	Pretending to be a sweet little family lol lol lol I can not	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01	00:05:38	Primrose Kelsey Anne	YouTube		458	Guys please look up their old tweets, they basically hate us all	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01	00:05:08	Primrose Kelsey Anne	YouTube		676	The old tweets are unforgivable! You have fooled us all!!!!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01		akhila.bose	Brand Instagram		638	This is NOT an inclusive brand	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Brand	No	No
2022/01/01		peartree.home	Brand Instagram		382	Oh please the overcompensating of HEY ANGELS act was always a facade	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01		sophiealicehorvath	Brand Instagram		383	True colours for the pair of them surfacing 🙏🍻	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/01		peartree.home	Brand Instagram		136	Don't forget about Connors tweets either.	Negative	Other											
2022/01/01		emilyycoughlan	Brand Instagram		435	Even if it was 10 years ago, at 16 you expect someone to know between right and wrong. It clearly is reflective of you as a person as it was months of targeted discrimination and hate. Will not be supporting anymore.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	Yes
2022/01/01		waleskarodger	Brand Instagram		186	Hurt and disgusted by all of this.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01		_tailoredtots	Brand Instagram		82	🤢🤢🤢🤢🤢	Negative	Overall Event	Emojis	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01		agneshepburn	Brand Instagram		371	Why do you hate polish people so much? I'm extremely disappointed.	Negative	Racism	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/01		fsh_slimming_world	Brand Instagram		214	Wow totally shocked at these 2, time to get a real job guys!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01		demikyria	Brand Instagram		433	The truth will always come out in the end 🙄 Literally brainwashed thousands of people into thinking you live a idyllic/perfect family life - I've never seen anything quite like it, the constant racist/homophobic and other utterly vile	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No

						tweets? Absolutely disgusting. I'm not one to comment on posts but this is something else.													
2022/01/01		mrsjessiep	Brand Instagram		292	The fact they say it was a "decade ago" to make it appear excusable behaviour 🤢yes so was Hiltler's atrocities, poor Rosa Parks on the bus in 1955. Fml it was 2011 -everyone is educated about racism in school and hopefully at home, or maybe not???	Negative	Overall Event	Slang	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/01		akhila.bose	Brand Instagram		946	There wasn't just one tweet. There were tweets after tweets of directed hate and racism. I feel so upset as someone who has supported you both. The things said are inexcusable. Cannot support you guys anymore.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/01		peartree.home	Brand Instagram		162	As for the animal hate wow	Negative	Animal Abuse	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01		demikyria	Brand Instagram		299	I just can't wrap my mind around how someone with such a twisted way of thinking can be in the public eye, particularly 'influencing' *mostly* young women. You have to be severely messed up to spout such hateful words? No matter how long ago these tweets were posted - You can literally feel the hate they emit. That's not something you can post apologise for via an Instagram story. These words affect a large majority of the following.	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	Yes	Personality	No	No
2022/01/01		jess_lndn	Brand Instagram		135	Not to mention she promoted her Dads book who literally was one of The NatWest Three. Promoting it suggests that what he did to the bank and with other peoples money is okay.	Negative	Other											
2022/01/01		s0phwicks	Brand Instagram		314	Surprised you havent turned off the comments… disappointing to realise her entire personality is an act. Its not just one or two slip ups, its YEARS worth of explicit racism, xenophobia, fat-phobia and various other completely distasteful tweets about animals?? Will not be shopping with this brand again smh 🤦🏻‍♀️	Negative	Overall Event	Slang	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/01		bethjaid	Brand Instagram		247	Wondered why there weren't any models with diverse bodies. Now we know it's because you're fatphobic 🙂🙂🙂	Negative	Body Shamming	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01		laurennsaundersx	Brand Instagram		6	@jamieleesaundersx	Neutral	Other											
2022/01/01		ursulaparis65	Brand Instagram		88	also done it on multiple occasions. It's not just one or two tweets she could brush off as a silly teenage mistake, that	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No

						was clearly a reflection on how she thinks.													
2022/01/01		jess_lndn	Brand Instagram		186	The tweets that have resurfaced are beyond shocking. I don't think I've seen worse in my time yet from an influencer. Not to mention she talks up her parents who literally condoned her horrific language and behaviour. The apology that she issued is ridiculous and I hope all of her endorsements and sponsorships are dropped.	Negative	Overall Event	Current	Yes	Anger	Yes	Brands to stop collabing	No	Does not accept	No		No	No
2022/01/01		laramsimpson	Brand Instagram		811	I'm sorry but those tweets are inexcusable. 10 years ago I was 14 and would never ever dream of thinking anything like that let alone writing on the internet. Disgusting behaviour, they should be so ashamed but obviously are not as deep down it's how they feel about people. Must be the way they were dragged up. Parents must be proud	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01		alice_and_her_mummy	Brand Instagram		147	I think I'm speaking for a majority when I say we're still waiting for an apology not a quick statement that disappears after 24 hours. Truthfully own up too your mistakes, not a sympathy video several days later! I really hope that I'm raising my child to be respectful too all and not have the same views that you both quite clearly seem to share. Please think about accessing some professional help. Not just to address these tweets of vile racist/ homophobic contents but to think about your own mental health and well-being as a result of all this 👎	Negative	Overall Event	Current	Yes	Upset	Yes	Elle to take accountability	No	Does not accept	No		No	No
2022/01/01		peartree.home	Brand Instagram		103	How can u call Katie a dwarf bless her she's a million times better than u could ever be.	Negative	Body Shamming	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01		nor.kusss	Brand Instagram		98	They wrote HUNDREDS of sick, hateful tweets towards Polish people, Indian, gay people, fat people, disabled.... i am absolutely shocked.🤢🤢🤢🤢	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01		the1967house	Brand Instagram		193	So pleased people are speaking up on here seen as they have each turned off comments on their accounts. Cannot believe the tweets I have just read. Absolutely disgusting. Please do not support these people!	Negative	Overall Event	Current	Yes	Anger	Yes	Stop supporting her	No	Not explicit	No		No	No
2022/01/01		ursulaparis65	Brand Instagram		127	I don't normally like the idea of "cancel culture" and was sceptical seeing these tweets appear, but having read the content AND the amount of venom youve posted has made me disgusted. Not only have you insulted many races, overweight people, animals, relatives	Negative	Overall Event	Current	Yes	Anger	No		Yes	Not explicit	No		No	No

2022/01/01		joanna001_	Brand Instagram		788	Hi Ellie,I know you probably won't read this message,I just want say I was your biggest fan and I loved your vlogs n cute family.I also spent loads of money on Angelle collection.It really hurt me that you said you hated Polish people and not just that,I'm talking about all the disgusting tweets.Iam Polish and I promise you I am normal human being.Im so disappointed in you but you probably don't care what I think,you was so nice and kind in your vlogs.I had to unfollow you and I won't buy anything from you collection also I unsubscribe to you YT channel,I wish you well Ellie.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/01		muriammahmed	Brand Instagram		391	As an ethnic minority I am beyond disgusted of what I have read. The apology was pathetic at its best & it only came out as you were caught not due to your 'reflection'. I am disappointed in myself firstly for supporting you and your family. Do not brush this under the carpet with your 24 hour story apology and turning off your comments. I feel sorry for your son who will ultimately failed by you both. Money can not buy morals.	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	Yes	Personality	No	No
2022/01/01		lanaellithorn	Brand Instagram		4	@alishaellithorn the comments…	Neutral	Other											
2022/01/01		carlagrantx	Brand Instagram		11	@kirigrantx read the comments 🧐🧐🧐	Neutral	Other											
2022/01/01		jessica_laight	Brand Instagram		3	@luce.marshall	Neutral	Other											
2022/01/01		sp00kythingz	Brand Instagram		32	Lol Connor turned off the comments on his clothing site , this one might be next . What are they afraid of ? Their angels seeing them in a " bad light " . TOO LATE	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01		abigaill_gorton	Brand Instagram		60	Followed you both from day 1, watched every vlog without fail and bought from every clothing launch from you both. I am absolutely heartbroken with what I have read and unfortunately have no option but to unfollow you both.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/01		pendo.8	Brand Instagram		106	Don't be racist hun especially when you try to look darker hun. Bye felicia. Boo hoo.	Negative	Racism	Slang	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01		koa.95	Brand Instagram		54	CANCEL ELLE DARBY, CONNOR SWIFT, ANGELLE COLLECTION & CONNORS SHIT ONE.	Negative	Overall Event	Offensive	Yes	Anger	Yes	Stop supporting her	Yes	Not explicit	No		No	No

2022/01/01		koa.95	Brand Instagram		71	CANCEL ELLE DARBY, CONNOR SWIFT, ANGELLE COLLECTION & CONNORS SHIT ONE.	Negative	Overall Event	Offensive	Yes	Anger	Yes	Stop supporting her	Yes	Not explicit	No		No	No
2022/01/01		shannonrae_xox	Brand Instagram		37	Her apology on their story was horrible as well “over a decade ago” it’s still a thought you have you don’t just come up with something racist unless you think it. I don’t know how she’s going to come back from this. So disgusting.	Negative	Racism	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/01		cheriee.l.dixon	Brand Instagram		28	If anyone wants to see what Elle posted, just take a look on Twitter, tiktok or google 🤢🤢	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01		marlie.grace.x	Brand Instagram		44	You were 17!!! There’s literally no excuse 😡😡😡😡😡😡	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01		nicolanewton1982	Brand Instagram		82	The amount of tweets that have been unearthed is beyond excusable ..... what an awful couple of people you have been exposed to be. Actually lost for words at your attitudes and morals. Wow. I hope your Son grows up to be absolutely nothing like either of you	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01		lindt_bunny	Brand Instagram		26	Absolutely vile humans and the thought you be raising your son like that is disgusting 🤮	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01		lydiafawkes_	Brand Instagram		40	The most pathetic apology for being racist , homophobic and fat shaming people . Cannot understand why anyone would support them again after this 🤮🤮	Negative	Overall Event	Current	Yes	Anger	Yes	Stop supporting her	No	Does not accept	Yes	Personality	No	No
2022/01/01		mi_casa_x	Brand Instagram		78	How can we get a refund for our items please ? I do not want to represent a brand created by racists.	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	Yes
2022/01/01		xxameliablake	Brand Instagram		3	@macyyoxall14 comments	Neutral	Other											
2022/01/01		roneclarke.x	Brand Instagram		4	@little.lozx read the comments 🙄🙄	Neutral	Other											
2022/01/01		lu_beech1	Brand Instagram		42	Trash! Do NOT support these vile people.	Negative	Overall Event	Current	Yes	Anger	Yes	Stop supporting her	No	Not explicit	Yes	Personality	No	No
2022/01/01		emily_moore_x	Brand Instagram		39	Absolutely vile and disgusting tweets from the pair of you. Vile, fake and self entitled. I hope this makes people wake the hell up! Even my 11 year old son knows right from wrong and to be inclusive!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01		lindt_bunny	Brand Instagram		19	Please read tattle life and don’t let these scumbags get away with it	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No

2022/01/01		lilyandherboys	Brand Instagram		39	Your tweets are honestly awful. They weren't "poor language". Racist, homophobic and discriminatory against plus size people. You must be really unhappy to have that much hate in your heart towards others. No apology will ever make up for what you put out into the world. Vile	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/01		fbcxo	Brand Instagram		30	racists🤮	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01		rosie.and.gym	Brand Instagram		23	That awkward time when you're outed for being nasty racists	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01		nor.kusss	Brand Instagram		22	DISGUSTING	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01		jahshdhyuy	Brand Instagram		40	Your tweets are a true reflection of who you really are and how you was brought up. Racists like you need not be tolerated. Hit the unfollow button guys!	Negative	Racism	Current	Yes	Anger	Yes	Followers to stop following	No	Not explicit	No		No	No
2022/01/01		sarebearsbooks	Brand Instagram		43	She wants to kill cats as well 😒 terrible person	Negative	Animal Abuse	Current	Yes	Upset	No		No	Not explicit	Yes	Personality	No	No
2022/01/01		favoga7710	Brand Instagram		24	Absolute vile scum who probably don't even see anything wrong with their actions. Ashamed to say I was an "angel" for over three years. Just beyond disgusting.	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01		slimmingfoodiefam	Brand Instagram		34	Heeeey Angellesssss! Fake ass racist homophobic asses!!	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01		sunshine87x	Brand Instagram		33	I absolutely loved Elle Darby and seeing these make me feel sick. Looking into it She never engaged with any of her followers unless they were buying something, clearly thinks she's better than everyone. Fat shaming,racist, homophobic absolutely disgusting.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01		natashajade87	Brand Instagram		16	@shadeborough have you seen what's been kicking off? 😬	Neutral	Other											
2022/01/01		megan_fazakerley28	Brand Instagram		0	@sketchy_kayne	Neutral	Other											
2022/01/01		hxnnahnicholls	Brand Instagram		37	I can't believe how wrong I was.. how can you say such awful things and then NOT APOLOGISE!! You only released those statements because you c#got caught.. you weren't 'looking at your social medias'. Disgusted. Unfollowed and unsubscribed	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	Yes	Personality	No	Yes

2022/01/01		peartree.home	Brand Instagram		19	Vile humans	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01		arayah8762	Brand Instagram		29	Ew close ur brand down , u and ur cheating husband both have filthy mouths YUCK🤮🤮🤮	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01		madsellaaax	Brand Instagram		19	u are absolutely disgusting you should both be truly ashamed of yourselves!!!!!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01		arayah8762	Brand Instagram		19	Ur characters disgusting girl fix up	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01		bornagain83	Brand Instagram		20	How's this racist fascist cow still on Instagram? 🤬🤢 wasn't just one bad tweet it's countless hate ! You don't deserve the followers you have	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/01		jessica_dav88	Brand Instagram		64	For everyone wondering what was said go to the insta page @ilikesmallbutss1991 for over 30 of their tweets. Not a one off mistake but ongoing behaviour	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/01		sunshine87x	Brand Instagram		1	@elledarby_	Neutral	Other											
2022/01/01		mrs_c_webb	Brand Instagram		1	@melly_jeff_2016	Neutral	Other											
2022/01/01		shakira.paris	Brand Instagram		4	@theshadeborough	Neutral	Other											
2022/01/01		fieldfamilyof5	Brand Instagram		49	Fake body fake relationship fake everything!!! Boycotting and never using again !!!! Shame on you @elledarby_	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Physical Appearance	No	Yes
2022/01/02	23:42:07	@Beccalucy_	Twitter	5	43	Me in 2011/12 vs Elle Darby #elledarby https://t.co/5J3p3ejuTV	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	23:27:36	@SmartTobias	Twitter	2	16	I literally know about this #elledarby girl because Rebekah loved her vids and to see an annoying talentless blogger come crashing down makes me SO happy 😂😂😂 https://t.co/V3Naa6PT6q	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	23:26:39	@PaigeChristieUK	Twitter	0	40	Why dose #elledarby hate polish people so fucking violently… Damn.	Negative	Racism	Offensive	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	23:10:34	@MotheringH	Twitter	1	7	Just catching up on all the Elle Darby and Connor Swift tweet drama and I am so shocked. Those seem to be some deep views they both hold! I'm not sure	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No

						how they'll be able to have an influencing career after that! #elledarby #elledarbyleakedtweets https://t.co/fCNzKQOXvB													
2022/01/02	22:49:06	@getexposed22	Twitter	0	4	ELLE DARBY BEING VILE | ELLE DARBY EXPOSED https://t.co/WjrodppeY6 via @YouTube #elledarby	Negative	Overall Event	Slang	No		No		No	Not explicit	No		Yes	No
2022/01/02	22:48:53	@getexposed22	Twitter	0	3	ELLE DARBY LYING FOR 22 SECONDS https://t.co/PINopEIRfm via @YouTube #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/02	22:48:35	@getexposed22	Twitter	0	5	ELLE DARBY BEING EXPOSED | ELLE DARBY TWEETS PART 2 https://t.co/v34USCOIxD via @YouTube #elledarby	Negative	Overall Event	Slang	No		No		No	Not explicit	No		Yes	No
2022/01/02	22:48:15	@getexposed22	Twitter	0	3	ELLE DARBY BEING EXPOSED https://t.co/FEPMPtMpPw via @YouTube #elledarby	Negative	Overall Event	Slang	No		No		No	Not explicit	No		Yes	No
2022/01/02	22:48:05	@getexposed22	Twitter	0	7	ELLE DARBY AND CONNOR SWIFT ABUSIVE TWEETS 2021/2022 CANCEL CULTURE PART 1 https://t.co/QFdLPtsU5r via @YouTube #elledarby	Negative	Overall Event	Current	No		No		Yes	Not explicit	No		Yes	No
2022/01/02	22:46:56	@getexposed22	Twitter	0	6	Connor has blocked me today also, he's active too. Don't let his silence fool you either. #connorswift #elledarby	Negative	Other											
2022/01/02	22:22:08	@trapbunnibubs	Twitter	31	220	@EllenorDarby this might have been 10 years ago but how does a 16 year old have so much HATRED #elledarby #racist #cancelled https://t.co/Z2GfrWdmHN	Negative	Overall Event	Current	Yes	Anger	No		Yes	Not explicit	Yes	Personality	No	No
2022/01/02	22:01:13	@Chloe76294183	Twitter	1	22	New nickname = EDL Darby Regardless of how 'young' or 'naive' she was… there is NEVER and WILL NEVER be an acceptable excuse for racism. #elledarby https://t.co/2gDckOH5xl	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	21:57:09	@ShepperShar	Twitter	0	5	Elle Darby in the Daily star #elledarby #connorswift #racist https://t.co/FgHjssOIQ6	Negative	Overall Event	Current	No		No		No	Not explicit	Yes	Personality	No	No
2022/01/02	21:56:28	@charleehissey	Twitter	3	83	#ElleDarby in 2011 vs me in 2011 https://t.co/M9JPDtYYx3	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	21:46:46	@Leah07877312	Twitter	0	33	i can't believe all these Elle Darby tweets.. to think she was one of my favourite YouTubers #elledarby https://t.co/PE5BMfaZsV	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No

2022/01/02	21:41:02	@getexposed22	Twitter	1	5	https://t.co/eQzsmVqNim @dailystar #elledarby Elle is finished	Negative	Overall Event	Slang	No		No		No	Not explicit	No		No	No
2022/01/02	21:37:21	@Simply_Kirsten	Twitter	2	30	We've all tweeted silly things that make us cringe when we're young. But racism and disgusting things on the level she did is wrong. If you're able to pass this off as just a 'mistake' you're part of the problem #elledarby https://t.co/e1CQVqCsqQ	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	21:33:41	@xomummabearxo	Twitter	0	18	Imagine thinking at 17 etc you dont know right from wrong when it comes to racism etc. My 8 year old would know the crap she posted back then was disgusting . What a crap fake ' apology/ statement ' #elledarby https://t.co/EtxuEjbWp7	Negative	Racism	Slang	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/02	21:22:41	@XTAXJX	Twitter	0	10	Imagine wishing your cat dead? When they are this frigging cute. #elledarby https://t.co/PgOmayt19p	Negative	Animal Abuse	Slang	No		No		No	Not explicit	No		No	No
2022/01/02	21:21:03	@chloemily05	Twitter	1	38	The thing that gets me as well is that in the statement she released, she said that 'the comments made aren't a reflection' of who she was then.. but, well.. that's exactly what they are… #elledarby https://t.co/Ok8zFjPNGb	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	No		No	No
2022/01/02	21:06:23	@BrittShire	Twitter	2	46	I was raising a kid and running a home at the age of 17, you are not a child at 17, your big enough to know what racism is and how disgusting it is. My 6 year old son knows racism is wrong,No excuse at the age of 17🤬 #elledarby https://t.co/Qk37IvRoBF	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	20:44:50	@JamieCairns89	Twitter	5	61	Social media's first act of 2022 is to cancel #elledarby the vile racist. I hope she was clever with all the money… https://t.co/sYfXbmKtFK	Negative	Overall Event	Offensive	Yes	Anger	Yes	Stop supporting her	Yes	Not explicit	Yes	Personality	No	No
2022/01/02	20:43:22	@GracieMarsden3	Twitter	1	5	#elledarby https://t.co/KleWO8roPL	Neutral	Overall Event	Hashtag	No		No		No	Not explicit	No		No	No
2022/01/02	20:40:17	@ShepperShar	Twitter	0	49	The best thing to come from the Elle Darby and Connor situation is I don't have to listen to the Wife watch her YT video's or insta stories anymore…on a serious note what they tweeted is Disgusting and they should be ashamed #elledarby #connorswift https://t.co/WLFkdocEKN	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	20:38:55	@hattievermore	Twitter	0	7	shocked to see the vile things coming out from #elledarby	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No

2022/01/02	20:27:54	@Kizzymayella	Twitter	0	0	yikes 🙄 @EllenorDarby #elledarby *old post about beutiful mind* https://t.co/qHwCAA0gxQ	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	20:06:05	@cranberry_grape	Twitter	0	8	This is so incredibly disappointing 😿 #elledarby https://t.co/1fTw58u9yu	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	19:51:55	@hanprenticex	Twitter	5	113	I'm just glad I never bought anything from #elledarby 's shitty clothing brand	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Brand	No	No
2022/01/02	19:36:35	@lsmb94	Twitter	0	18	Just keep thinking surely she knew those tweets existed, just proves she didn't see her views as wrong #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/02	19:27:57	@beccalee_x	Twitter	0	37	Elle darby really didn't like her bus drivers & cat did she #elledarby	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	19:01:19	@poolsidemanny	Twitter	0	40	#elledarby *texto nas imagens* https://t.co/B6ZRoQ0UD9	Negative	Overall Event	Current	Yes	Anger	Yes	Elle to take accountability	No	Does not accept	No		No	No
2022/01/02	18:45:46	@getexposed22	Twitter	0	4	#elledarby ELLE DARBY BEING VILE | ELLE DARBY EXPOSED https://t.co/WjrodppeY6	Negative	Overall Event	Slang	No		No		No	Not explicit	No		Yes	No
2022/01/02	18:45:32	@getexposed22	Twitter	0	5	#elledarby ELLE DARBY LYING FOR 22 SECONDS https://t.co/PlNopEDs6U	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/02	18:40:07	@_daniellesu_xx	Twitter	0	5	#elledarby https://t.co/tZp7hhmG8N	Neutral	Overall Event	Hashtag	No		No		No	Not explicit	No		No	No
2022/01/02	18:39:11	@xxChloeflynn	Twitter	4	26	To think I've watched for years,scary how loving and caring they portrayed themselves to be #elledarby #conorswift https://t.co/gfK9eRGd1I	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	18:21:32	@getexposed22	Twitter	5	62	Elle Darby blocked me today On insta, she's active guys. Don't let the silence fool you when she comes with an apollogy video telling us she's mortified and is depressed. #elledarby https://t.co/3eGOBOqQd5	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	18:18:49	@getexposed22	Twitter	1	49	Really angel?? #elledarby https://t.co/kxhcr2JUKj	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	18:14:54	@icare_maybe	Twitter	1	18	Well, it seems some old tweets from when she was a teenager, have surfaced showing how 'nice' #elledarby is in real life. A nasty person then and I bet still a nasty person now. Homophobia/racist/misogyny/cruel towards family and her pets. Goals for 2022 everyone. Not. https://t.co/BpNl6XO5Dw	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No

2022/01/02	18:09:18	@getexposed22	Twitter	0	6	Elle Darby such a piece of shit #elledarby https://t.co/ZO5JcBEvUV	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	17:54:49	@getexposed22	Twitter	0	2	Elle Darby being exposed part 2 #elledarby #connorswift https://t.co/v34USCOIxD	Negative	Overall Event	Slang	No		No		No	Not explicit	No		Yes	No
2022/01/02	17:54:21	@getexposed22	Twitter	1	3	Elle Darby exposed via YouTube part one #elledarby #connorswift https://t.co/QFdLPtbjdT	Negative	Overall Event	Slang	No		No		No	Not explicit	No		Yes	No
2022/01/02	17:34:52	@Emilywhitwort15	Twitter	1	15	Get rid of all social media influencers #elledarby	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	All influencers	No	No
2022/01/02	17:24:28	@meganejoness_	Twitter	7	82	I don't understand how other influencers who seem to stand against racism, homophobia, fat shaming etc are still following Elle Darby after those tweets have come out… #elledarby https://t.co/DmFQlOBfF4	Negative	Overall Event	Current	No		Yes	Followers to stop following	No	Not explicit	No		No	No
2022/01/02	16:48:17	@NatalieEva20	Twitter	0	47	https://t.co/bMH5XHZAyT Elle Darby's tweets are being covered on this podcast !!! Thank you so much #elledarby https://t.co/9zzfB6l9Wb	Positive	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/02	16:46:57	@honeybabydarlan	Twitter	0	13	Gives me a cheap thrill to think of #elledarby quaking in her gifted #ad boots 😩	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	16:40:13	@NatalieEva20	Twitter	0	9	https://t.co/ZgoVuQwUrb Finally 👏👏👏👏👏 Let's grab a cup of tea and some biscuits #elledarby Elle Darby	Positive	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/02	16:29:50	@harrietmiax	Twitter	26	256	THANK you for speaking out on this. We will not let this go 👏@MuradMerali #elledarby #connorswift #RacismIsNotAnOpinion https://t.co/tTR4PwAPh1	Positive	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/02	16:27:18	@MyDamnOpinion20	Twitter	0	5	Youtube for these ppl is scripted! Absolutely disgusting human beings! "They are angered by there behaviour? Fuck off! Yous knew exactly what yous were tweeting! The way these 2 spoke about ppl is disturbing! #elledarby #connorswift https://t.co/AyhM9W9TZ2	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	16:22:26	@mrsmadlennn	Twitter	0	5	#elledarby #elledarbytweets https://t.co/IMJQdV69CF #muradmerali	Neutral	Overall Event	Hashtag	No		No		No	Not explicit	No		Yes	No
2022/01/02	16:06:55	@lsmb94	Twitter	1	38	lol this #elledarby https://t.co/wRp4CIgmUf *video of her with kittens*	Negative	Animal Abuse	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No

2022/01/02	15:50:13	@yourxeli	Twitter	0	13	I've think i've said quite enough now, but be mindful of online personalities you, your friends or family follow. It's easy to be led to believe they really are or who they want to portray online. #elledarby https://t.co/CaX45uQtBw	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	15:11:12	@hanprenticex	Twitter	1	39	Yes, yes you were. #elledarby https://t.co/BOBsYgasvm	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	14:53:49	@ljtweetss	Twitter	4	45	The tweets that have surfaced from @EllenorDarby are disgusting. She's supposed to be an animal lover and the comments I've found make me sick, not to mention the racist, homophobic tweets. She deserves her platforms removed from her! #elledarby #influencers https://t.co/RnAyjcdAPm	Negative	Overall Event	Current	Yes	Anger	Yes	Elle to give up on platform/platform to be taken away	No	Not explicit	No		No	No
2022/01/02	14:46:47	@ljtweetss	Twitter	3	61	The tweets that have surfaced from @EllenorDarby are disgusting. She's supposed to be an animal lover and the comme… https://t.co/7erQ3DNy79	Negative	Overall Event	Current	Yes	Anger	Yes	Elle to give up on platform/platform to be taken away	No	Not explicit	No		No	No
2022/01/02	14:13:59	@hanprenticex	Twitter	25	471	#elledarby edits her baby's face to make it more instagramable and if that's not gross I don't know what is	Negative	Other											
2022/01/02	14:13:05	@sazxmai	Twitter	3	83	we know… #elledarby *tweet of elle* https://t.co/4qfzztc5Cd	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	14:04:53	@hanprenticex	Twitter	0	21	I am in actual shock. I used to love her but now I'm disgusted. #elledarby #connorswift	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	13:58:41	@KharlMarx	Twitter	1	26	Not miss EDL Darby showing her true colours #elledarby	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	12:52:10	@sacconejolyyyy	Twitter	5	46	the uk needs to stop obsessing over these insta girls cause none of them are what they make out to be. pls let's leave these foolish obsession in 2021. #elledarby https://t.co/iQaEdWxtVW	Negative	Overall Event	Slang	No		No		No	Not explicit			No	No
2022/01/02	12:19:18	@NatalieEva20	Twitter	1	10	This TikTok account got banned because it spread awareness. While Elle Darby vile tweets are live and up for everyone to see #elledarby https://t.co/bAdaKmoJOs	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	12:05:26	@orlaxoneill	Twitter	1	13	The plot thickens #elledarby https://t.co/2gND4gqbTE	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/02	11:46:11	@ZDaniellexo	Twitter	3	16	Some #hateful comments and tweets from Elle Darby have recently surfaced. Disgusting homophobic, racist and fat	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No

						shaming hate comments have come to light. Here is just some of them. #elledarby #connorswift #racism #RacismIsNotAnOpinion #youtube #Instagrammers #homophobic https://t.co/J3KcQFXqsN													
2022/01/02	11:09:14	@poolsidemanny	Twitter	14	186	Elle Darby🐸🐸 The audacity. The hypocrisy. #elledarby https://t.co/qWwbHMYsUG	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	11:01:55	@ZDaniellexo	Twitter	0	7	Just some of the disgusting #tweets from #elledarby and @connorswift1 A wide range of homophobic, racist and fat sshaming tweets. To find all the tweets in one thread simply search for Elle Darby and Connor Swift on twitter. https://t.co/SVhECfaPWI	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	10:49:15	@yourxeli	Twitter	6	54	#elledarby This girl is a monster. no amount of filters can hide the disgrace you are. https://t.co/82iadf1MI4	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	10:04:08	@ashtonlewsey	Twitter	0	7	#elledarby I just keep finding more 😐😐😐 https://t.co/CNmvmi5Rd0	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	09:46:26	@DebateMate1	Twitter	0	9	How sad and bored are you to go back to 2012 to “expose” someone’s tweets #elledarby	Negative	Overall Event	Current	Yes	Defensive	No		No	Not explicit	No		No	No
2022/01/02	09:28:25	@Claire04652396	Twitter	5	15	So much support during BLM .. can we hold the same energy for making Elle Darby accountable? Accounts still locked down, deleted, videos and posts deleted, still no apology https://t.co/SHXMx2DikG	Negative	Overall Event	Current	Yes	Anger	Yes	Elle to take accountability	No	Not explicit	No		No	No
2022/01/02	07:48:00	@poolsidemanny	Twitter	7	27	Do not let them crawl back into influencer lifestyle. Hold. Them. Accountable. Scary to think someone with these views can raise a child. #elledarby #elle #elledarbycancelled https://t.co/5Ny87UAGgS	Negative	Overall Event	Current	Yes	Anger	No		Yes	Not explicit	No		No	No
2022/01/02	02:28:14	@calywalyalvin	Twitter	0	32	That #elledarby stuff is grim. You can’t come back from that man 😂 People are literally just searching her @ with the most out of order stuff they can think off & hitting a home run every time 🤦🏻‍♂️ https://t.co/HhIhXOEufx	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	01:43:12	@NatalieEva20	Twitter	0	8	Elle Darby 😐😐😐 And I thought I was done for the day #elledarby https://t.co/b3dmwLublz	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No

2022/01/02	01:23:53	@Pabl01998	Twitter	2	11	Polish “grunt” is quite difficult I guess 😸 you’d need a lot of effort to learn it. But I guess you’d be over 1 milillion followers if you subtitled your videos with different languages. It’s not that hard, #YouTube makes it very easy nowadays! Oh, wait u h8 us #elledarby https://t.co/zDDoU5JWhJ\	Negative	Racism	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	01:08:11	@Pabl01998	Twitter	1	11	Well Polish people hate Elle Darby too xoxoxo 🙈 #elledarby #Polish https://t.co/Fi6GEaohW5	Negative	Racism	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	00:46:56	@VeronikaLeszek	Twitter	0	6	one more thing I’d like to say she fat shamed other people but wasn’t the best herself so her own mum shamed her too ? karma …. #elledarby #elledarby #racistelle https://t.co/zC83LvzLUf	Negative	Body Shamming	Current	Yes	Anger	No		No	Not explicit	Yes	Physical Appearance	No	No
2022/01/02	00:04:52	@ashtonlewsey	Twitter	1	12	Honestly it in just never ends #elledarby https://t.co/ABOARMMkTG	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	23:56:25	Luke Smith	YouTube		27	Racists!!!!	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	23:55:31	Carole Farmer	YouTube		24	Awful just Awful! Shame on you both!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	23:40:06	Meg Worr	YouTube		231	It’s these people she’s verbally abused that have given her this amazing lifestyle	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	23:13:47	CrystalShiningShimmeringSplendid	YouTube		0	I ADORE ELLE!!!!!!!!!!!!!	Positive	Other											
2022/01/02	23:07:59	CrystalShiningShimmeringSplendid	YouTube		0	I adore Elle!	Positive	Other											
2022/01/02	23:07:51	CrystalShiningShimmeringSplendid	YouTube		0	I adore Elle!	Positive	Other											
2022/01/02	23:07:43	CrystalShiningShimmeringSplendid	YouTube		0	I adore Elle!	Positive	Other											
2022/01/02	23:07:35	CrystalShiningShimmeringSplendid	YouTube		0	I adore Elle!	Positive	Other											
2022/01/02	23:07:27	CrystalShiningShimmeringSplendid	YouTube		1	I adore Elle!	Positive	Other											
2022/01/02	23:07:05	Shanise McGrath	YouTube		40	I have watched your videos and brought your clothing for years now. I’m 21 years old and wow them things would never come out of my mouth ANY AGE. I’m mixed race and to know you’ve said them things disgust me. Not only that, but the way you spoke about your mum, sister and pets is truly shocking. I wish you peace and growth in your life but I’m unfollowing 🤚🏽	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	Yes

2022/01/02	23:05:48	elmint	YouTube		102	As someone whos been here from before your bikini competition days - yes a LONG time, I have never felt so disappointed. It feels like every video and post is a lie. There is no excuse for racism, you were not too young to know or understand. The fact you have portrayed this innocent family act for all this time and I was so believing of it when in reality you have made disgusting remarks about probably half of your demographic is horrendous, you are one person I never saw myself drifting away from supporting but this is completely unforgivable. Such a shame Elle you were really loved by so many of us, what a shame it was displaced.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/02	22:55:16	The Vas Jones Family	YouTube		38	Poor child raised by racists her mum would be disappointed	Negative	Racism	Current	Yes	Upset	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	22:52:46	Meep Meep	YouTube		47	Your apology was a joke. You went through your socials because new years and Christmas is a time of reflecting? Lies, you got called out, you didn't look through ANYTHING	Negative	Overall Event	Slang	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/02	22:51:51	LAUREN'S LIFE	YouTube		36	I'm super upset with them this is not OK I have supported your family and channel for so long there's no coming back from this at all to say all that and then say pregnant ladies are not beautiful like wtf pregnancy and pregnant ladies are all so gorgeous and it's a magical time your both sick. (guys un follow them)	Negative	Body Shamming	Offensive	Yes	Anger	Yes	Followers to stop following	No	Not explicit	Yes	Personality	No	Yes
2022/01/02	22:34:46	Shayleigh Marie	YouTube		51	It's hard to see you in the same light after those tweets, to ever think it's okay to speak that way and at the age you was you knew better! I am shocked	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	22:02:46	Photo-graphyLight	YouTube		43	To think I felt sorry for you and looked up to you, You really wouldn't speak about the ones you loved like that! disgusting tweets So ungrateful!!!! Trying being homeless and living with nothing growing up - definitely no coming back from this	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	22:00:34	Photo-graphyLight	YouTube		33	So DAMN FAKE!!!! To think it watched you and looked up to you and your family for years but not anymore, you deserve to be canceled there is no excuse, you have only down this to yourselves!!!! So disgusting and vile!!!! Make me sick that it comes from you two	Negative	Overall Event	Slang	Yes	Anger	No		Yes	Not explicit	Yes	Personality	No	No
2022/01/02	22:00:10	Saskia Rose	YouTube		56	I can't believe I used to look up to you both	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No

2022/01/02	21:58:24	Saskia Rose	YouTube		46	I'm still shocked and hurt by the tweets , I can't believe how fake you both are in front of a camera	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	21:57:30	Saskia Rose	YouTube		39	The tweets were disgusting , doesn't how many years ago it was, it's unforgivable unfortunately	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	21:55:24	Saskia Rose	YouTube		25	Disappointing in what I've read over the past few days; did look up to you both but unfortunately not anymore	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/02	21:51:19	Jaspreet Kaur	YouTube		4	Please please PLEASE. Do not let people affect you. Our behaviour from 11 years ago does not define us now! You have GROWN! YOU have a son. I belive people change. Please don't let this affect you. I want to be an influencer and people like this make me feel like I can't be one. Please be strong	Positive	Overall Event	Current	Yes	Defensive	No		No	Not explicit	No		No	No
2022/01/02	21:37:37	Poppy Swann	YouTube		39	The tweets you made about your mum oh my god I hope you regret them every day for the rest of your life! Bless her soul shame her daughter is so vile	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	21:31:47	Katie D	YouTube		44	Absolutely disgusting to hear your views on people of colour, Polish, supporting animal cruelty? Are those dogs even safe with you? Those tweets have made me feel sick 😷.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	21:10:29	Alice Thomson	YouTube		32	I just cant believe you even thought those things let alone tweeted them.. this wasnt just a young mistake.. its twisted. Im sorry ive been a viewer of your content for a while but i cant support this...	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/02	21:03:15	Lexie Manon	YouTube		44	The fact that in your "apology" you never used the word sorry once is utterly shameful. It's clear all you care about is money, I just hope your brand replaces you and your partner with more suitable CEOs	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	Yes	Personality	No	No
2022/01/02	21:00:34	Blue Diamond	YouTube		33	Unsubscribed 😁	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	Yes
2022/01/02	20:59:16	Emily Gray	YouTube		31	Can't be bothered for you and Connor to post a scripted apology video where you'll cry and repeat the same rubbish in your 24hr insta story. Take proper accountability, your words were disgusting and it wasn't just a one off it was several tweets displaying your awful views and the real you you hide behind your fake 'angel' persona. About time Connor got a real job and stopped leaching off you and you live in the real world now your career is over	Negative	Overall Event	Slang	Yes	Anger	Yes	Elle to take accountability	No	Not explicit	Yes	Personality	No	No

2022/01/02	20:56:34	Lexie Manon	YouTube		36	The sad truth is you're never going to read about racism and xenophobia, you've never talked about current affairs or global issues despite being an "influencer". Your tweets were horrifying and it seems you've deleted hundreds of videos meaning you've got something to hide?	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	20:47:59	Mr James May	YouTube		4	I'm amazed that people are trying to cancel her over something she wrote when she was 15! She was still a kid and very naive. Yes she was wrong but she doesn't deserve to have her career ruined.	Negative	Overall Event	Slang	Yes	Defensive	No		Yes	Not explicit	No		No	No
2022/01/02	20:43:02	Honey Pot	YouTube		26	I'm actually so saddened and hurt because I loved your videos so much. You won't care but you've hurt people who liked you beyond compare.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	20:37:42	At Home With The Headricks	YouTube		41	When I read your insta story, I honestly just thought you had came across a tweet with a swear word or something. I then read the tweets and felt sick!!!	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	20:27:27	Oma.	YouTube		55	disgustingly vile things you both said, can't come back from this not when it's multiple times not just one little mistake hope ur happy with yourselves	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	20:27:01	Lauren Leaf	YouTube		33	I feel sorry for thr baby and the dogs	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	20:21:36	Jadie Hollings	YouTube		23	Hope to god your little boy doesnt get the same views as you!! Absolutely vile both of you	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	20:14:59	ellie lois	YouTube		276	Not enough people are talking about the fact this girl and her man are literally racists, can't even begin to comprehend how baffled I am because i never expected this from someone I used to watch and look up to - the amount of hatred in those tweets is ridiculous and it just shows that it's not just something they "did when they were young". 17 years old is not young at all, you have experienced so much of life before that age so having that much hatred shows that it's been built up from a very young age (probably installed in them as racism is never born it's taught), meaning they still think the same way now, and unfortunately are just probably better at hiding it. Fully unfollowed on every platform and think everyone else should do the same.	Negative	Racism	Current	Yes	Anger	Yes	Followers to stop following	No	Not explicit	Yes	Personality	No	Yes

2022/01/02	19:59:27	Macca	YouTube		49	see you down the job centre hun x	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	19:56:00	Beautiful Beulah	YouTube		3	Elle is Supercalifragilisticexpialidocious!!!	Positive	Other											
2022/01/02	19:55:56	Raegan Wilson	YouTube		17	You should be cancelled end of conversation	Negative	Overall Event	Slang	Yes	Anger	Yes	Stop supporting her	Yes	Not explicit	No		No	No
2022/01/02	19:55:13	Beautiful Beulah	YouTube		1	Elle is Outstanding!	Positive	Other											
2022/01/02	19:49:07	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!!	Positive	Other											
2022/01/02	19:48:19	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!!	Positive	Other											
2022/01/02	19:47:51	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!!	Positive	Other											
2022/01/02	19:47:38	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!!	Positive	Other											
2022/01/02	19:39:26	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!!	Positive	Other											
2022/01/02	19:39:16	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!!	Positive	Other											
2022/01/02	19:39:08	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!!	Positive	Other											
2022/01/02	19:38:56	L B	YouTube		18	That kid looks like a bald foreigner 😁	Negative	Overall Event	Offensive	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	19:38:45	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!!	Positive	Other											
2022/01/02	19:38:07	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!!	Positive	Other											
2022/01/02	19:37:52	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!!	Positive	Other											
2022/01/02	19:37:29	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!!	Positive	Other											
2022/01/02	19:37:16	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle	Positive	Other											
2022/01/02	19:37:08	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle	Positive	Other											
2022/01/02	19:36:44	ST	YouTube		23	Fucking unforgivable	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	19:36:33	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!	Positive	Other											
2022/01/02	19:35:52	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!	Positive	Other											

2022/01/02	19:35:20	ST	YouTube		212	I am so disappointed. As a black woman I almost feel betrayed. I have always supported you	Negative	Racism	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	19:34:59	susie susie	YouTube		20	The mask slips🤦‍♂️😡😡😡🤦‍♂️	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	19:34:32	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!	Positive	Other											
2022/01/02	19:33:42	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!	Positive	Other											
2022/01/02	19:33:34	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!	Positive	Other											
2022/01/02	19:33:22	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!	Positive	Other											
2022/01/02	19:30:45	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!	Positive	Other											
2022/01/02	19:30:38	CrystalShiningShimmeringSplendid	YouTube		1	I love you, Elle!	Positive	Other											
2022/01/02	19:30:21	CrystalShiningShimmeringSplendid	YouTube		1	Elle is beautiful	Positive	Other											
2022/01/02	19:30:12	CrystalShiningShimmeringSplendid	YouTube		1	Elle is beautiful	Positive	Other											
2022/01/02	19:28:38	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!	Positive	Other											
2022/01/02	19:28:31	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!	Positive	Other											
2022/01/02	19:28:08	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!	Positive	Other											
2022/01/02	19:26:55	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!	Positive	Other											
2022/01/02	19:26:42	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!	Positive	Other											
2022/01/02	19:26:31	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!	Positive	Other											
2022/01/02	19:26:23	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!	Positive	Other											
2022/01/02	19:26:12	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!	Positive	Other											
2022/01/02	19:21:02	Natalie M	YouTube		46	Wow. I never realised you would "hate" me as one of your loyal supporters simply due to my weight or country of origin. I'm really disappointed in you Elle. I've always rooted for you but you clearly have some awful views about what sort of person I am. So I can't support you any further.	Negative	Racism	Current	Yes	Upset	No		No	Not explicit	No		No	Yes

2022/01/02	19:19:55	anita1love	YouTube		19	This is why you had your karma, felt sorry when you lost your mum but turns out you are all shyt humans	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	19:19:28	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!	Positive	Other											
2022/01/02	19:19:25	Beautiful Beulah	YouTube		0	Elle is Stupendous!	Positive	Other											
2022/01/02	19:19:20	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!	Positive	Other											
2022/01/02	19:19:11	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!	Positive	Other											
2022/01/02	19:19:03	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!	Positive	Other											
2022/01/02	19:18:54	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!	Positive	Other											
2022/01/02	19:18:47	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!	Positive	Other											
2022/01/02	19:18:29	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle	Positive	Other											
2022/01/02	19:18:16	CrystalShiningShimmeringSplendid	YouTube		0	Elle is beautiful!	Positive	Other											
2022/01/02	19:18:06	CrystalShiningShimmeringSplendid	YouTube		0	Elle is beautiful!	Positive	Other											
2022/01/02	19:17:17	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other											
2022/01/02	19:17:09	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other											
2022/01/02	19:17:00	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other											
2022/01/02	19:16:49	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other											
2022/01/02	19:16:40	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other											
2022/01/02	19:16:32	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other											
2022/01/02	19:16:19	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other											
2022/01/02	19:16:17	Mag Z	YouTube		168	You have offended me deeply after reading the disgusting tweets directed at Black, Polish, indian, chinese people. That's half of my children's DNA! I watched you since your first videos, got my sisters and friends to sub. Travelled from south yorkshire all the way to London (4+ hours) for your pop up shop. Probably spent £300+ on your brand 💔 I can't sub anymore or support :(	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes

2022/01/02	19:16:10	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other												
2022/01/02	19:16:01	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other												
2022/01/02	19:15:52	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other												
2022/01/02	19:15:42	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other												
2022/01/02	19:15:24	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other												
2022/01/02	19:15:13	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other												
2022/01/02	19:15:03	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other												
2022/01/02	19:14:55	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other												
2022/01/02	19:14:42	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other												
2022/01/02	19:14:33	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other												
2022/01/02	19:14:24	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other												
2022/01/02	19:14:14	CrystalShiningShimmeringSplendid	YouTube		0	I love Elle!!!!!	Positive	Other												
2022/01/02	19:14:04	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!!!!!	Positive	Other												
2022/01/02	19:13:54	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!!!!!	Positive	Other												
2022/01/02	19:13:33	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!!!!!	Positive	Other												
2022/01/02	19:13:25	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!!!!!	Positive	Other												
2022/01/02	19:13:17	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!!!!!	Positive	Other												
2022/01/02	19:13:08	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!!!!!	Positive	Other												
2022/01/02	19:13:00	CrystalShiningShimmeringSplendid	YouTube		2	I love Elle!!!!!	Positive	Other												
2022/01/02	19:12:45	CrystalShiningShimmeringSplendid	YouTube		1	I love Elle!	Positive	Other												
2022/01/02	19:10:12	Mag Z	YouTube		23	I am so upset, Ive been a fan since your first videos. I wasted so much money on your brand 💔	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No	

2022/01/02	19:06:45	Sióbhán's Life	YouTube		242	There was always something I felt was fake about you, but I ignored it and thought you know what she's probably really sweet, I resonated with you when you lost your mum as I lost my mum and thought I can understand this girl and maybe the "fakeness" I thought you showed was a shield because of the hurt but after those tweets! I'm horrified and shocked, and frankly heartbroken that my feeling was correct !!! I feel sorry for your child and family to have yourself and Connor represent them and be around them….. a couple of money hungry nasty people! I'm no longer supporting you or your brand or business, you disgraces to humanity!	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	Yes
2022/01/02	19:03:55	Fiona Kiely	YouTube		1169	For years I've had it in the back of my head just how weird it was for anyone to be this nice, this sweet. But I always liked Elle because I saw nothing that backed up any of my suspicions. Now I'm pretty sure that once the camera goes off, she's a totally different person.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	18:58:53	Bel	YouTube		30	Shocked and disgusted at both of you. Elle you've shown yourself to be so problematic. And what's with you blurring out Saint's little spots on his face to make your Instagram more perfect?! Sooo bizarre to blur a baby's face bro wtf	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Content	No	No
2022/01/02	18:45:23	Angelique Madhlangobe	YouTube		28	I am shocked by your behaviour. You and Conor seemed very sweet and kind but you deffo had all of us fooled. I do hope that your child won't be taught hate because it is clear that you and Conor have hate for anyone who is not white.	Negative	Racism	Slang	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	18:43:55	Jo Fisher	YouTube		29	So disappointed..wow you can't say you were young..my 6year old grandson wouldn't even make these statements..You need to break your silence cos I don't think you or Connor will be getting a paid job anytime soon stand up and apologise don't think it will make difference in people's opinions tho Oh Ellie what have you done ??....Tbh I always thought Lucy was this person never liked her..just shows she was real and Ellie wasn't I'm gutted...	Negative	Overall Event	Slang	Yes	Upset	Yes	Elle to take accountability	No	Not explicit	No		No	No
2022/01/02	18:41:44	Abby MM	YouTube		25	Hi Elle i've come across your channel about last year this time. But in the last couple of days some of your old tweets have	Neutral	Racism	Current	No		Yes	Elle to take accountability	No	Not explicit	No		No	No

						resurfaced in regards to you comparing coloured people to dogs and cats, about you hating Indians and all sorts where are you and Connor ever address this													
2022/01/02	18:26:43	Montana	YouTube		732	After seeing those tweets I have to say I feel like these videos have all been a lie. To have so much hate in your heart but come across completely different. Just shows you can really make the viewer believe whatever narrative you choose to put out. My heart goes out to anyone affected by those hateful tweets 💕	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	18:25:47	cody cooper	YouTube		53	The thing is - It wasn't one ignorant comment. Or one mindless remark. It was a string of absolute hate. Against everybody!! Black people, Chinese people, Polish people, Indian people, gay people, fat people. BALD people!!! Nobody was safe!! And even then - people change. They learn and they grow and their opinions and beliefs change. Ofcourse. BUT the fake arse apology!! ... you two are telling me that you decided to look through twitter off of your own backs??? And just so happened to find the tweets lol... and then the need to mention the time frame they were written and express you was shocked.... why are you shocked??? You knew you'd written that stuff. Your meager attempt to take responsibility is offensive. I dont believe that people like you are given platforms like this. Youre given opportunities that others could only dream of. Its awful.	Negative	Overall Event	Slang	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/02	18:22:58	Liv G	YouTube		40	Horrified by the tweets, horrified. The animal abuse tweets are very concerning as she has dogs. Do the police need to investigate? Hate crime?	Negative	Animal Abuse	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	18:15:51	X Y	YouTube		13	All I'm going to say is hurt people, hurt people. Was wondering what happened to vlogmas. As someone with a very young baby too, I hope the stress of this situation doesn't effect the baby.	Neutral	Overall Event	Current	Yes	Defensive	No		No	Not explicit	No		No	No
2022/01/02	18:14:48	R M	YouTube		28	Couldn't of unfollowed fast enough!!!🤬🤬🤬🤬watch murad's video people!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/02	18:03:55	Chloe Flynn	YouTube		170	Sending love to those who were effected by the tweets ❤️	Positive	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/02	18:02:39	Chloe Flynn	YouTube		24	So disappointed,I've watched ye for years and now it's makes me sick to my stomach,pure fake happy loving family when these tweets say other wise the	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No

						amount of hatred and just pure disgustingness that was said just doesn't disappear over the years													
2022/01/02	17:59:51	Victoria K	YouTube		342	What a way to start the new year	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	17:57:56	Juz	YouTube		22	There is nothing in that house that is not white I mean...	Negative	Racism	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	17:53:27	LL Views	YouTube		27	RACISTS !!!!!!!!!	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	17:47:27	Harambe	YouTube		27	Looooool don't really know who Elle and Connor Darby are, but I'm here for the drama 😅 2022 ain't gonna be there year. Feel sad for the dog and the baby caught in all of this	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	17:27:20	Hab A	YouTube		36	Whoever continues to support these couple are just as bad! Js Very disappointed Ellie and please do not use the age card either 😑	Negative	Overall Event	Current	Yes	Upset	Yes	Stop supporting her	No	Not explicit	No		No	No
2022/01/02	17:26:06	Mooncake Club V	YouTube		24	at least they hate everyone right 😅	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	17:09:07	taylor morrison	YouTube		3	It does not matter what other people think you have built a supportive fan base it will be someone else next week	Positive	Overall Event	Current	Yes	Dismiss	No		No	Not explicit	No		No	No
2022/01/02	17:05:08	Meghun Tudor	YouTube		67	It's really sad what's come to light. It's not as if it was one or two tweets, which still is absolutely disgusting, but it's so so many which are so hateful and horrible towards everyone 😔	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	17:03:07	Samina Santana	YouTube		20	I used to love watching your vlogs and you as a person. Until Your racists tweets & videos came to light😔	Negative	Racism	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/02	17:01:42	Forever Stylish	YouTube		9	People will come on here and leave a bunch of negative comments but continue to follow/subscribe to her. 😊 Let's see if her subscribers go down, I doubt it. 🤷‍♀️	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/02	16:57:29	Get Exposed	YouTube		24	Your vile. You and Connor have been madly exposed & will be cancelled. All tweets & videos will be up on my account. One video already up.	Negative	Overall Event	Offensive	Yes	Anger	No		Yes	Not explicit	Yes	Personality	Yes	No
2022/01/02	16:56:46	lunamoon	YouTube		373	I don't easily shock but this is so shocking to me. My children are half Indian and after my daughter found out about this she was so upset. 'Why are people so hurtful and two faced?' Is what she asked. We are unfollowing...	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	Yes	Personality	No	Yes

2022/01/02	16:55:24	Honey Pot	YouTube		32	I would also like to know why you have removed over 300 videos on your page… something to hide in those videos? Like maybe your comment about foreigners in the gym you were in in 2019? Worse?	Negative	Other											
2022/01/02	16:53:00	Katies Youtube	YouTube		29	Unsubscribed	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	Yes
2022/01/02	16:51:54	Honey Pot	YouTube		78	Someone is deleting comments going against her. Clearly she can't handle the hate she so easily gave to others.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	16:51:19	Lily Steel	YouTube		25	Your old tweets are disgusting!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	16:43:46	Courtney E	YouTube		237	Absolutely disgusting tweets, whether they were 10 days ago or 10 years ago, to ever have that mindset and think thoughts like that about people of all races/backgrounds is truly disturbing and scary. Someone like that doesn't change over night, you're a nasty person underneath the surface and I'm disgusted people who think things like that are freely supported, financed and walking the streets	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	16:41:13	Lea Beauty	YouTube		47	I'm shocked!.. that's an understatement really. I once commented under a video before, which I've done on the occasion. I said Connor should get Ancestry testing because Connor looks like he is mixed with something for sure. Arab/Asian/or some part of Eastern European. That comment got aired!.. usually Elle is good at commenting back or at least liking comments. I guess it makes sense why they didn't appreciate this comment and why Connor is obsessed with their child having blue eyes/blonde hair. Not going to lie I'm disgusted.	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	16:41:06	Netflixbadboys	YouTube		27	Elle I'm genuinely heartbroken by the tweets	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	16:38:50	Roxanne Henry	YouTube		15	Now I wil unsub Iv respectful express my ❤️ & distress. &, I wish Ellie & family best. & hopefully when 🥲 tears 🥹 & apology starts flooding. That it really comes frm a real place. & maybe understand how blessed & Lucy she is 2 be born white & perfect 2 most of the world.	Positive	Overall Event	Slang	Yes	Upset	No		No	Not explicit	No		No	Yes

2022/01/02	16:33:40	Karen Diaz	YouTube		27	Ngl I used to support you and Connor but you just fake and men's you both know what you were doing you were old enough to know your only sorry you got caught out and your worried about your jobs that's why you said sorry you never apologised properly just shows what kind of people you are	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	16:27:36	Roxanne Henry	YouTube		21	It shows how.u dont who u followin or people true heart & mind.	Negative	Overall Event	Slang	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	16:27:21	Rimsha Kyenaat	YouTube		41	STOP GIVING THESE BEIGE UNSEASONED PEOPLE A PLATFORM	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	16:24:03	Trina Buller	YouTube		21	Disgusting !!!!!!!!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	16:20:49	Amina	YouTube		25	One word unsubscribed!!!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/02	16:15:56	Ben Hornby	YouTube		6	Here comes the cancellation queens 😂😂	Negative	Overall Event	Slang	Yes	Ridicule	No		Yes	Not explicit	No		No	No
2022/01/02	16:15:29	R R	YouTube		99	I never comment on any videos especially negatively and I still won't do that, however the disappointment in seeing the recent surfaced tweets has shocked me so much and I'm so sad i supported and followed this channel for so long so naively, I do hope this teaches many people a lesson with how words affect everyone so deeply.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	16:13:16	S H	YouTube		186	'Give dirty looks to fat people. It makes them realise people hate them so they lose weight, saving them from heart attacks'-quote from mum.....😠	Negative	Body Shamming	Current	No		No		No	Not explicit	No		No	No
2022/01/02	15:21:55	Gemma Mac-Thom	YouTube		33	Oh how the past comes back to haunt 🤦	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/02	15:04:11	Jakep0109	YouTube		20	Is Herby there to keep away foreign people?	Negative	Racism	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	15:01:53	aimee	YouTube		39	i just know her kid is so embarrassed to have them as an excuse for parents	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	15:00:38	Honey Pot	YouTube		51	Been reading the angel collection comments before they were turned off and people are very upset. This won't blow over like you no doubt hoped. I'm now just wondering if your sister shared you views…	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No

2022/01/02	14:59:48	aimee	YouTube		29	i find it very hypocritical how people on tattle constantly comment on her weight and fat shame but have an issue with her doing the exact same thing. both are disgusting and i'm not excusing either of them but they have no place to criticise her when they do it every single day. this is a vile excuse of a woman who needs her platform and brand deals taken away from her. her man is just as bad. praying for their downfall. makes me sick	Negative	Overall Event	Current	Yes	Anger	Yes	Elle to give up on platform/platform to be taken away & Brands stop collabing	No	Not explicit	Yes	Personality	No	No
2022/01/02	14:51:24	Chloe Smith	YouTube		22	Horrendous tweets I've just seen	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	14:13:23	Victoria K	YouTube		62	A simple sorry would not be enough at this point. I would like to know why she felt that way, why she felt the need to post it, if she has changed the way she feels, if she is going to work on her views etc	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	14:03:38	Amber Curtis	YouTube		61	'Why do foreign people follow me, I don't speak your grunts'… 😳	Negative	Racism	Current	No		No		No	Not explicit	No		No	No
2022/01/02	13:12:44	honey	YouTube		45	The deep routed hatred & anger you feel for different races, religions & body sizes is very sad. Should've gone into acting with the way you've led a lie over these years of being a wholesome, loving, caring person & pulled the wool over everyone's eyes, it's Oscar worthy honestly. You deserve whatever is coming to you & your creep of a boyfriend who is no better with his beliefs. Ew ew ew!!!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	13:04:49	P Tee	YouTube		35	I'm so shocked at you. Absolutely vile behaviour you deserve none of your success.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	12:21:10	Tiktok Trendss	YouTube		42	What a genuinely nasty couple.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	12:05:55	Leah Graham	YouTube		45	Waiting for the 'apology' and crocodile tears to surface lmao	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	11:46:05	elle	YouTube		45	i'm litro so sad. i loved ur channel and always have supported u. NEVER AGAIN. elle what u said was disgusting and u weren't that young when u said either. grim. poor saint.	Negative	Overall Event	Slang	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/02	11:44:47	Frankie New	YouTube		49	Ironic you have so much hate for foreigners when you and Con want to move to the US.. Making you both immigrants/"foreigners" 😂	Negative	Racism	Current	Yes	Ridicule	No		No	Not explicit	No		No	No

2022/01/02	11:38:50	Frankie New	YouTube		70	That explains why vlogmas came to such an abrupt end 🤦‍♀️	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/02	11:31:15	red666	YouTube		58	This entire image you've built up of being this wholesome perfect girl next door type persona was clearly all bullshit then? If it had been one tweet like using the word "gay" as an insult (which is still bad) then it would be different, but literally over 50 tweets insulting foreigners, gay people, ethnic minorities etc is so grim	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	11:20:37	Laura Belly	YouTube		40	Why has there been no apology? I am absolutely disgusted.	Negative	Overall Event	Current	Yes	Anger	Yes	Elle to take accountability	No	Not explicit	No		No	No
2022/01/02	11:17:52	Karley Dalziel	YouTube		108	I really couldn't believe the tweets when I read them...I thought she must of got hacked cos there is no way elle would say horrible things like that. She really needs to do a heart felt apology video instead of just hiding. Own up to it and move forward	Negative	Overall Event	Current	Yes	Upset	Yes	Elle to take accountability	No	Not explicit	No		No	No
2022/01/02	11:06:56	alasdair mackinnon	YouTube		46	Racism is a hate crime - you should be prosecuted never allowed to use your platform again	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	11:03:00	Domanique's Diary	YouTube		36	Utterly disappointed	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	06:27:09	BadBaby paris	YouTube		47	What a hideous hideous family bunch of racists, and these are the people we idolise?	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/02	05:50:30	unknown	YouTube		56	Cancel these type of people ❌	Negative	Overall Event	Slang	Yes	Anger	No		Yes	Not explicit	No		No	No
2022/01/02	03:55:56	Em	YouTube		81	I've always supported you and Connor but what you said in those tweets is unforgivable. I'm in complete disbelief that anyone could make such vile comments, especially someone I've looked up to for so many years. Instantly unfollowed and unsubscribed … you've really let us all down.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/02	02:36:05	The Dad Challenge Podcast	YouTube		53	This is gonna be fun!	Positive	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	02:13:56	Catherine Stewart	YouTube		51	Unsubbed, as I'm sure many others have too and don't try and use your age as an excuse. I'm the same age as you and knew back then just as much as I know now about how abhorrent racism, sexism and homophobia are.	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	No		No	Yes

2022/01/02	01:20:04	Michaela C	YouTube		51	I can't believe you wrote those awful tweets,so disappointed	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/02	00:49:15	Callum Kemp	YouTube		73	Shame this didn't happen earlier, you might of been able to get a Christmas temp job	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	00:43:34	CJX9	YouTube		120	The fact my girlfriend is so saddened by these comments surfacing just proves the audience and overall influence you had. People make mistakes, and times were different back then in terms of the line of what is a joke and what isn't etc… However , tweeting almost everyday spiteful comments about polish people, Indian people and black people is disgusting.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02	00:39:42	Lucelou96	YouTube		42	Unsubscribed. No excuse for bigoted behaviour.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/02	00:33:47	Tom Speight	YouTube		84	Tesco are hiring btw	Neutral	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/02	00:13:09	superlalabbz	YouTube		38	Unsubscribed	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	Yes
2022/01/02	00:03:46	Monisha	YouTube		75	Elle you are cancelled. Absolutely disgusting tweets, I feel personally attacked as an Indian girl after reading them.	Negative	Overall Event	Slang	Yes	Anger	No		Yes	Not explicit	No		No	Yes
2022/01/02		libby12192	Brand Instagram		1	@laurab192 @emilyvunsworth	Neutral	Other											
2022/01/02		gemrobbo_	Brand Instagram		31	Plus size and disabled and now I know why when I've asked numerous times if the clothing size range is going to get extended I've been ignored. Clearly the fat phobia in you doesn't want people like me in your clothes. You've hurt so many people and the silence isn't helping.	Negative	Body Shamming	Current	Yes	Anger	Yes	Elle to take accountability	No	Not explicit	No		No	No
2022/01/02		deeny_1985	Brand Instagram		6	Still waiting for a apology	Negative	Overall Event	Current	No		Yes	Elle to take accountability	No	Not explicit	No		No	No
2022/01/02		nevadahillon	Brand Instagram		55	That awkward time between Christmas and New Year when you find out one of your (ex) favourite YouTuber's you've supported for years is not only racist but also homophobic and sexist. Don't agree with cancel culture at all but I think your career in the limelight is over. It should be any way. Please spare us the embarrassment of an apology video too because I have a feeling	Negative	Overall Event	Current	Yes	Anger	No		Yes	Not explicit	Yes	Personality	No	No

						that will come next. Horrendous isn't the word.													
2022/01/02		laurawsmith.96	Brand Instagram		18	I really dont know how youll come back from this Elle. Disgusting	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02		tamarlj	Brand Instagram		24	Is there anything worse than a forced/staged apology, the only purpose of which is to attempt to limit the financial damage of their followers finding out what kind of people they really are?!	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/02		fsh_slimming_world	Brand Instagram		6	Elle is quiet?!	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/02		chlohibb_	Brand Instagram		21	So pissed off I've done an order about 4 days ago and now I want to send it all back.	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/02		_charliewaller	Brand Instagram		3	@brittanytannerr @meg.louisex @paiige.adams @ambcummins read comments 😳	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/02		megankaty95	Brand Instagram		9	People will still support you Elle!! Stay strong. ❤️	Positive	Overall Event	Current	Yes	Dismiss	No		No	Not explicit	No		No	No
2022/01/02		lauren_eddon	Brand Instagram		0	@loren.edward	Neutral	Other											
2022/01/02		aylisha.buckinghamx	Brand Instagram		1	@aali.ah	Neutral	Other											
2022/01/02		lucycoopex	Brand Instagram		0	@_sofwardx	Neutral	Other											
2022/01/03	23:50:55	@miss_nyxms	Twitter	0	20	These obsessed stans will drag their pussylips over glass shards to protect some of the nastiest beings in the world my God. #elledarby	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	23:22:47	@_mollyfay	Twitter	0	15	i mean it's been over 10 years. She's not gonna be the same person now 😴 she's grown up maybe you should too... #elledarby Pretty sure you'll of said some shit in the past too... or maybe even now 😴 https://t.co/oWtAqZbOIm	Negative	Overall Event	Offensive	Yes	Defensive	No		No	Not explicit	No		No	No
2022/01/03	23:21:36	@emilyhes25	Twitter	0	25	Also, considering her job is to influence and share her life and thoughts to social media.. you would think if she was that remorseful she would be using her time to consistently apologise to her followers.. rather than spending it just trying to delete all evidence. #elledarby https://t.co/QmyhU2qfR8	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	23:11:34	@pprcrwnd	Twitter	6	54	Isn't it amazing how quick people are to delete their Twitter when they have to accept responsibility for their act ions?	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No

						Disgusting tweets and disgusting opinions. 2011 is absolutely no excuse. #ElleDarby #PollyVadasz #SighhStudio https://t.co/BGuOFIMF2S														
2022/01/03	22:58:43	@lips_n_bits	Twitter	0	29	Not gonna lie, I'm really enjoying seeing @elledarby followers drop by the hour... hoping she loses them all for beinng so racist, homophobic and joking about animal abuse 😡😡 #elledarby https://t.co/PuxuOkjlZr	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	22:55:22	@ShepperShar	Twitter	7	85	Thought I'd share this video on here, there's loads of them by the looks of it, Elle Darby tweets have been doing the rounds for a few days now and surely they all know about it! #elledarby #elledarbytweets https://t.co/icJseM5YuU *influencers who still follow her*	Negative	Overall Event	Current	No		Yes	Followers to stop following	No	Not explicit	No		No	No
2022/01/03	22:49:15	@LucieHagley	Twitter	0	15	I can't seem to unfollow them but I am enjoying watching both of there following go down 😂😂😂 #elledarby https://t.co/CurvLQ7tu8	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/03	22:44:39	@emilyhes25	Twitter	2	42	There's a humungous difference between making a mistake/speaking without thinking... and years of unsolicited, racist , homophobic and body shaming hate. There is no excuse for this. There is no justification. Disgusted. #elledarby https://t.co/Jt1kwoOyZ0	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	22:20:35	@yourxeli	Twitter	1	11	Of course the account had been removed. You cannot silence us. you cannot run or hide or delete the past. I encourage you not to spread hate.cut from the source & remove your support. #elledarby https://t.co/81MjJrSJnw	Negative	Overall Event	Current	No		Yes	Stop supporting her	No	Not explicit	No		No	No
2022/01/03	22:02:57	@poolsidemanny	Twitter	6	48	We haven't forgotten. #elledarby Since she's had her account removed 🐷💅 https://t.co/mcEYoF40Bw	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	21:52:04	@user09489393	Twitter	0	8	No because I can't actually believe the vile comments that have been resurfaced. 17 too you should have known better!! So fake #elledarby	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	21:47:02	@ShepperShar	Twitter	0	7	A video of the people who still follow Elle Darby!!! It's shocking really #elledarby #elledarbytweets #racis t#cancelelledarby #elledarbycancelled #TikTok https://t.co/G1A5vIsV8b	Negative	Overall Event	Current	Yes	Anger	Yes	Followers to stop following	Yes	Not explicit	Yes	Personality	No	No
2022/01/03	21:42:19	@awbedumb1	Twitter	0	16	#elledarby- Shocked. I was never a fan but didn't expect this. How disgusting. Also, sad to think they'll be back earning mega bucks next week whether as if they was working a	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No

						“normal job” that would not be the case. Influencers are priveleged and it’s SO wrong. https://t.co/WADjnZ1BJa													
2022/01/03	21:40:28	@fifi1234321	Twitter	3	134	Who is sending death threats to the Whittakers??? Not on #elledarby https://t.co/qHqM61ifJJ	Neutral	Other											
2022/01/03	21:36:18	@graceellamalone	Twitter	0	36	@EllenorDarby #elledarby now the account has been deleted.. no apology but just going around deleting everything possible https://t.co/YOrybZwBXj	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	21:33:34	@ZoeLeanneWalker	Twitter	0	1	Who is this #elledarby then?👀	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	21:32:34	@Leah07877312	Twitter	1	60	Why is everyone acting as though James & Carys need to be the ones to ultimately ‘cancel’ Elle & Connor?? I’m confused.. just because they’re friends (or were) doesn’t mean they have to slag them off now the tweets have resurfaced #ElleDarby https://t.co/IU3WwPYQIc	Negative	Overall Event	Slang	No		No		Yes	Not explicit	No		No	No
2022/01/03	21:26:37	@getexposed22	Twitter	0	4	ELLE DARBY | ELLE DARBY CLAIMING TO BE A NICE PERSON https://t.co/aR9jU9voqM via @YouTube how ironic? #elle #elledarby #connorswift	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/03	21:25:00	@getexposed22	Twitter	0	13	Connor cheated on Elle? 😐😐😐what more is there to know🙄#elledarby #connorswift	Negative	Other											
2022/01/03	21:24:26	@getexposed22	Twitter	0	0	POLLY VADASZ | POLLY VADASZ SIGHHSTUDIO EXPOSED | POLLY VADASZ TWEETS https://t.co/NO8TgcEsfd via @YouTube... https://t.co/9hWujXAZ2V	Neutral	Other											
2022/01/03	21:20:31	@emmagoldie_	Twitter	0	20	Spent approx 4 hours today reading tweets on influencers getting exposed. I desperately need to go back to work to get a routine/life 😵‍💫 #elledarby https://t.co/Aw853itbMc	Neutral	Other											
2022/01/03	21:13:28	@olive89282201	Twitter	12	184	Comment under a Facebook article. They’re not a perfect relationship. Cheating on her when pregnant- yikes. #elledarby #connorswiftthttps://t.co/9qqE8c2koF	Neutral	Other											
2022/01/03	21:12:08	@dervla12345	Twitter	0	11	#elledarby is absolutely disgusting. What a vile human being. Unfuckingfollowed🤮🤮🤮🤮🤮🤮	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/03	21:08:25	@GamerytRelaxed	Twitter	0	7	#elledarby #connorswift #racist https://t.co/udHt1fX7Vw *elles tweets*	Negative	Overall Event	Hashtag	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	20:52:15	@LeighFinlay4	Twitter	2	34	I think Elle Darby has just about offended every group possible (including the disabled, who was her own sister) apart from the	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	Yes	Personality	No	No

						white, influencer, up herself group she's a part of.. do better 😬 #elledarby #elledarbyracist https://t.co/INlPB8VYVq													
2022/01/03	19:25:28	@getexposed22	Twitter	0	4	ELLE DARBY LYING FOR 22 SECONDS https://t.co/PINopElRfm via @YouTube #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/03	19:24:28	@getexposed22	Twitter	0	2	ELLE DARBY | ELLE DARBY PLAYING THE VICTIM https://t.co/ZdPjCamYTz via @YouTube #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/03	19:24:09	@getexposed22	Twitter	0	1	ELLE DARBY | ELLE DARBY CLAIMING TO BE A NICE PERSON https://t.co/aR9jU9voqM via @YouTube #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/03	19:22:29	@Katieeeeee_x	Twitter	1	40	@Gymshark @beauty_works @inthestyleUK (and the rest) - Whenever you're ready to release a statement about whether you'll continue to work with a racist... we're all waiting. #elledarbyracist #elledarby https://t.co/1AT4SN7k7I	Negative	Overall Event	Current	Yes	Anger	Yes	Brands to stop collabing	No	Not explicit	Yes	Personality	No	No
2022/01/03	19:19:50	@getexposed22	Twitter	0	15	I hope the people who are starting to follow #elledarby are only doing it to be nosey for when she speaks about it then unfollows her.	Negative	Overall Event	Current	No		Yes	Followers to stop following	No	Not explicit	No		No	No
2022/01/03	19:07:49	@gabbyalix	Twitter	2	35	For everyone saying #elledarby was only 17 then please have the same energy for shamima begum who was 15. Both committed hate crimes against ppl https://t.co/Pyk183K79m	Negative	Other											
2022/01/03	19:07:30	@robertasblogxo	Twitter	1	93	To all the people who are sending hate and death threats to #elledarby you are not better than those tweets. Just unfollow and unsubscribe if you have issues with the person she is today😇 kindness always https://t.co/uEvKvUbKTB	Negative	Overall Event	Current	No		Yes	Users to stop harassment	No	Not explicit	No		No	No
2022/01/03	19:04:51	@gabbyalix	Twitter	24	285	If shamima begum knew what she was doing at 15 then #elledarby definitely knew what she was doing at 17.	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	19:01:26	@getexposed22	Twitter	1	21	What does this even mean? 😬 from carys about #elledarby https://t.co/oOPhQdNMoY	Neutral	Other											
2022/01/03	18:59:04	@shanspanswick	Twitter	23	336	I wanna share this in hopes for people to really think before they type. #elledarby #elledarbytweets https://t.co/OzbgJJKWop	Neutral	Overall Event	Current	No		Yes	Users to stop harassment	No	Not explicit	No		No	No
2022/01/03	18:57:58	@guyandrewmurray	Twitter	1	16	Stop. Making. Stupid. People. Famous. #elledarby	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No

2022/01/03	18:57:16	@getexposed22	Twitter	0	22	James from James and carys has unfollowed #elledarby👀	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	18:44:32	@fifi1234321	Twitter	1	37	Not sure how to feel about this statement from Carys... #elledarby https://t.co/FQcpEPe5xG	Negative	Other											
2022/01/03	18:38:34	@ind13_xx	Twitter	3	24	The lengths some “angels” are going to defend someone who doesn’t even know/care that they exist is bizarre. What’s in it for you? you’re putting your hard earned money into #elledarby ‘s pockets and funding a lifestyle you’ll probably never be able to afford for yourself https://t.co/MJH4CQQUI7	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	18:22:49	@ind13_xx	Twitter	0	22	I really don’t wanna be boring banging on about #elledarby but they 100% knew those tweets were there. You don’t just forget something you did on a daily basis, even if it was 10 years ago. They had 10 years to retract their vile comments and apologise and they chose not to. https://t.co/3BLjdWafNZ	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	18:17:24	@sheenabling	Twitter	2	12	#elledarby apologised..... she’s only sorry the truth is out!!!!! https://t.co/72ZM9a4Dfj	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/03	18:12:36	@sheenabling	Twitter	0	9	Once a racist always a racist #elledarby #elledarbytweets	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	17:56:40	@nyayalonda	Twitter	4	84	If you are not a person of colour, you are not in a position to accept Elle Darby’s “apology”. It’s that simple. #ElleDarby	Negative	Racism	Current	No		No		No	Not explicit	No		No	No
2022/01/03	17:55:35	@larnproud	Twitter	0	10	Can we cancel Elle Darby? #elledarby	Negative	Overall Event	Slang	Yes	Anger	No		Yes	Not explicit	No		No	No
2022/01/03	17:52:36	@thatgyalrhi	Twitter	0	4	What’s the context behind these pictures? If it’s fake tan like I’m assuming it is, it’s still extremely concerning that people think it’s acceptable to go this dark. ESPECIALLY those who have shown such racism like these two have to those with a darker skintone. #elledarby https://t.co/0vSaIXO2lm	Negative	Racism	Current	No		No		No	Not explicit	No		No	No
2022/01/03	17:50:30	@nyayalonda	Twitter	0	5	Another day, another influencer being exposed for racism. #ElleDarby	Negative	Racism	Slang	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	17:43:36	@hanprenticex	Twitter	0	30	How are over 760k people still following #elledarby🍏	Negative	Overall Event	Current	Yes	Anger	Yes	Followers to stop following	No	Not explicit	No		No	No
2022/01/03	17:34:48	@getexposed22	Twitter	1	8	Another influencer exposed! #pollyvadasz #elledarby https://t.co/NO8TgcEsfd	Negative	Other											

2022/01/03	17:33:10	@getexposed22	Twitter	1	2	POLLY VADASZ | POLLY VADASZ EXPOSED | POLLY VADASZ TWEETS https://t.co/NO8TgcEsfd #elledarby #pollyvadasz	Neutral	Other											
2022/01/03	17:26:00	@charhb_	Twitter	1	33	People excusing Elle Darby's tweets from years ago... really??! No matter the age, being racist, homophobic and fatphobic is vile. These thoughts shouldn't even go through your mind let alone tweet it on a pubic platform #elledarby https://t.co/kVIN9riFgX	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	17:24:02	@getexposed22	Twitter	0	5	The fact #elledarby old account has been deleted it is obviously Lily who made that happen. She's still supporting elle?	Neutral	Other											
2022/01/03	17:21:26	@PaigeChristieUK	Twitter	6	295	I need @angelikaoles to make a commentary video on #elledarby for her racist tweets towards polish people because the venom of wich she tweeted that shit was fucking violent and aggressive with intent. The drag would be expert level I just know. https://t.co/XZUod46tdg	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	17:18:08	@dallasfan3434	Twitter	0	3	I had never heard of #elledarby until today, and I am so glad.🙏	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	17:06:32	@getexposed22	Twitter	0	2	Get Exposed https://t.co/m6wnOpiHCj via @YouTube subscribe to us on YouTube we're exposing every one there is to expose. #elledarby	Neutral	Overall Event	Slang	No		No		No	Not explicit	No		Yes	No
2022/01/03	17:05:32	@getexposed22	Twitter	0	1	ELLE DARBY LYING FOR 22 SECONDS https://t.co/PINopElRfm via @YouTube #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/03	17:05:18	@getexposed22	Twitter	0	1	ELLE DARBY | ELLE DARBY CLAIMING TO BE A NICE PERSON https://t.co/aR9jU9voqM via @YouTube #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/03	17:05:09	@getexposed22	Twitter	0	1	ELLE DARBY | ELLE DARBY PLAYING THE VICTIM https://t.co/ZdPjCamYTz via @YouTube #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/03	17:04:25	@getexposed22	Twitter	0	5	#elledarby old Twitter has been deleted but the screenshots are still about angel boo.	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/03	17:02:16	@getexposed22	Twitter	0	1	Another video going up 🙄 this time it's a different influencer! #elledarby #CancelCulture	Negative	Overall Event	Current	No		No		Yes	Not explicit	No		Yes	No
2022/01/03	16:45:57	@NatalieEva20	Twitter	0	1	https://t.co/XzC0CgzMBe 👏🏻👏🏻👏🏻💞💞💞#elledarby	Negative	Overall Event	Emojis	No		No		No	Not explicit	No		Yes	No

2022/01/03	16:39:08	@HemingtonJj	Twitter	0	6	Calling for all the brands that work with them to let them go in a stand against racism/ homophobia!!!! #elledarby #LGBT #ITV https://t.co/P7uQUNi2yX	Negative	Overall Event	Current	No		Yes	Brands to stop collabing	No	Not explicit	No		No	No
2022/01/03	16:28:51	@isobelmaryx	Twitter	1	7	fuck #elledarby the little racist	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	16:17:24	@its_jaayde	Twitter	0	5	i'm all for everyone being pissed at #elledarby but don't be bringing her child into it.. if anything that makes you just as bad🤷🏽‍♀️	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	16:17:07	@TheShadeBorough	Twitter	5	26	Fans are outraged as several racist tweets have been discovered from popular lifestyle YouTuber, #ElleDarby. #Elledarby and #Connarswift have now deleted their surfaced tweets and removed several YouTube videos on their account.https://t.co/CdQ75RZHGY	Neutral	Racism	Current	No		No		No	Not explicit	No		Yes	No
2022/01/03	16:16:50	@tz_manutd	Twitter	1	0	😷😷 #PattonOswalt #davechappelle #LGBTQIAbrightfuture #LGBT #BLM #BLMUK #MeToo #Metaverse #elledarby #poland #INDvPAK #India https://t.co/MJLnqjatTi *elles tweet*	Negative	Racism	Emojis	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	16:14:21	@HemingtonJj	Twitter	1	5	#elledarby unfortunately you and your partner made these statements unprovoked . This is not acceptable behaviour. Your Instagram apology does not even measure to the disgraceful insults that have surfaced #unsubscribed #onelessforeignPersonfollowing #CancelCulture https://t.co/aNzH6LsZnO	Negative	Overall Event	Current	Yes	Anger	No		Yes	Does not accept	No		No	Yes
2022/01/03	16:09:58	@AhmosUK	Twitter	0	11	I dont know who this #Elledarby is, but trying to claim her and her fraggle BF decided on Christmas to go through all their old tweets don't sit right with me! More like she got caught out still being a Racist and now trying to hide her tracks Save your petty "Sorry" #Scumbags https://t.co/6fGwtPCYvv	Negative	Overall Event	Slang	Yes	Anger	No		No	Does not accept	Yes	Personality	No	No
2022/01/03	16:08:33	@tz_manutd	Twitter	0	4	Some of you still supporting Elle Darby #PattonOswalt #elledarby #LGBT #LGBTQIAbrightfuture #BLM #BLMUK #BlackTwitter https://t.co/BLtIjLsu1U *mocking image*	Negative	Overall Event	Current	Yes	Ridicule	Yes	Stop supporting her	No	Not explicit	No		No	No
2022/01/03	16:07:18	@ciannegcx	Twitter	0	11	Who do people always do out of pocket shit and then limit or turn off their comments because they can't handle the the smoke. It's pathetic. It's not just going to go away because you want to ignore it #elledarby https://t.co/WCq8zqZN0d	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	No		No	No

2022/01/03	15:47:18	@HstSdt	Twitter	0	7	when Indians find out some british youtuber doesn't like them 🙄 #elledarby https://t.co/5aRFi9U5b0	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/03	15:41:05	@hanprenticex	Twitter	1	11	#elledarby 's old Twitter has now been deleted 😂😂😂😂	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	15:32:52	@ellewoods918	Twitter	0	1	Reasons to follow Elle Darby #elledarby #elledarbyleakedtweets #elledarbyracist #youtube #instagram https://t.co/80YnifPgwi error- unfollow	Negative	Overall Event	Current	No		Yes	Followers to stop following	No	Not explicit	No		No	No
2022/01/03	15:28:22	@tattleissad	Twitter	0	0	HONESTLY you Tattlers are fucking ridiculous 😂😂 #elledarby https://t.co/7J7xlm0EnH	Negative	Other											
2022/01/03	14:44:51	@getexposed22	Twitter	0	2	ELLE DARBY | ELLE DARBY PLAYING THE VICTIM https://t.co/ZdPjCamYTz via @YouTube #elle #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/03	14:38:48	@getexposed22	Twitter	0	2	ELLE DARBY | ELLE DARBY CLAIMING TO BE A NICE PERSON https://t.co/aR9jU9voqM via @YouTube #Elle #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/03	14:30:18	@xelleblakeley	Twitter	1	74	Looool for everybody saying ab the tweets 'it was 10 years ago people change'. 5 years later still the same n no doubt she's still the same now 🙄 #elledarby https://t.co/4DlsYVdeTd	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		Yes	No
2022/01/03	14:07:27	@NatalieEva20	Twitter	2	3	https://t.co/ebTM6UZeV2 Elle darby #elledarby	Neutral	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/03	14:04:29	@_chloehx_	Twitter	0	18	I know people grow and mature as they get older but racism comments are never okay no matter what age you are. Absolutely no need at all regardless of age for comments like that #elledarby https://t.co/CfP89Js18W	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	13:47:00	@AMORETSAGKRINOU	Twitter	4	27	all those words and not a single "sorry" #elledarby https://t.co/ha28qT0360	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/03	13:46:28	@dizzymitchell	Twitter	0	9	Not the racist #elledarby being the daughter to one of the natwest 3!!! 🤮	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	13:42:09	@harriettcxo	Twitter	0	17	PETITION TO CANCEL #ElleDarby 📝	Negative	Overall Event	Slang	No		No		Yes	Not explicit	No		No	No
2022/01/03	13:40:24	@Jack29109085	Twitter	3	35	How has nobody mentioned Elle Darby dad has been to prison for robbing a bank #elledarby #connorswift	Negative	Other											
2022/01/03	13:34:42	@Jade32582253	Twitter	0	7	🙄🙄🙄🙄 #elledarby #elledarbytweets https://t.co/AibnaBDVnp *mocking video*	Negative	Overall Event	Emojis	Yes	Ridicule	No		No	Not explicit	No		No	No

2022/01/03	13:26:31	@Claire04652396	Twitter	4	23	Everyone trying to excuse Elle Darby and Connor Swift, congratulations on declaring to the world you're a racist POS that cares only about yourself. Reminder that Elle deleted 400+ videos and posts too. Where's your BLM and black square energy now? #elledarby #racism #blm https://t.co/WbRwE2kZvV	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	13:23:08	@dizzymitchell	Twitter	1	11	I didn't even know who #elledarby was until today! My god this is a huge influencer who has deals with huge brands and up until new years when she got outed she still was being racist and getting away with it! What the hell! https://t.co/Ehkq7JjrQQ	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	13:16:48	@dizzymitchell	Twitter	0	13	'Most of them were foreign' wow! #elledarby https://t.co/YAGvB8cLLO	Negative	Racism	Current	No		No		No	Not explicit	No		No	No
2022/01/03	12:45:31	@KirstypPrice	Twitter	1	7	#unfollowelledarby #elledarby https://t.co/ibDyIO9Nbj	Negative	Overall Event	Current	No		Yes	Followers to stop following	No	Not explicit	No		No	No
2022/01/03	12:40:54	@getexposed22	Twitter	0	3	Get Exposed https://t.co/m6wnOpiHCj via @YouTube don't forget to subscribe here we'll be exposing #elledarby until... https://t.co/UbMIgobcly	Negative	Overall Event	Slang	No		No		No	Not explicit	No		Yes	No
2022/01/03	12:37:42	@MJones1875	Twitter	0	5	Every time I see #elledarby on my timeline. https://t.co/iMuN87N2g1	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/03	12:35:15	@getexposed22	Twitter	0	3	You guyyyyys we have ANOTHER influencer being racist!!! Video will be up shortly. #elledarby wanna be	Negative	Other											
2022/01/03	12:33:29	@getexposed22	Twitter	0	5	ELLE DARBY ACTIVE AFTER RACISM SCANDAL https://t.co/nhMxVKTjgk via @YouTube she'll come back with sorry I took time off social media. Nah angel gyal you was on insta last night! #elledarby https://t.co/vkwAfpj1ET	Negative	Racism	Slang	No		No		No	Does not accept	No		Yes	No
2022/01/03	12:32:22	@Yellow_mellow01	Twitter	0	2	Absolute vile excuse of a human being. I feel sorry for her kid #elledarby #connorswift https://t.co/RQNRS6s2Na	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	11:51:00	@zdbxo	Twitter	0	0	#SayNoToRacism #EqualityMatters #elledarby #elledarbyracist #elledarbytweets https://t.co/6G7RxMHEM0	Negative	Racism	Current	No		No		No	Not explicit	Yes	Personality	No	No
2022/01/03	11:37:40	@hanprenticex	Twitter	2	24	If you still follow / subscribe to #elledarby you're a twat	Negative	Overall Event	Offensive	No		Yes	Followers to stop following	No	Not explicit	No		No	No

2022/01/03	11:34:17	@shaunaalynnx	Twitter	0	12	#ElleDarby has been active on Twitter yet she still hasn't properly dealt with and apologised for all of the disgusting things she's said! https://t.co/bcjfkZXpXy	Negative	Overall Event	Current	Yes	Anger	Yes	Elle to take accountability	No	Not explicit	No		No	No
2022/01/03	11:01:32	@getexposed22	Twitter	0	1	Follow us on YouTube we have all of the Elle Darby scandal & more to come. & we will be exposing more social media influencers! Get Exposed https://youtube.com/channel/UCvIMMccpO-ONEVjva6LAiDg via @YouTube #elledarby https://t.co/Z5bImVFkUA	Negative	Overall Event	Slang	No		No		Yes	Not explicit	No		No	No
2022/01/03	10:19:37	@getexposed22	Twitter	0	2	ELLE DARBY ACTIVE AFTER RACISM SCANDAL https://t.co/nhMxVKTjgk via @YouTube Elle showing us she's not sorry #elledarby	Negative	Racism	Current	No		No		No	Not explicit	No		Yes	No
2022/01/03	10:19:18	@getexposed22	Twitter	0	1	ELLE DARBY | ELLE DARBY TWEETS | ELLE DARBY AND CONNOR SWIFT https://t.co/M0Zh9TDzEk via @YouTube #elledarby Elle Darby racist	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/03	10:18:49	@getexposed22	Twitter	0	1	ELLE DARBY BEING VILE | ELLE DARBY EXPOSED https://t.co/WjrodppMNE via @YouTube #elledarby	Negative	Overall Event	Slang	No		No		No	Not explicit	No		Yes	No
2022/01/03	10:18:36	@getexposed22	Twitter	0	1	ELLE DARBY LYING FOR 22 SECONDS https://t.co/PINopElRfm via @YouTube #elledarby #elledarbytweets	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/03	10:18:04	@getexposed22	Twitter	0	2	ELLE DARBY BEING EXPOSED | ELLE DARBY TWEETS PART 2 https://t.co/v34USCOlxD via @YouTube Elle Darby #elledarby	Negative	Overall Event	Slang	No		No		No	Not explicit	No		Yes	No
2022/01/03	10:17:08	@getexposed22	Twitter	1	2	ELLE DARBY BEING EXPOSED https://t.co/FEPMPtLRZY via @YouTube #elledarby	Negative	Overall Event	Slang	No		No		No	Not explicit	No		Yes	No
2022/01/03	10:16:56	@getexposed22	Twitter	0	1	ELLE DARBY AND CONNOR SWIFT ABUSIVE TWEETS 2021/2022 CANCEL CULTURE PART 1 https://t.co/QFdLPtbjdT via @YouTube #elledarby	Negative	Overall Event	Current	No		No		Yes	Not explicit	No		Yes	No
2022/01/03	09:36:16	@annamariia__	Twitter	6	52	In the light of #elledarby talking shit about Polish people, here's some key things they've done which she might not be aware of :) https://t.co/IXsdOFHilj	Negative	Other											
2022/01/03	09:17:27	@trapbunnibubs	Twitter	1	39	So @EllenorDarby is active on insta commenting on other people's pictures? Hoping this will die down ellenor? Don't think so #elledarby https://t.co/07mp4TLUTO	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	06:54:35	@mrsgemmacarr	Twitter	1	23	I absolutely agree with holding people to account for racist/offensive tweets, but surely bullying them back is just as bad? Can we not hold people to account without the low blows	Negative	Overall Event	Current	No		Yes	Users to stop harassment	No	Not explicit	No		No	No

						of how they look or being equally offensive back? #elledarbyhttps://t.co/RUee6e0d6x													
2022/01/03	01:54:01	@CharlotteJolyy	Twitter	25	524	#elledarby right now https://t.co/NnhFrxztxt *mocking image*	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/03	01:50:45	@MackenzieB7312	Twitter	0	6	Wow! Even Rita Ora was slagged off by Elle Darby! #vile #wtf #elledarby #ritaora https://t.co/aplXSSPOkJ	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	01:33:49	@getexposed22	Twitter	0	8	No sorry video will fix this #elledarby	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	00:35:57	@Claire04652396	Twitter	4	29	Absolutely screaming at the Elle Darby shade from @TheSun #elledarby #elledarbyracist #elledarbytweets... https://t.co/Kip2FBDFox	Negative	Overall Event	Slang	No		No		No	Not explicit	No		No	No
2022/01/03	00:27:57	@Chloe76294183	Twitter	1	12	There's clear evidence. stop putting this racist materialistic body-shaming couple on a pedestal and allowing them to breeze through life getting free and gifted everything! They don't love you! They just want your engagement in their content for the £££££££ #elledarby https://t.co/lX5k3DXPVY	Negative	Overall Event	Offensive	Yes	Anger	Yes	Stop supporting her	No	Not explicit	Yes	Personality	No	No
2022/01/03	00:27:25	@getexposed22	Twitter	1	4	ELLE DARBY ACTIVE AFTER RACISM SCANDAL https://t.co/nhMxVKTR5S via @YouTube #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/03	00:21:28	@Gracie16403019	Twitter	3	12	Shes one rude gal #elledarby https://t.co/ac55OQeEDf	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	Yes	No
2022/01/03	00:19:19	@getexposed22	Twitter	1	21	#elledarby is active 2hours ago today! She's mad. She's not sorry in anyway! https://t.co/ql2uuSO2o2	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	00:13:55	@NatalieEva20	Twitter	3	46	Elle Darby is actively on Instagram giving 0 fu*ks👏🏻👏🏻👏🏻 Can really see you taking time to reflect #elledarby https://t.co/pDqFJWSa7l	Negative	Overall Event	Offensive	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/03	00:11:58	@getexposed22	Twitter	0	2	ELLE DARBY | ELLE DARBY TWEETS | ELLE DARBY AND CONNOR SWIFT https://t.co/M0Zh9TDzEk via @YouTube #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/03	00:03:40	@Claire04652396	Twitter	1	24	Since Elle Darby tweets were found, newer videos and comments were found No apology, but she has spent hours deleting evidence online If she had changed, had nothing to hide and was sorry, why is she doing this?	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No

						#elledarby #elledarbyracist #elledarbyleakedtweets https://t.co/q9DSo8zUs9													
2022/01/03	23:56:33	Jay Kay	YouTube		54	No To Racism. I am Asian who has been racially bullied when I was a teenager, and you may think "I was only 17..." and its all forgiving but the trauma will stay forever with the victims. I'm sorry this came back to bite you, but if you are really sorry for what you have done, you should stop showing off how "happy" you are and stop earning money from it.	Negative	Racism	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	23:53:00	Chloe Salter	YouTube		38	I saw your insta story and stupidly didn't take much notice, thinking 'well they can't be that bad it's Elle Darby', then someone asked if I had seen the tweets and when I looked I couldn't (and still can't) believe what I was reading 🙄 in your apology you only cared about your actions not showing you 'in the best light', not about all of the people who you have hurt and offended, which are also so many more than 'some'! For someone who has made so many people smile, I never expected this from you, I have no words 🤦‍♀️	Negative	Overall Event	Slang	Yes	Upset	No		No	Does not accept	No		No	No
2022/01/03	23:44:41	Laura Yates	YouTube		25	it's an unsub from me I'm sorry, these comments will be making you feel horrendous I'm sure. And all the things you see online right now will make you both feel horrible and want to stay hidden. But unfortunately your comments have had a larger detriment upon people who have followed you and supported you for years and for me I think I need to step away from this and stop idolising people online that we CLEARLY do not know anything about...	Negative	Overall Event	Slang	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/03	23:42:04	Kinga Salwin	YouTube		78	As a foreigner I'm lost for words. If you hate us that much why do you travel abroad for holidays / summer breaks? Don't you think individuals living abroad have the same opinion / conclusion about you....	Negative	Racism	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	23:42:03	Freya	YouTube		13	Say no to racism!	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	23:40:46	Freya	YouTube		16	Those tweets are atrocious don't know how anyone could hold such cruel and disgusting views and spout such hatred to innocent people. People will use time as an excuse it doesn't matter how old you were I knew	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No

						better when I was 11 years old at least. It's completely changed my perception of you all, you really had me thinking you were nice people													
2022/01/03	23:28:48	iheartwillonawhim	YouTube		12	idk who hurt u but pls fix urself	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	23:27:51	Rebena Q	YouTube		16	I have unsubscribed. You have fooled many people and you don't deserve these Angels. I hope Youtube, IG and other platforms ban her and Connor. We don't need that kind of hate	Negative	Overall Event	Current	Yes	Anger	Yes	Elle to give up on platform/platform to be taken away	No	Not explicit	No		No	Yes
2022/01/03	23:22:09	Demi. Xxx	YouTube		21	How long until this clown turns off her comments🐷🐷🐷 if anyone sees her in public, you need to go up to her and hold her accountable!!! She CANNOT get away with this!!!	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	23:19:46	Shuckern7 WGaS	YouTube		5	Ok I'm not a fan, in fact I think this young lady is systematic of the cancer eating away at modern society, but FUCK you people are lack-wits🤨. If she posted this shit ten years ago she would have been in her mid teens?! No? Wondering how many of you 'woke SJW's', yes that's how pissed off I am I'm using your toxic idioms, would hold up to the same scrutiny at the same age. Cast the first stone champs!	Negative	Overall Event	Offensive	Yes	Defensive	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	23:12:50	Shogun	YouTube		17	You don't like Indians or polish people wow?	Negative	Racism	Current	No		No		No	Not explicit	Yes	Personality	No	No
2022/01/03	23:05:19	Fiona Gorman	YouTube		12	VILE vile vile	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	22:55:18	Lana Oaks	YouTube		21	But imagine editing your baby pictures omg. That is a low blow.	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	Yes	Content	No	No
2022/01/03	22:54:21	———_____	YouTube		9	If you have bleach in the cupboard you know what to do with it🍺🍷	Negative	Overall Event	Offensive	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/03	22:53:52	Lana Oaks	YouTube		10	Yea feels like we have all been deceived. If it was one comment but several just isn't on. Remember when she emailed the hotel wanted so much discount!!	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	22:51:58	Im Cam	YouTube		12	So your mum also hated fat people. Hmm. Interesting... CANCELLED	Negative	Overall Event	Slang	Yes	Anger	No		Yes	Not explicit	No		No	No
2022/01/03	22:42:11	Sophie Hx	YouTube		1	Can someone tell me what she did? I've been subbed for ages	Neutral	Overall Event	Slang	No		No		No	Not explicit	No		No	No

2022/01/03	22:41:49	Rebecca Richards	YouTube		16	Your apology is a joke how dare you say you weren't the people you were when you tweeted does tweet, Yh I can understand how you may have changed which is bulls. But it speaks a high volume of you, you are sad human and I your career is defo over	Negative	Overall Event	Slang	Yes	Anger	No		No	Does not accept	Yes	Personality	No	No
2022/01/03	22:41:29	Lauren Roberts	YouTube		14	Unsubscribed	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	Yes
2022/01/03	22:36:36	Sian.e	YouTube		18	You are truly disgusting. I don't believe in all this cancel culture bullshit but you've definitely crossed a line. I hope you delete yourself off social media, you don't deserve to have a platform when you have horrible thoughts like that. Being 16/17 is no excuse- I'm a year old than you and thoughts like that NEVER crossed my mind as a teenager.	Negative	Overall Event	Offensive	Yes	Ridicule	Yes	Elle to give up on platform/platform to be taken away	Yes	Not explicit	Yes	Personality	No	No
2022/01/03	22:34:48	Anna O'Reardon	YouTube		1	I wondered what happened during Vlogmas for you and just saw all the comments and the tweets. People, please just back off when it comes to their sweet little boy. Babies are truly innocent.	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	22:33:17	Phe Wright	YouTube		13	Im not suprised this has come out always seemed very false on there videos and very patronising to her little sister, horrible people	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	22:32:36	Amelia Rose	YouTube		6	Why you talking to your dogs ?? As if there gonna reply😂😂😂🙄	Negative	Other											
2022/01/03	22:31:27	Paige Dawson	YouTube		18	How dare you talk about foreigners like that my husband is from another country and we live in England and we raise our daughter to know both our cultures and for you to talk about people like that it's disgusting	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	22:29:38	Katy Cox	YouTube		14	I'm so utterly shocked by tweets from you and Connor that have resurfaced, I thought I'd found a genuinely lovely couple but so many people have been hurt by them. It's not right for you to just act like nothing has happened.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	22:16:52	sophie	YouTube		10	Really hope you put out an apology video soon, the longer you leave the worse it will be for you. I really hope you are disgusted in yourself just as much as everyone else is. I hope you genuinely have grown since making those tweets because they are some of the most vile comments Iv seen.	Negative	Overall Event	Current	Yes	Anger	Yes	Elle to take accountability	No	Not explicit	No		No	No

2022/01/03	22:15:39	Rebe	YouTube		19	Your career is over 😘	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/03	22:08:45	Sammy Moore	YouTube		16	Unsubscribed	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	Yes
2022/01/03	22:07:34	Jessica Isobel	YouTube		13	I will no longer be supporting them at all, really disgusting behaviour.... BUT please can people stop commenting about the baby, an innocent child. Saying you hope he is taken into care is also absolutely vile thing to say! 🤢	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/03	22:05:44	fitbi intz	YouTube		15	It's so vile especially quote from mom just shows how rooted hatred really is. Funny thing is you probably like a good indain n you go to foreign countries to get u a lovely tan.sucha shame	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	22:03:39	Lia Masterson	YouTube		32	Honestly devastated with what I have seen. Really looked up to you both and supported you so much. Would never ever condone anything that was said. Honestly so shocked and disappointed!!	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	21:56:49	Sydney Richardson	YouTube		10	I'm not one to judge and won't. But for your all your followers and everything you owe people an apology and an explanation of some sort. The silence doesn't look good in my opinion! I hope everyone that has been hurt by this is ok 💛	Positive	Overall Event	Current	No		Yes	Elle to take accountability	No	Not explicit	No		No	No
2022/01/03	21:55:19	Iwona Jozwik	YouTube		15	I'm Polish...unsubsrcibing	Negative	Racism	Current	No		No		No	Not explicit	No		No	Yes
2022/01/03	21:49:59	DEE	YouTube		12	No excuse can be given, you were 16!!!! You should have known right from wrong. Imagine how hurt the people of colour would have felt by reading your comments	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	21:49:18	Aisha Hafejee	YouTube		18	Just unsubscribed and unfollowed you on all platforms, As an Indian girl knowing the things you have said has made me feel disgusted and tbh SAD at how uneducated you must be. I pray that you and Connor learn how to be a decent human and respect all humans on this earth.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/03	21:46:46	ChillHop Tunes	YouTube		13	As a half Indian young girl, the things you tweeted and think about minorities is DISGUSTING and no way acceptable. Your not coming back after this and if so then your one vile human who doesn't deserve a place on a platform and I hope karma catches you!	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No

2022/01/03	21:46:39	Ragestorm	YouTube		11	Fucking hell u really despise all types of coloured that much🙄	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	21:45:14	Michelle Tan	YouTube		12	What a disgusting pair of humans!! I hope u get all U deserve	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	21:36:52	AfrikanQueen17	YouTube		13	Disappointed and disgusted. Unsubscribed.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/03	21:30:30	tattooedgnome	YouTube		313	“Good morning my gorgeous angels” apart from if you’re ✨Indian, Chinese, Irish, Scottish, Polish, Pregnant, Special Needs, Gay or a Lesbian✨ - Rules of Elle Darby	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/03	21:30:26	CollectingYT	YouTube		11	Horrendous, take this channel down immediately. I am not the type to be sensitive over a bit of slight dark humour but the tweets where pure hatred. Disgusted is an understatement.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	21:29:08	Jean Whitehouse	YouTube		16	Always knew she was fake.	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	21:28:57	Abby Muir	YouTube		6	I’ve been watching you forever and to see you write then things I am shocked, disappointed.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	21:23:14	Avis Jackson	YouTube		12	Right now you need to take a step back,both of you, what you have been saying regardless how long ago it was. You need us, the general public as we pay your wages, and you have let us down big time, very very disappointing. Im sorry but I can’t follow people like this. I have my views on different aspects in life but I would never put them on social media,lesson learned keep your mouth shut.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/03	21:23:03	Alishah Khaliq	YouTube		8	Nothing is saving that face babe	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	Yes	Physical Appearance	No	No
2022/01/03	21:19:19	Christine L	YouTube		9	There was something about her that I couldn't warm to. I only watched a few of her vlogs. She came across as fake. Sometimes you just don't know what is hidden beneath....	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	21:19:09	Qt	YouTube		9	Poor child has to be brought up in a disgusting and hateful family. How dare you be so horrible towards other people about things they cannot control? And have the cheek to be an influencer and let polish, Indian, black, fat, short people watch you?	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No

						Now you don't hate them anymore cause they make you money?? DISGUSTING keep the same energy and don't profit from the people you hate so much. You don't deserve anything you've got , this can never be forgiven it's not a mistake.													
2022/01/03	21:16:26	Qt	YouTube		8	Poor chid	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	21:10:05	shakool2kool	YouTube		14	You need therapy, that extreme level of hate isn't normal and the fact it was against such a wide range of people even animals ... no idea how you were raised but hopefully you don't pass it on.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	21:09:55	norma joan	YouTube		250	NO TO RACISM! NASTY HUMANS ! Let's hope saint grows up knowing better because his parents are 🗑	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	21:07:32	mandythandi	YouTube		18	Hi my angels...oh fuck off	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	20:58:04	1rishani	YouTube		10	You were raised wrong!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	20:56:52	1rishani	YouTube		15	Embarrassed that I even followed you as a person of colour, you clearly have sooo much hate that were soo comfortable to keep tweeting such nasty shit, people like you do deserved to be cancelled cz that kind of h8 don't just go away unless u have turned to god.	Negative	Overall Event	Offensive	Yes	Anger	No		Yes	Not explicit	Yes	Personality	No	Yes
2022/01/03	20:54:22	Aysha Xoxo	YouTube		13	Absolutely disgusted by your tweets! I really enjoyed your videos and supported you. You are a vile human being and should not have a platform. Goodbye - you've lost a follower and a supporter.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	Yes
2022/01/03	20:45:55	nancy charlotte	YouTube		13	The amount of racism in those tweets were disgusting there r so many young people who look up to u and this is the type of behaviour u portray this isnt a good example this is why this generation needs better influencers and not people who r not educated in the real life and have disrespectful personalities	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	20:33:48	unicornflavour	YouTube		11	I'm absolutely disgusted to read what I have. I followed you from the start and I will be following, saying that black man looks like a monkey and all the other rubbish I've read. Doesn't matter ifit was from years ago, you should use your brain before putting stuff on the net	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	No		No	No

2022/01/03	20:26:01	aestheticc	YouTube		11	chav	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	20:22:15	Kristyna G	YouTube		227	So sad that actual genuine people don't make it on here but vile people like this have a platform and a huge following.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	20:21:50	The Chanelista	YouTube		20	AT LEAST SAY THE WORD SORRY!' A PR apology of two paragraphs is not enough. We need to see positive actions and the same amount of tweets you sent- you need to make the same amount with regret and humility. I'm a woman of colour with daughters I encouraged to subscribe. Not any more if you think that apology is 'enough'. I'm so sad!! I bought your clothing, clicked on links, gave you views. Please do more than just a crying apology video! All the ethnic groups you offended AND your sponsors are watching.	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	No		No	Yes
2022/01/03	20:13:32	Emily Turner	YouTube		16	Absolutely shocked by your tweets , disgusting behaviour from you and Connor	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	20:12:40	tendai elizabeth	YouTube		18	Those tweets were sick and twisted... there's defs deep seated racism there that's very hard to dismiss as "immaturity" or whatever you said in your "apology" 😡	Negative	Racism	Slang	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/03	20:04:20	meow	YouTube		14	Despicable.	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	Yes
2022/01/03	19:55:41	Laura X	YouTube		43	I'm so sorry to anyone affected by the disgusting tweets from these two. Unforgivable❌	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	19:54:20	Bc M	YouTube		13	bc of their homophobia 🍏 i'm sending love to all lgbt babies out there, u are accepted and normal and matter!	Positive	Homophobia	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	19:34:57	Kyle Titus	YouTube		43	People are ignorant. Many people in privileged positions have tweets like this. But to this level and this degree. I've never seen anything like it. I physically felt sick reading them. The amount of hate you both have for everyone is abhorrent. In my eyes, the level, aggressiveness and number of offensive tweets. There is no coming back from that	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	19:23:49	mariah elliott	YouTube		40	Prime example of don't believe everything you see on social media.	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No

2022/01/03	19:23:35	Trina Buller	YouTube		25	Subscribers are going down fast..	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	19:21:47	marie clarke	YouTube		13	Totally shocked! Your true selfs are vile, you tried to hide who you really are, for your own gain!!!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	19:15:39	Samantha	YouTube		2	Oh, Elle! Having just heard about these tweets and reading them for myself, I am truly disappointed! However, I also believe in second chances on certain occasions. And 10 years is a long time for someone to educate themselves on such matters. I hope you've learned your lesson. Connor too.	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	No		No	No
2022/01/03	19:13:55	Ami Gola	YouTube		13	With your fake tan and hair extensions 🤮	Negative	Overall Event	Current	No		No		No	Not explicit	Yes	Physical Appearance	No	No
2022/01/03	19:00:59	K.15.L	YouTube		6	Happy new fucking year	Negative	Overall Event	Offensive	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/03	19:00:41	K.15.L	YouTube		9	If you have nothing nice to say don't say it at all, no I'm not following that on this instance you deserve to know how disgusting and disappointed we all are of you.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	19:00:02	Jabeen Ali	YouTube		9	2022 your cancelled elle darby i hope jess is not the same i really like her	Negative	Overall Event	Slang	No		No		Yes	Not explicit	No		No	No
2022/01/03	18:58:30	Don't trip forever XD	YouTube		36	LMAOOO IM SO HAPPY THIS HAPPENED IN TIME! Literally just bought my cousin your merch as a late Christmas present, so glad this has came up before it was too late for me to cancel my order! Unsubbed, cancelled merch order, and will no longer be supporting your channel.	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	Yes
2022/01/03	18:53:20	Sanya Gera	YouTube		18	And here I was, an Indian subscriber of yours watching and relating to the videos of your mum and your birth vlog during the most trying period of my life..absolutely gutted 💔 I have no interest in spewing hate, but I will be unfollowing on principle.	Negative	Racism	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/03	18:52:02	Don't trip forever XD	YouTube		11	Hopefully your kids are raised right, and don't become close minded like u	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	18:51:43	Keagan Anderson	YouTube		3	I don't get why everyone needs to be horrible to them. Two wrongs do NOT make a right! There apology may not of been the best there are obviously are gunna make a more in depth video on explaining how sorry	Positive	Overall Event	Current	Yes	Defensive	Yes	Users to stop harassment	No	Not explicit	No		No	No

						they are. Over a decade ago I remember things like this would be said and most people didn't think much of it. But now 10years later we understand this isn't acceptable and this is in the past for a reason everyone needs to get over it and everyone is guilt of saying some bad things or doing bad things every now and then we just need to move on and stop all this hate there is already to much in this world! Hope everyone has a great 2022 ❤️													
2022/01/03	18:45:50	Marta Cma	YouTube		1043	This is actually disgusting. I was a big fan of Elle & Connor, supported the Angelle Collection on every drop, watched every YT video, liked every photo they posted. Just to find out this all was actually a lie. You just never know, do you.. personally as a Polish person soon marrying Indian guy I feel very touched by this and sick of what they have both said. Any form of racism it's a disease and I want nothing to do with it. Shocking..	Negative	Racism	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	18:44:49	hellylicious23	YouTube		21	Everyone bleeds red, no matter the race or size of a person. Remember that. Disgusting and very false woman.	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	18:44:35	A C	YouTube		13	I'm all for people can change but the things you said and the clear strong views you have are so extreme I don't believe it's something you can no longer not believe. Disgusting.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	18:43:40	Whatamiedid •	YouTube		15	Hasn't anyone ever seen the channel 5 series they did called Make or Break? They were COMPLETELY different. I couldn't believe the difference when I found the channel. People need to watch YouTube as just a form of entertainment. You don't know any of these people in real life. Stop looking up to them. Even if they are nice people in real life, this is their JOB. You make them money.	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	18:42:33	Katyy	YouTube		49	All the tweets are disgusting, but her tweets about her mum and Katie were heartbreaking 💔	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	18:41:16	Fern Janna	YouTube		18	You've lost many faithful followers including myself. You and Connor owe everyone a massive apology and much more however have failed to even do that..I can't believe how many individuals supported and loved you and you've threw it back into our faces.	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	No		No	Yes
2022/01/03	18:40:05	Maciej Maciej	YouTube		15	Hi Elle, I'm Polish,. do you have any 'cleaver' comments to share by any chance?	Negative	Racism	Current	Yes	Ridicule	No		No	Not explicit	No		No	No

2022/01/03	18:40:00	Oliwia Pronko	YouTube		29	WOAH ! I was a huge fan of yours, absolutely adored your little family !!! I'm Polish myself, I felt so that hurt someone I looked up to would say things like that. Shame on you.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	18:35:02	Sophie Tingley	YouTube		16	Your apology was awful. It doesn't matter how long ago it was, all those tweets are so painful to read? Imagine how everyone feels? Do you just walk around everyday judging people then? Pretty sure real influencers don't discriminate others and hate every race. Turning off your comments on insta won't make anyone forget. This is awful	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/03	18:34:30	Sam Williams	YouTube		33	It's easy to understand why her dad was in prison.... Must of had awful parents!!	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	18:32:08	Lellie Cowell	YouTube		17	Generally speaking, I don't support cancel culture HOWEVER this time I will make an exception because you genuinely deserve to be absolutely cancelled. It's just disgusting how all these 'forigeners' you hate are the ones watching your videos and increasing your paycheck to live your very blessed life. You all deserve absolutely nothing in 2022 and I hope and prey brands here on out refuse to work with you. Maybe then and only then you might feel some remorse	Negative	Overall Event	Slang	Yes	Anger	Yes	Brands to stop collabing	Yes	Not explicit	No		No	No
2022/01/03	18:29:02	Amanda Jane	YouTube		13	Guys she's busy typing up her CV so she can't make another shit fake apology video	Negative	Overall Event	Offensive	Yes	Ridicule	No		No	Does not accept	No		No	No
2022/01/03	18:28:17	Danielle Reid	YouTube		8	Loved watching you and your little family but unfortunately after seeing those vile tweets I will no longer be doing so! I think the fact you can't even be bothered to give a sincere apology makes it worse, you clearly mean everything you tweeted!!! Disgusted.	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	Yes
2022/01/03	18:24:29	SS- mae S	YouTube		469	As a black girl follower who liked you guys for years them tweets were sickening can't believe I supported someone with such veiw a bye✌🏾	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/03	18:15:43	Maya Begum	YouTube		7	Hope ur kid gets taken into care	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	18:14:15	suckerpuncher282	YouTube		11	Your "apology" wasn't even an apology. You obviously don't care at all for your disgusting past.	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No

2022/01/03	18:14:13	Olivia-Mae	YouTube		25	See you @ job centre El xxx	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/03	18:03:14	Shockema Roberts	YouTube		17	Why do you hate others because of the colour of their skin? Something we literally had no say in. Why? Shame on you both.	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	18:02:55	Immogen Bradshaw	YouTube		18	Unsubscribed :)	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	Yes
2022/01/03	18:01:16	Medic 2022	YouTube		313	I'm so sick of people saying she was only 17. In the UK at 17 you can - get married, have sex, join the army, start training TO BE A DOCTOR	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	17:58:45	Kats468	YouTube		20	The level of racism and hatred between the two of you makes me sick. Absolutely disgusting that people like you have a platform. If that's what is said in the tweets I can't begin to imagine what is said behind closed doors	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	17:53:29	L S	YouTube		22	i heard mc donalds are hiring hope that helps x	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/03	17:53:01	Abdul L	YouTube		12	Everyone was that age once when you wrote those tweets and we wouldn't spout such vile shit on a public platform. Just shows how fake you are trying to be so wholesome. Also shows you were surrounded by people who you thought they would see tweets as banter. Absolutely disgusting	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	17:51:17	maggot07	YouTube		17	take some accountability for your actions	Negative	Overall Event	Current	No		Yes	Elle to take accountability	No	Not explicit	No		No	No
2022/01/03	17:47:45	Louise Shaddix	YouTube		37	As someone who used to be a personal trainer and HELPED people lose weight i would hate to think what comments you made about them. Im so so disappointed and disgusted. Even at 17 we know racism, homophobia etc is wrong. No excuse!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	17:46:06	Siyanna Sinclair	YouTube		16	Your and connors comments were vile- I've unsubscribed	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/03	17:40:29	Riya	YouTube		29	EDL Darby 🤢🤢🤢🤢🤢🤢	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	17:38:34	Get Exposed	YouTube		19	You can delete your accounts but the screen shots are here to stay & are up on my channel	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No

2022/01/03	17:36:25	Laila X	YouTube		25	No one gets away with anything, god is watching and karma never misses🤦‍♀️	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	17:35:42	Amy Dawson	YouTube		3	everyone makes mistakes and have said things they regret when they where young, people can change !!	Positive	Overall Event	Current	Yes	Defensive	No		No	Not explicit	No		No	No
2022/01/03	17:28:09	Amir Hussain	YouTube		11	"influencers" = FAKE GO BLOCK THEM ALL ON SOCIALS ANS THINK FOR YOURSELVES	Negative	Overall Event	Current	No		No		No	Not explicit	Yes	All influencers	No	No
2022/01/03	17:25:00	funnyChan	YouTube		10	I pray to god karma hits you hard that is all I'm going to say.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	17:21:59	gill williams	YouTube		15	Unsubscribed🤬	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/03	17:18:10	Georgie Walsh	YouTube		17	Always the prettiest ones who have the ugliest insides	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	17:11:57	Jessica James	YouTube		3	I can smell the comment section	Neutral	Other											
2022/01/03	17:10:24	H H	YouTube		17	I've watched your videos for years. I'm absolutely disgusted by the tweets. Even as a teenager I knew that saying things like that was wrong. I will not be supporting you any further.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/03	17:06:51	VeeShh321	YouTube		13	Unfollowed!!!!	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	Yes
2022/01/03	17:05:56	Sydney G	YouTube		25	Hope police are involved in this hate crime	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	17:05:08	aish shalewa	YouTube		14	Racism is always disappointing yet never surprising.😒	Negative	Racism	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	17:02:51	Wicked Wonders	YouTube		17	It's scary how someone can be THIS fake	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	17:02:46	realone sk♪	YouTube		14	You are absolutely disgusting ! The fact you made tweets about your own sister is sick !	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	17:02:00	Max	YouTube		16	You're done..... you're done ...	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/03	16:59:51	Wicked Wonders	YouTube		12	Used to watch you religiously and loved your videos until I was shown the horrific hate comments and racial slurs you spewed all over twitter. Clearly they weren't coming	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	Yes	Personality	No	Yes

						from a clean heart or a nice person. As a person of colour, I will most definitely not be watching you or supporting you anymore and I will make sure my friends do the same. So disappointed..													
2022/01/03	16:57:03	MoonieLass	YouTube		16	Hey racists	Negative	Racism	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/03	16:55:46	Katie Woodley	YouTube		14	Always had an off vibe from you, to me you seemed false from the start and I really hoped my suspicions were wrong. You have an ugly heart. Your tweets are vile, how can you possibly have so much hate in you towards people of different cultures, bigger people, smaller people and even your animas ? Genuinely baffles me. Really hope you take accountability and step away from your platform, you don't deserve this career in which you have access to thousands and you basically hate everyone.	Negative	Overall Event	Offensive	Yes	Upset	Yes	Elle to give up on platform/platform to be taken away	No	Not explicit	No		No	No
2022/01/03	16:54:50	Olivia-Mae	YouTube		12	"INFLUENCERS" ARE FAKE	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	All influencers	No	No
2022/01/03	16:54:41	Olivia-Mae	YouTube		6	"INFLUENCERS" ARE FAKE	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	All influencers	No	No
2022/01/03	16:54:33	Olivia-Mae	YouTube		6	"INFLUENCERS" ARE FAKE	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	All influencers	No	No
2022/01/03	16:54:26	Olivia-Mae	YouTube		6	"INFLUENCERS" ARE FAKE	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	All influencers	No	No
2022/01/03	16:54:18	Olivia-Mae	YouTube		7	"INFLUENCERS" ARE FAKE	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	All influencers	No	No
2022/01/03	16:52:37	The Mill Collective	YouTube		17	Why would anyone be surprised by the latest turn of events, she's been found out as a fake money grabber before, along with a fake apology... it's time to call and end to these 'influencers' and their toxic effect they have inflicting consumerism and 'beauty' on their followers, inducing more mental health issues than they claim to want to help with.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	All influencers	No	No
2022/01/03	16:46:30	KBO	YouTube		7	This is shocking! Confront her Dad! She got dragged up in a toxic environment and hates herself.she got bullied a lot for being fat and	Negative	Overall Event	Current	Yes	Defensive	No		No	Not explicit	No		No	No

						even though she lost weight, she still has a fat traumatised brain! She's a product of her environment! She projected all her pain on her tweets to feel good about herself													
2022/01/03	16:42:44	Kyra Kodak	YouTube		16	I'm in so much shock, I really liked you but this isn't acceptable. You should pay for your words, everything you've worked hard for should be taken away as it was made from us 'blacks, Indians and polish fans'. This is outrageous and I didn't expect this from you Elle and Connor.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	16:41:56	Amir Hussain	YouTube		11	Hope your kid ends up gay or polish	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	16:41:37	Amir Hussain	YouTube		10	YOU ARE FINISHED PAL!!!!!!!!	Negative	Overall Event	Slang	No		No		No	Not explicit	No		No	No
2022/01/03	16:40:01	Sunny Jim	YouTube		8	She's only lost 1.4K subscribers since all this came to light lol.	Negative	Overall Event	Slang	No		No		No	Not explicit	No		No	No
2022/01/03	16:38:16	carly louise bewley	YouTube		178	Thing is, its not just one tweet, or two..... or three.... you knew what you we're doing, all this HELLO ANGELS... when you had hate for a majority of us, we are nothing more than people who help you live your best life.. :(	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	16:36:54	Abi Amelia	YouTube		10	yall done! even that bald head gremlin u pushed out nothing wrong with polish people🇵🇱💪	Negative	Overall Event	Offensive	Yes	Upset	No		No	Not explicit	Yes		No	No
2022/01/03	16:33:56	Annie Jones	YouTube		155	Supported you guys a lot these past few years and it makes me sick even thinking of the vile things you have said! I just feel sorry for all the people who it's aimed at and those who have been affected by it 🙂	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	16:33:55	S Gill	YouTube		9	I would like to politely say to you...out of the public domain permanently please! Get a normal job in multi cultured "Great Britain"- where you will learn how all contribute to society. As you will already aware by now... there is a nice place waiting for you in prison for the criminal tweets you have made.	Negative	Overall Event	Current	Yes	Upset	Yes	Elle to give up on platform/platform to be taken away	No	Not explicit	No		No	No
2022/01/03	16:32:57	Sheila Hutton	YouTube		10	What an absolute shame how you have disgraced yourselves. You need to be investigated....a lot more to this!!	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	16:30:59	Tracy Skelton	YouTube		10	Byeeeeeeee Angels 👋	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/03	16:29:02	Sophia	YouTube		22	lol hates foreign people but spends money on fillers and tan to look like us (even darker then us) this is not it 😍😍😍	Negative	Racism	Slang	Yes	Anger	No		No	Not explicit	No		No	No

2022/01/03	16:23:42	Jagdeep Shallon	YouTube		9	Family of devils😂	Negative	Overall Event	Offensive	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/03	16:21:45	Doosie Baby	YouTube		7	Just why tho ?	Negative	Overall Event	Slang	No		No		No	Not explicit	No		No	No
2022/01/03	16:11:00	ms hammond_uk	YouTube		11	What do we expect we living in a country that our prime minister thinks its OK to call racial slurs about black people and make fun of Muslim women..that it's OK to strip people of their nationality even if they were born or naturalised in the UK and the disdain for refugees by people like priti patel herself whose family is a refugee themselves put in position by tory to use as puppets ..well signs of the time	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	16:05:30	Eefa	YouTube		22	Your career is over Elle.	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	16:01:25	At home with the wards	YouTube		15	I've always thought she was stuck up her own ass how the mighty have fallen and her boyfriend is even more vile bet she plays the victim though	Negative	Overall Event	Offensive	No		No		No	Not explicit	Yes	Personality	No	No
2022/01/03	16:01:02	Jasmin Miah	YouTube		13	I actually couldn't believe my eyes I used to wait to watch your videos u actually make me sick	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	15:59:19	Romeo Daniels	YouTube		22	Disgusting fake vibes 🤢 even sugar can look like salt from a distance 2022 the year we dismantle undercover racists!!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	15:53:00	Martha Whittaker	YouTube		1620	I feel sick to my stomach, I'm a 14 year old girl who loved to watch your videos they brought me so much joy and its so sad to see that I was fooled by all the fakeness. You were one of the few you tubers who I believed was genuine. I supported you and your family so much and yet you treat people like this. Just goes to show how much integrity you have, you only poorly apologised when the quotes came up, you should know that you don't deserve a platform. The tweets are vile, and the fact you can try to defend yourself by saying you were 17 is awful. I'm 14 and I wouldn't dream of thinking half of the stuff you tweeted at the age of 17. You were old enough to know that it was wrong. My mum is mixed race and to think you've said the n-word offends me so much so I can't imagine how POC must feel right now. And to finish,	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	Yes	Personality	No	No

						no one chooses their skin colour but everyone chooses their words. Just remember that.													
2022/01/03	15:46:21	martin gallagher	YouTube		52	I thought she was really off with Katie in the new York trip but I put it down to being a new mum being nervous abroad but watch again Katie is like a spare part on the elle Darby trip.katie looks sad in a lot of it	Negative	Other											
2022/01/03	15:45:07	Camille Mcleggon	YouTube		14	Vile disgusting people 🤢🤮	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	15:45:01	kelly	YouTube		97	My 16 yr old self would never go to twitter and slander every single type of person on this world and apology will never fix what u both individually have said	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/03	15:44:37	lily withers	YouTube		1	Can everyone in the comments kindly get off the horses they rode in on? Acting like all of you are above having ever said anything questionable in your younger years or otherwise. What a ridiculous time to be alive that you all come here to drudge up the past because you've nothing more interesting or fulfilling to do than to try to break someone down. What a sad life for you lot Happy 2022 to anyone reading this I hope you reevaluate where you choose to spread your negativity ✨	Negative	Overall Event	Current	Yes	Defensive	No		No	Does not accept	No		No	No
2022/01/03	15:42:05	Tatenda M	YouTube		22	It's a shame your child has to be raised by not one but two racists	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	15:40:46	A Brandson	YouTube		14	Can't believe I used to absolutely love & adore u & your little family all along you hate my skin colour, thats so sad :(	Negative	Racism	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	15:40:37	Maryam Bibi	YouTube		16	Racists always get exposed.	Negative	Overall Event	Current	No		No		No	Not explicit	Yes	Personality	No	No
2022/01/03	15:38:51	kelly	YouTube		14	Watching these videos knowing that she literally hates everyone in the world is mad 🤦🏻‍♀️ she hates foreigners, polish people, Indian people, gay people, black people, skinny people "obese" people, pregnant people, animals, bus drivers, "slutty" girls and the list goes on lads	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	15:37:01	shari w	YouTube		20	How dare you say those things about foreigners and black people, you have a disabled sister and you would be devastated if anyone spoke bad about her	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	15:36:19	Nubianfreckle Soles	YouTube		23	She needs to be removed from all social network and be cancelled ASAP and I hope youtube looks into this ASAP	Negative	Overall Event	Slang	No		Yes	Elle to give up on platform/pl	Yes	Not explicit	No		No	No

													atform to be taken away & Stop supportin g her						
2022/01/03	15:34:52	shari w	YouTube		10	I hope no one buys from your clothing line anymore I wish you and your family gets cancelled	Negative	Overall Event	Slang	Yes	Anger	Yes	Consumers to stop buying	Yes	Not explicit	No		No	No
2022/01/03	15:34:04	shari w	YouTube		11	The only reason you have different races in your campaigns is for a cover up	Negative	Racism	Current	No		No		No	Not explicit	No		No	No
2022/01/03	15:33:22	shari w	YouTube		8	So disappointed in you and Connor honestly	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	15:28:12	kuurtesy	YouTube		15	Lol it's black history month every month yh??	Negative	Racism	Slang	No		No		No	Not explicit	No		No	No
2022/01/03	15:24:33	G	YouTube		14	Some of the videos and tweets were written in a uni acom if u were smart enough to get into uni I'm sure u were smart enough to know what u were writing babe	Negative	Overall Event	Slang	No		No		No	Not explicit	No		No	No
2022/01/03	15:17:00	AM	YouTube		11	those tweets you said aren't nice	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	15:15:22	Katie Axten	YouTube		17	Boycotting this entire family now. No excuses can undo what they've done between them.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	15:15:18	martin gallagher	YouTube		8	Unsubscribed	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	Yes
2022/01/03	15:10:42	iamshammyp	YouTube		18	As a woman of colour, specifically Indian, im not even remotely shocked or surprised, I've experienced dirty privilege like you my entire life! It's just sad that your poor son will be raised on hate, I just genuinely feel so sorry for him! Nobody is buying into your lazy disingenuous apology so you're better off owning your vile views! You're both exactly what is wrong with the world!	Negative	Overall Event	Offensive	Yes	Anger	No		No	Does not accept	Yes	Personality	No	No
2022/01/03	15:10:04	Ellen N	YouTube		110	How did I get you so wrong? I'm not easily shocked at things but your tweets were easily one of the worst I've ever seen. You don't just grow out of racism, you hide it better. you were 16/17 and knew better. I feel guilty for supporting someone like you all these years. I'm actually heart broken for myself.	Negative	Racism	Current	Yes	Upset	No		No	Not explicit	No		No	No

2022/01/03	15:02:57	A T	YouTube		17	You need to shut down as a bald black man i am telling you	Negative	Racism	Current	No		Yes	Elle to give up on platform/platform to be taken away	No	Not explicit	No		No	No
2022/01/03	14:46:15	Christie Xx	YouTube		20	Hey angels" oh fuck offf	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	14:44:05	Christie Xx	YouTube		112	This can not blow over between these two! We practically pay apart of their wages and they think they can get away with it	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	14:42:05	Just Me x	YouTube		13	You may have been 15..but you were old enough to know better. The levels of hatred you tweeted was and is disgusting.. you really put on this persona that you are soo sweet and kind but that's not the case.. Happy new year👍	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	14:40:33	Amelia Rose	YouTube		18	I didn't realise how many tweets there was 😳 disgusting seeing the amount of racism,body shaming and more and what parent edits photos of their newborn and the disrespectful comments towards her family is 😵	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Content	No	No
2022/01/03	14:31:11	luke blah	YouTube		12	Gleam is their mangement company	Negative	Other											
2022/01/03	14:30:00	Mr M	YouTube		13	The irony of someone hating people of colour and being covered in fake tan.... like all racist's, you literally have no moral compass	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	14:19:05	Livzi Love	YouTube		197	I knew from the "give me my baby" moment rudely to the midwives that there was definitely an unkind side to this girl that differs to what she would like people to think. Yeah the tweets were 10 years ago... we weren't all racists 10 years ago! Decent people just aren't! And to have the audacity to tweet those things like she's better than everybody, it's those people that are serious bullies unfortunately. The pristine white things are a cover up of the dirt that lurks below. I do hope they really are remorseful and genuinely change. I also hope other influencers do not condone their behaviour whilst posting that BLM once a year.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	14:16:26	kbzapony666	YouTube		11	This biggot should have all her videos removed from this site	Negative	Overall Event	Current	Yes	Anger	Yes	Elle to give up on platform/platform to be taken away	No	Not explicit	Yes	Personality	No	No

2022/01/03	14:15:46	cuteartsyguy	YouTube		30	I heard about the controversy. I personally am not super offended, because I think she has lots of flaws herself ... I can accept anyone as is, but the moment they start acting like they're above anyone... we can simply run the math sweetie. I'm not going to name all the issues I see, but I just don't like learning about people having such strong negative opinions about others when they themselves have mismatched features ... Girl, look in the mirror.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Physical Appearance	No	No
2022/01/03	14:14:17	Mm M	YouTube		16	Why did you edit your baby's face to be Instagram 'perfect' , disgusting behaviour	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Content	No	No
2022/01/03	14:13:53	Zoe C	YouTube		11	You Princess Fiona :) are cheap as chips	Negative	Overall Event	Offensive	No		No		No	Not explicit	Yes	Physical Appearance	No	No
2022/01/03	14:06:48	Emily Harrison	YouTube		46	Absolute disgrace. Cancel culture really needs to exist because of people like this. No excuse for racism, homophobia or body shaming tweets, no matter how long ago. You've fooled us all. Appalling.	Negative	Overall Event	Current	Yes	Anger	No		Yes	Not explicit	No		No	No
2022/01/03	14:03:37	Chele5020	YouTube		9	VILE.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	13:35:41	Silly sausage	YouTube		1	L parents	Neutral	Other											
2022/01/03	13:20:17	Mad pup	YouTube		23	All I can say is that I am disappointed and want her to accept that she did that and it was wrong, NO excuses end of. The words she used is unacceptable and disrespectful	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	No		No	No
2022/01/03	12:58:58	Jacqui Connell	YouTube		17	Have none of you so called Angels not ever wondered why she never replies to your comments. She is only interested in the ker ching money not in any of us - been so duped by this pair of fakes, YUK!	Negative	Overall Event	Slang	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/03	12:58:40	janah L	YouTube		10	She is cancelled over here by I and many of my friends. We won't accept any form of racism in 2022. People like her should leave planet 🌏 earth which is our gift from God. People like don't deserve this planet.	Negative	Racism	Slang	Yes	Anger	No		Yes	Not explicit	No		No	No
2022/01/03	12:50:56	Nooneimportantcutiex	YouTube		15	She probably hates her sister kitkat too	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	12:29:49	shereen s	YouTube		14	Unsubscribed	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	Yes

2022/01/03	12:22:10	Oscar Eel	YouTube		15	What is wrong with her eyes ?	Negative	Other											
2022/01/03	11:58:40	Neebz	YouTube		504	Lol she really insulted everyone and everything. Black people, polish, Indians, Scottish people, Chinese people, “foreigners”, fat people, short people gay people and even pregnant people. You’d think that’s that but oh wait let’s not forget animals: cats, dogs, ducks, chickens. How on earth do you come back from all of that? EVERYONE is offended.	Negative	Overall Event	Slang	No		No		No	Not explicit	No		No	No
2022/01/03	11:38:38	RW	YouTube		2	I assume by all the people passing judgement you've never said something you regret? All perfect are we? 10 years ago they were kids, Most of you in the comments couldn't have been very old either, I'm sure you've done stuff you wish you hadn't. But as usual your going to bully the life out of them,	Negative	Overall Event	Current	Yes	Defensive	Yes	Users to stop harassment	No	Not explicit	No		No	No
2022/01/03	11:38:02	Sibs Lawrence	YouTube		23	Polish people, Indian people, Black people, Chinese people, 'Fat' people, Gay people, Foreign people, Pregnant women...it appears no-one was safe from your utterly vile and dehumanising hatred filled views. And the final slap in the face, is your half assed explanation...ending it with 'Have a great New Year'. At this point you just need to stop...	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/03	11:29:08	Sydney G	YouTube		17	Ur done	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03	11:27:53	Blunt Razor	YouTube		6	Flag burners.	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	11:12:36	Zoe F	YouTube		0	you are a beautiful person and don’t let anyone tell you any different, stay strong. Big hugs huni ❤️❤️❤️	Positive	Overall Event	Slang	Yes	Dismiss	No		No	Not explicit	No		No	No
2022/01/03	10:38:23	Jacqui Connell	YouTube		22	You pretend to be so sweet and churlish infact you are a couple of very unpleasant racists. I tell you both I believe in Karma and it will come back and bite you on the arse. For years you have portrayed this perfect little life when all you are doing is lying for money. Vile behaviour from both of you - and for the record stop leaving your dogs alone for hours on end !! I have seen it in the garden piles of dog poo never cleared up!!	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No

2022/01/03	10:24:50	luke blah	YouTube		18	Un sub for life I hate racists people	Negative	Racism	Slang	Yes	Anger	No		No	Not explicit	Yes	Personality	No	Yes
2022/01/03	10:24:40	EvieLee300	YouTube		20	You were old enough to know right and wrong back then... But am I surprised... Errrrr sadly not!	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	10:17:53	Laila	YouTube		536	As a black Muslim woman who has followed you for the past 4 years or so. What makes you think you are better than anyone else?? I hope you learn from this and address your issues. I am truly shocked at the tweets.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	10:10:00	Joanna Joshua	YouTube		19	Urghhh 🤮🤮🤮	Negative	Overall Event	Emojis	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03	09:56:11	Jessica Thomas	YouTube		20	Pending to be someone that you're not on social media. Hate the people like you just get away with it. For that I unfollow bye	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/03	09:45:27	Molly	YouTube		23	Your tweets are disgusting. You want your job to be seen as a normal job so you should be held accountable like you would be in a normal job. If this was a normal job you'd be sacked if tweets like this were uncovered, even if the tweets were 10 years old. Just because they were 10 years ago and you say you've changed doesn't mean these should be dismissed, as they wouldn't be in a normal job. You clearly don't care no sorry in that "apology" at all and your sitting commenting on other people's instagrams pictures without a care in the world. Deleting everything as damage control. If you really cared there would've been a proper apology in the first place and you'd really be taking a break from socials but your not. Too busy commenting on others instagrams and deleting every comment you see. Truth clearly hurts you too much	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/03	08:39:54	Laura	YouTube		212	Elle's favourite shop.... 'The White Company'	Negative	Racism	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/03	08:00:48	Dannib	YouTube		65	"Why do foreign people follow me, I don't speak your grunts, meatheads" 😳 wow, absolutely shocking	Negative	Racism	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	06:03:02	Regina Williams	YouTube		0	The tradition I started with my children was a Hallmark Baby's First Christmas ornament. I then did it for all 17 of my grandchildren and then this Christmas I bought one for my first great grandchild.	Neutral	Other											
2022/01/03	05:55:53	CRYSTAL HEMANS	YouTube		13	The tweets on twitter wow 😱😱😱	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No

2022/01/03	04:08:24	Cheyenne Star	YouTube		14	Oh no oh no ell 2022 is going down hill for u, and for ur little boy saint, well such a shame his mother wasn't a saint , gonna hit you hard this HUN xxx	Negative	Overall Event	Slang	No		No		No	Not explicit	No		No	No
2022/01/03	03:06:38	Peachy x	YouTube		29	Why are you commenting on peoples pictures like nothing is happening??? You're actually fucked🤨🤨🤨🤨	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	02:41:25	Lucyyy Rose	YouTube		33	Brands need to drop her for her behaviour & tweets.	Negative	Overall Event	Current	No		Yes	Brands to stop collabing	No	Not explicit	No		No	No
2022/01/03	01:14:40	Victoria	YouTube		39	17 may be young, but it's old enough to know better. And the fact that she has blocked comments on instagram after what is probably the most disingenuous 'apology' suggests that maybe her views haven't changed at all. i don't mean to spout negativity but this is beyond disappointing.	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	No		No	No
2022/01/03	01:12:35	c	YouTube		71	if only I could take back the time I spent watching your videos😎😎😎	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	01:10:48	Molly Harrison	YouTube		21	I've seen ppl put up bad tweets but Jesus Christ you are vile, u don't deserve such a beautiful baby and I hope Katie sees how sick u was behind her back.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/03	00:59:14	Jessy Kamau	YouTube		27	Just sorry you got caught, your apology was trash.	Negative	Overall Event	Slang	No		No		No	Does not accept	No		No	No
2022/01/03	00:43:00	Rebecca Lennon	YouTube		31	Supported you for years and now I'm so disgusted and disappointed by your actions, you've let a lot of people down! Unforgivable.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/03	00:36:21	L U	YouTube		27	Unfollowed	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	Yes
2022/01/03	00:03:34	Ashley	YouTube		42	The sheer no. of vile tweets attacking every minority possible is despicable. If you had truly changed you would've addressed it on here as well instead of trying to do damage control and act as if you did not cause the immense pain you did. Shame on you.	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/03	00:01:10	Laura Bowers	YouTube		102	When I first saw the apology Elle posted on her Instagram I wondered what the heck had gone on? When I read it was old tweets from years ago I thought ok she was a child then and people do learn and grow..but it isn't just one tweet it's several and they are all absolutely vile. From racism to calling pregnant women ugly to talking about harming animals I honestly don't get it Elle.	Negative	Overall Event	Slang	Yes	Upset	No		No	Does not accept	Yes	Personality	No	Yes

						As I thought you was a lovely kind hearted person and I have been watching your videos for awhile now and like everybody else I feel rather fooled. I know life is about growth and we all learn and educate ourselves as we get older but I could never imagine as a teen behaving that way and posting hurtful and damaging words for the world to see. I find it strange it's never been addressed before. Only because it's come to light from old tweets being shared suddenly you apologise. It just doesn't seem to cut it. I don't follow and look up to many YouTubers but you used to be one of them. Sadly I just can't anymore I am unfollowing and I think I won't be alone in that thought.												
2022/01/03		holxlittlefield	Brand Instagram		11	Clearly forgot to turn her comments off on here, what absolute disgrace, can't believe it's from her and Connor aswell vile 🤢🤮	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03		kayleighpottssx	Brand Instagram		11	100's of vile tweets. Time does not condone your actions.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03		maddypants117	Brand Instagram		11	A couple of silly, misguided tweets in your teens is one thing, BUT you all made it your mission to just be hateful! Like...literally sat up there like "Hmm...what group am I going to say something disgusting about today?" Like what in the heck was wrong with you guys?!!!? There's truly no excuse. Even if you guys aren't those people anymore, it's so disgusting you don't deserve support being influencers. Go get some other job but this is OVER. Smh	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/03		frankienew5	Brand Instagram		27	Just giving my two cents here. The 'apology' released by Elle has just added salt to the wound. To say her and Con were going through old stuff cuz they were feeling reflective over new year is crap! They got caught out! Or are you telling me they found these tweets and decided to publish them for all to see? I don't think so 😂 Be honest! Own your mistakes. Or at least actually say sorry! None of which was done. That unfortunately made me lose any amount of respect I had left for Elle and Con. The amount of hate directed in so many avenues by Elle is concerning. Really nasty tweets aimed at Indians, Polish, Chinese, overweight people, gay people, and even her own Mum, sister and pet cat. I expect the Angelle Collection brand will continue as it's literally run by Elle and Con, not a collab	Negative	Overall Event	Slang	Yes	Upset	No		No	Does not accept	Yes	Personality	No	No

						or partner deal, of which I assume a lot will be ended with the pair of them. However, perhaps the name will need a rethink as Angels they're not.													
2022/01/03		hannahconnorx_	Brand Instagram		10	Probably not the right time to say but my order still hasn't been dispatched and it's been 8 days :(	Negative	Other											
2022/01/03		elliewooods	Brand Instagram		24	Just waiting for the crying apology video now 🤢	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/03		fsh_slimming_world	Brand Instagram		12	Shouldn't an apology say the word sorry in it?!	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/03		marisecushnahan	Brand Instagram		0	@lara_cushnahan	Neutral	Other											
2022/01/03		emilyyredpath	Brand Instagram		0	@louiseami_ omg read the comments....	Neutral	Other											
2022/01/03		_ebonyrosemakeupartistry_	Brand Instagram		0	@james_parsons95	Neutral	Other											
2022/01/03		chlogallimore	Brand Instagram		0	@lydiathorleyx comments	Neutral	Other											
2022/01/03		josieschofield_	Brand Instagram		0	@caitlinemily88	Neutral	Other											
2022/01/04	23:55:05	@laylaxdass	Twitter	1	57	The things Elle Darby & Connor Swift said were beyond disappointing. But instead of sending them nasty messages, let's unfollow. Mental health is so so important no matter what. #elledarby #elledarbytweetshttps://t.co/zXZpRmsjcF	Negative	Overall Event	Current	Yes	Upset	Yes	Followers to stop following	No	Not explicit	No		No	No
2022/01/04	23:50:10	@onewingedjulian	Twitter	1	4	I think people have for some reason taken Elle darby comments as a bit racist 🙄 #elledarby #elledarbyracist... https://t.co/DAa8F3gfFo	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	23:44:49	@phoenix_c15	Twitter	30	84	#hollyboon @BoonHolly whilst on topic let's just not forget this little piss worm #elledarby #connorswift #racist #Influencers #wowhttps://t.co/4ml672lf04	Negative	Other											
2022/01/04	23:42:30	@Rhyslennon7821	Twitter	0	7	can't watch #elledarby now without seeing who she truely is, shame it had to resurface after so long but i'm glad we finally get to see her true colours https://t.co/7rw41zRRvv	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	23:41:15	@leivers_wendy	Twitter	0	21	gorgeous gorgeous girls never watched #elledarby in the first place <3	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No

						#connorswift #elledarby https://t.co/7qEJWY9OMQ													
2022/01/04	23:40:22	@Rhyslennon7821	Twitter	0	12	#elledarby has probably just given us the worst apology i've ever seen, "i've had to record it so many times because it wasn't good enough" not good enough because you didn't act sorry enough? sounds about white https://t.co/pdvzRdpDXk	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	23:39:02	@Rhyslennon7821	Twitter	0	12	Can say one thing, people who are using the excuse "she was young" for #elledarby being racist are no better. I'm 16 now and can quite frankly say i've never once thought of even saying anything like that about any race and just like elle i am 100% white. https://t.co/B3ShmSeTW5	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	23:35:43	@phoenix_c15	Twitter	0	4	ahhh God forbid someone comes for u online babes 🤡 bullied yeah? this didn't age well 🤡 #hypocrite #racist #disgusting #elledarby #connorswift https://t.co/8s3M2XvA9z	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	23:32:23	@Amesbaby	Twitter	1	12	These vile, disgusting and racist tweets by Elle Darby and Connor Swift make me sick! This just goes to show that SOME Youtubers are fake as fuck in front of a camera! Cancel them!!🤬 https://t.co/MWTkma1z9w	Negative	Overall Event	Slang	Yes	Anger	Yes	Stop supporting her	Yes	Not explicit	Yes	Personality	No	No
2022/01/04	23:31:14	@LaurenTD__	Twitter	0	6	Despite absolutely everything, please remember, ✨MENTAL HEALTH✨ is a real thing. As we are all very aware, WORDS &tweets can do a lot of damage... Remember there's a young family behind all of this, there's a baby to think about. Just please think before you post #elledarby https://t.co/PPt3qMA5GV	Neutral	Overall Event	Current	Yes	Defensive	Yes	Users to stop harassment	No	Not explicit	No		No	No
2022/01/04	23:26:52	@trapbunnibubs	Twitter	0	8	PSA do not watch the 'apology' video on her channel as she will further monetise on it. Save yourself 3 mins. It'sbasically her saying she's sad she looks bad. Boo hoo #elledarby #elledarbytweets https://t.co/D3wzUh5039	Negative	Overall Event	Slang	No		No		No	Not explicit	No		No	No
2022/01/04	23:16:55	@emmaburnx	Twitter	0	8	#elledarbytweets #elledarby #connorswift https://t.co/RdIgS65tz5 *text in image*	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	Yes
2022/01/04	23:10:46	@josie_ibbo	Twitter	0	2	If she had done the work to change then she would've deleted the tweets (rightly or wrongly) sorry but the severity of them mean it is a LOT of work that will have been needed, and I don't believe that she would've forgot they were there or deliberately left them up #elledarby https://t.co/cZ8u1G2GeH	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No

2022/01/04	23:04:42	@getexposed22	Twitter	15	136	Elle Darby has changed has she?? #elledarby #elledarbytweets https://t.co/SHY6AQGP7c *person personal experience*	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	23:02:24	@lia_rev	Twitter	0	3	But what did the cat do?? #elledarby	Negative	Animal Abuse	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	23:01:13	@aleaha_morgan	Twitter	0	6	#elledarby saffron barker has unfollowed her now ooooooo	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	22:54:33	@Teganxgould	Twitter	3	76	not my TikTok getting removed that's hilarious #elledarby #connorswift https://t.co/vLmjNSAACb	Positive	Other											
2022/01/04	22:53:08	@getexposed22	Twitter	3	57	Elle Darby DM'd carmie I'm dead #elledarby https://t.co/gGX79RqJCM	Positive	Other											
2022/01/04	22:53:06	@realshannono	Twitter	0	16	The Elle Darby & Connor Swift tweets are vile and if you're actually sticking up for her saying "it's just a mistake" then you're literally just as bad #elledarby https://t.co/t4XzPc7mG7	Negative	Overall Event	Current	Yes	Anger	Yes	Users to stop defending Elle	No	Not explicit	No		No	No
2022/01/04	22:48:50	@yourxeli	Twitter	0	14	Okay, I'm not done yet. Why do I feel we're still only scratching the surface? #elledarby https://t.co/0jCXgRGqdZ	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	22:39:56	@loz_ashleighxo	Twitter	0	6	I knew there was something I didn't like about #elledarby never been interested to watch her shit and this confirms it x	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	22:30:12	@honeybabydarlan	Twitter	0	2	#elledarby what a P L O N K E R	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	22:19:17	@RayneBlack78	Twitter	1	14	How can 14k people like this video What's the heck is wrong with you.#elledarby https://t.co/BWiT9u1sSW	Negative	Overall Event	Slang	No		Yes	Stop supporting her	No	Not explicit	No		No	No
2022/01/04	22:16:31	@ChloeWardle99	Twitter	0	29	after watching Elle Darby video I truly believe she is most definitely not sorry, she's sorry she got caught out. A mistake is when you do it once it's a choice more than once. #elledarbyhttps://t.co/AevMboFIDV	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	22:16:26	@PebblesSummers_	Twitter	1	5	Bye angel #elledarby https://t.co/KHY8jWwQ3W	Negative	Overall Event	Current	Yes	Ridicule	No		No	Does not accept	No		No	No
2022/01/04	22:15:05	@realshannono	Twitter	3	37	I feel sorry for anyone who actually believes Elle Darby has posted an apology video for any other reason than to save her career. #elledarby I personally don't think there no way of coming back from this https://t.co/t3bBJ5MZA6	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	22:02:43	@xxChloeflynn	Twitter	0	5	Where was con in the apology video as meaningless and pathetic the apology was he's done just the same ?#elledarby	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No

2022/01/04	22:01:38	@getexposed22	Twitter	0	0	ELLE DARBY | ELLE DARBY LYING AGAIN! https://t.co/oKr6yNeK4C via @YouTube this girl just lies! #elledarby Elle Darby is a scumbag.	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	Yes	Personality	Yes	No
2022/01/04	21:54:19	@Jess82811942	Twitter	0	15	I am baffled that #elledarby posted hate so much that she managed to offend everyone in the world that isn't thin and white... she even dragged her mum, nan and cat into it. What a disgrace. https://t.co/fnwSHp7pai	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	21:54:19	@Ese_96OA	Twitter	0	0	#ElleDarby https://t.co/YC6m0fCRtb	Neutral	Other											
2022/01/04	21:51:40	@Tylerjayeobrien	Twitter	2	29	I'm far too invested in the Elle Darby comments that I broke dry jan, said to the boyfriend pour me a glass of wine hun #elledarby	Neutral	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	21:48:53	@AdamHowells21	Twitter	1	7	Looking into the #elledarby trend to see what she's said https://t.co/mGXPTKTgMn	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	21:38:57	@anna_sanders_97	Twitter	10	177	The fact it takes me longer to read her racist and derogatory tweets than it does to listen to her apology video is appalling. #elledarby #elledarbyleakedtweetshttps://t.co/IgeLYWQfHY	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	21:35:24	@MotheringH	Twitter	0	1	Elle Darby's apology video: what are your thoughts? #elledarby	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	21:34:21	@ThatoFox	Twitter	0	11	Why do Wypipo need to learn better and grow over time, to not be racist ?!!! what utter garbage is that ... #elledarby	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	21:33:16	@ellasmummy9	Twitter	0	31	She needs to remove BLM highlight off Instagram right now #elledarby https://t.co/S5AvgiE64M	Negative	Racism	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/04	21:18:28	@ellasmummy9	Twitter	0	15	If elle truly changed after those tweets & didn't say anything like that since getting a platform, why has she deleted a ton of Instagram posts, videos AND her whole Twitter account? Why not leave it all up for everyone to see that you 'changed' I CALL BULLSHIT #elledarby https://t.co/mkHSVSxXVk	Negative	Overall Event	Offensive	No		No		No	Not explicit	No		No	No
2022/01/04	21:18:27	@fifi1234321	Twitter	1	22	HELLLPPP HAHAHAHAHAHA #elledarby https://t.co/bWmCjQ1FlH	Negative	Overall Event	Slang	No		No		No	Not explicit	No		Yes	No
2022/01/04	21:16:10	@hattie_may	Twitter	1	14	Ban Elle and Conner from Instagram and YouTube. Racists shouldn't be allowed to make money from social media #elledarby	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	21:14:37	@couxrtnexx	Twitter	0	5	i am completely and utterly shocked at the response these tweets have had. in2011 that was said then and now look what's being said now.their actions has caused alot of hurt to each and everyone in the community but look at the hate your giving	Negative	Overall Event	Current	Yes	Defensive	Yes	Users to stop harassment	No	Not explicit	No		No	No

						towards a coupe/family #elledarbyhttps://t.co/IAk2uhyIlj													
2022/01/04	21:12:26	@savannamariex	Twitter	0	14	elle darby's apology video was utter shit. #elledarby	Negative	Overall Event	Offensive	No		No		No	Does not accept	No		No	No
2022/01/04	21:07:32	@GuraLicious	Twitter	0	20	"This bus is sweaty and stinks of Indians" wow Elle Darby, exactly how did you get your influencer title? #elledarby	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	21:07:21	@Shooting_Bambi	Twitter	0	12	If you're thinking that Elle's video doesn't sound like her, that's because who you usually watch is a fake. If you're thinking she sounds angry, it's because she isn't sincere. This is her, and as you can see she's still as poisonous and cold as those old remarks. #elledarby https://t.co/OvkejxDG6D	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	Yes	Personality	No	No
2022/01/04	21:07:18	@carinabigbutt	Twitter	1	12	All these girls that were obsessed with Elle Darby are mute now and it shows 💀💀 #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	21:06:05	@XchloeGjonesX	Twitter	2	12	Elle Darbys apology video is honestly pathetic - she wasn't sorry in the slightest and the tone in her voice she sounded more angry at the fact she's been sussed out who she really is behind doors, embarrassing #elledarby #elledarbyracist https://t.co/xPVxpzXLno	Negative	Overall Event	Slang	Yes	Anger	No		No	Does not accept	Yes	Personality	No	No
2022/01/04	21:05:28	@apaya_aa	Twitter	0	8	So disappointing to see that so many people are still following #elledarby. At the age of 16, my friends & I knew better. It is completely unacceptable. Yes, people make mistakes but there is a clear pattern to be seen from the racism, homophobia, fatphobia etc.. https://t.co/yud58VUeZH	Negative	Overall Event	Current	Yes	Anger	Yes	Followers to stop following	No	Not explicit	No		No	No
2022/01/04	21:02:22	@ellasmummy9	Twitter	0	10	Can we please talk about how the entire 'apology' video was how she felt & not all these people she offended :/ #elledarby #elledarbytweets elle Darbyhttps://t.co/zOvbvIRgVc	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	21:00:31	@lunega3010	Twitter	0	2	This is the same girl that was supporting BLM Movement. Disappointed is not even the right word. #elledarby https://t.co/yJ3ywJ98Ne	Negative	Racism	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	20:58:40	@Pringster78	Twitter	0	15	When will people wake up to all these YouTube influencers who are fake and awful They always get called out eventually #elledarby	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	20:58:16	@Shooting_Bambi	Twitter	0	4	Elle's so-called apology is not acceptable. This is only happening because her management prompted her & she's	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	No		No	No

						only “sorry” because she has a substantial mortgage to pay. I cannot fathom how anyone in the targeted groups must be feeling especially if they supported her #elledarby https://t.co/FapsiplL63													
2022/01/04	20:56:08	@RyanKirk96	Twitter	0	9	A day of apologies. #Lukaku #elledarby https://t.co/sAaGGEL4nJ	Neutral	Other											
2022/01/04	20:52:57	@francescajayne_	Twitter	0	4	As usual, fiat 500 white girl Twitter, who have never been affected by racism a day in their lives, deem that time erases racism. I forgot that racism dilutes as the years go on and after a decade, it’s so diluted it doesn’t even matter anymore. Silly me. #ElleDarbyhttps://t.co/Zqv0HeH7Qp	Negative	Racism	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/04	20:52:39	@nicnachad	Twitter	0	35	I cannot actually believe the sheer amount of girls sticking up for Elle Darby, embarrassing #elledarby	Negative	Overall Event	Current	No		Yes	Users to stop defending Elle	No	Not explicit	No		No	No
2022/01/04	20:51:19	@victoria_jhen	Twitter	0	14	Elle Darby’s 3:40 second apology video on her youtube is the most pathetic thing i’ve ever fucking seen😂😂😂 don’t be scared switch the comments on 👀 https://t.co/AZtPOBpZCQ	Negative	Overall Event	Offensive	No		No		No	Does not accept	No		No	No
2022/01/04	20:48:39	@sophielewis_0	Twitter	0	4	i swear she used to be fat? #elledarby https://t.co/WAsw4QPCtP	Negative	Overall Event	Current	No		No		No	Not explicit	Yes	Physical Appearance	No	No
2022/01/04	20:44:49	@miaeiscool	Twitter	0	0	shes sorry #elledarby https://t.co/K4A76f2wwi	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	20:43:06	@_chloelouisew	Twitter	0	10	quite sad bcos I looked up to Elle Darby a lot with her bereavement and loosing her mum etc but now to see what’s coming out I’m rather shocked to say the least #elledarby https://t.co/VHrus2OCUk	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	20:42:04	@Leah07877312	Twitter	0	9	The apology video is probably one of the worst I have ever seen #ElleDarby #connorswift https://t.co/tgfwBTg4bc	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	20:39:13	@LucyCook8	Twitter	0	1	This #elledarby situation is crazy, mad what people and that can dig after a decade :(should have never have been said from either of them!	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	20:37:37	@charhb_	Twitter	0	5	The most insincere ‘apology’ ever made. She seemed like she was angry she had to apologise and that it was such a chore for her. No remorse whatsoever #elledarby https://t.co/mMe1XQZLef	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No

2022/01/04	20:31:29	@beetayljuice	Twitter	0	1	I'm sorry but I need to know more about this too 😬! #elledarby https://t.co/nmgj4KnGKc	Negative	Other											
2022/01/04	20:30:40	@JoeMarr09592672	Twitter	2	7	@ellenordarby your career finished now you vile racist & homophobic Pig 🐸🐸🐸 #vile #elledarbytweets #elledarby... https://t.co/HNHi381jAH	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	20:26:30	@AthollMills	Twitter	0	13	When someone's apology video is more them talking about how they're sad that peoples opinions of them have changed and not about what they've actually done, it's not really that much of an apology is it 🤷‍♂️ #elledarby https://t.co/RkJ7SiITdM	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	20:26:22	@xoliviacostax	Twitter	0	3	😂😂😂😂 dying this is a must watch https://t.co/0CzleuTFwG #elledarby	Positive	Overall Event	Slang	No		No		No	Not explicit	No		Yes	No
2022/01/04	20:11:06	@TaraLJones93	Twitter	1	8	#elledarby showed no compassion at all in that video. She's not sorry. She's just sorry she got caught and her "career" is down the toilet 🙄 https://t.co/NdGtUglXcR	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	20:10:14	@Amimarie066	Twitter	0	7	Everyone thinks they've been following Cady Heron but she was actually Regina George the whole time. Jokes aside,ew. Racism, fat, shaming, homophobia? That definitely does not pass the vibe check. Disgusting. Might be time to find a new job #elledarby https://t.co/sFPPuoRJfP	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	19:58:43	@MyDamnOpinion20	Twitter	0	2	It's funny how these idiots said "we were shocked to find". Well I was shocked to find that yous still have a platfform. The fact that they made disgusting comments so confidently. Aye delete as many videos as yous like because that won't make a difference #elledarby #connorswift https://t.co/S3ujLOvnEj	Negative	Overall Event	Offensive	Yes	Anger	Yes	Elle to give up on platform/platform to be taken away	No	Not explicit	Yes	Personality	No	No
2022/01/04	19:58:10	@cole1_dani	Twitter	1	6	That apology though 🙄 #elledarby https://t.co/hdMZ15sP1t	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	19:47:02	@katiel997	Twitter	1	3	#elledarby https://t.co/pkzgy7488H	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/04	19:46:57	@MUhamma39644382	Twitter	0	0	ELLE DARBY APOLOGY VIDEO - Elle Darby has released an apology video rega https://t.co/1ma4V2yF7h via @YouTube... https://t.co/MgNPA4rJWd	Neutral	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/04	19:35:37	@adele_wn	Twitter	1	4	Ok but who is #elledarby ?	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No

2022/01/04	19:30:44	@icare_maybe	Twitter	0	9	That apology is so hollow and not sincere at all. You're not sorry at all, only because you were caught. #elledarby	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	19:25:46	@nothappymon	Twitter	0	8	Who is #elledarby and why does she hate me (I'm Polish) ?	Negative	Racism	Current	No		No		No	Not explicit	No		No	No
2022/01/04	19:21:33	@starrxreal	Twitter	0	9	no way #elledarby https://t.co/8Eg7cOfPBr	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/04	19:09:34	@GamerytRelaxed	Twitter	0	0	She isn't SORRY #elledarby #elledarbytweets #ellesdarbyssorryvideo https://t.co/4s1EsyXmvP	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	19:06:16	@JFeetzz	Twitter	0	4	I don't necessarily believe in 'cancel culture'. I do however believe in taking ownership & having accountability. The apology was inevitable but having watched it, it seems #ElleDarby has owned up to her shit & is actually sorry. She now needs to accept the public's reaction.https://t.co/PAJZQGM7Gf	Negative	Overall Event	Current	No		No		Yes	Accept	No		No	No
2022/01/04	19:01:23	@needmygw	Twitter	0	9	"But it was 10 years ago" okayyyyyy??? And 10 years ago they weren't held responsible for being racist so now they are😎 she only has this volume of comments coming in cos of of the platform she has, that she built, knowing she'd made those tweets already #elledarbyhttps://t.co/R4QRLbGdCk	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	18:59:29	@sophhh141	Twitter	2	13	Also, I really wanna hear more details of Connor cheating on elle, like really?? #elledarby	Negative	Other											
2022/01/04	18:54:51	@Sarah_JasminCS	Twitter	0	10	Emphasising that it was 10 years ago as if it makes the tweets seem less vile? At 17, you were still old enough to know what you're writing and posting. #elledarbyhttps://t.co/sfKSJ58yMT	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/04	18:49:16	@dannylax80	Twitter	0	3	People keep saying she has grown and change, what made her change her behaviour without intervention ⁉️ #elledarby #lgbtq #LGBTQIAvisibility https://t.co/7iAs1RmVb1	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	18:48:01	@Gemma72598061	Twitter	0	9	Can we all just spare a thought for poor Herbie and Hector too... no one seems to be bringing up the fact their evil owner once wished a poor innocent cat to get run over!! #elledarby #saveherbieandhector https://t.co/U1xxANn67d	Negative	Animal Abuse	Current	Yes	Upset	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	18:47:50	@just_rochxx	Twitter	0	4	LOL I'm sorry ain't gonna cut it Elle that video sounded so fake mannn #elledarby	Negative	Overall Event	Slang	No		No		No	Does not accept	No		No	No

2022/01/04	18:45:38	@olive89282201	Twitter	1	15	Oh Elle Darby...got to stay for the dream wedding though haven't you. #elledarby https://t.co/gy0ipq6V5X	Negative	Other											
2022/01/04	18:44:40	@Gemma72598061	Twitter	0	6	#elledarby why does your apology video come across as if your angry!? It's very blunt, no empathy at al... what is it Angry you've been forced to say sorry!? Angry because you've been caught out!? Or, Angry because your son will grow up seeing you for what you are!? #racisthttps://t.co/skBAhCudi2	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	Yes	Personality	No	No
2022/01/04	18:43:33	@harrietmiax	Twitter	2	21	Sorry I find it so ironic that Elle Darby posts 'an apology' when her management have just gone back to work after the festive season 👏👏👏 #elledarbyhttps://t.co/O6sdu8PZy1	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	18:42:46	@sarah42035043	Twitter	1	3	Seemed a very scripted, insincere apology and where was connors apology #elledarby	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	18:42:07	@LaurenTD__	Twitter	4	58	Hear me out: yes, #elledarby & #connorswift's tweets are horrifically disgusting, BUT, do you really think that giving them and their family abuse is any better?! ✨DO BETTER✨ or you're just as bad. Don't address hatred with more hatred! 😮‍💨 https://t.co/jLsIvzD9je	Negative	Overall Event	Current	Yes	Anger	Yes	Users to stop harassment	No	Not explicit	No		No	No
2022/01/04	18:42:04	@raymondlawson01	Twitter	0	3	Going off Elle Darby's logic here, because slavery was 10 plus years ago we should apparently just all forgive and and forget. Lol! Doesn't cut it! #elledarby #CancelCulturehttps://t.co/tWWRvTq8ig	Negative	Overall Event	Slang	No		No		Yes	Does not accept	No		No	No
2022/01/04	18:42:01	@harrietmiax	Twitter	0	9	Sorry you got caught and your influencer career is over ✊ #elledarby https://t.co/C76ffFPr7D	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	18:38:40	@tz_manutd	Twitter	0	2	16 years old in some cases are charged and jailed as adults #elledarby https://t.co/iEFsl3ZAor	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	18:36:40	@jj3ss1ca	Twitter	0	8	#elledarby https://t.co/HhzL7cjOUj	Negative	Overall Event	Current	No		No		No	Not explicit	Yes	Personality	Yes	No
2022/01/04	18:35:16	@ODante101	Twitter	1	15	It's starts at home... no one is born racist #elledarbytweets #elledarby https://t.co/E6uWbxxGdH	Negative	Racism	Current	No		No		No	Not explicit	Yes	Personality	No	No
2022/01/04	18:32:47	@urfavauntiebubs	Twitter	0	4	"I've tried to film this video so many times..." Grey hoodie Only face makeup Girl > woman patter Time offline to ""further reflect" skskskks	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No

						Every influencer apology ever. #elledarby #apology https://t.co/Vxj2oBozG3													
2022/01/04	18:29:20	@Sarah_JasminCS	Twitter	1	6	#elledarby was really tweeting racist and homophobic tweets when I was writing facebook posts about eating doritos at sleepovers	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	18:24:54	@LizzieArkell	Twitter	0	4	Talk about the tolerance you have supposedly learnt, talk about what you'll do to educate yourself and your family further, talk about where it came from. "Sorry, I'm coming offline for a bit" is a cut and run! #ElleDarbyhttps://t.co/a6HkO2wxNO	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	18:21:39	@rsx661	Twitter	0	18	worst apology ever sjsjjsjs she doesn't gaf she's just mad she got caught #elledarby https://t.co/ptXD0uZxqL	Negative	Overall Event	Offensive	No		No		No	Does not accept	No		No	No
2022/01/04	18:17:01	@ElishaJB_	Twitter	0	14	You can't even have an opinion on here without being abused😁 just exactly the point I proved in my tweet I had to delete. People make mistakes in their past and say things they shouldn't, doesn't mean they don't grow and become more educated and regret what they did! #elledarbyhttps://t.co/1CSPiMtmv7	Negative	Overall Event	Current	Yes	Defensive	No		No	Not explicit	No		No	No
2022/01/04	18:11:57	@harrietmiax	Twitter	6	69	why the fk would is elle darby wearing a 'adulthood - would not recommend' jumper for an apology video 😁 #elledarby https://t.co/BPSbT2moXq	Negative	Overall Event	Offensive	No		No		No	Not explicit	No		No	No
2022/01/04	18:11:51	@Sarah_JasminCS	Twitter	1	13	It's the total lack of remorse and guilt for me #elledarby https://t.co/v7sC1tXMhX	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	18:11:35	@elieshakay_x	Twitter	9	205	Was it just me or did Elle darby's apology video sound like the girls who used to bully you in school then once caught out HAD to apologise to you so they could get out of isolation or some shit, still that shady tone to their voice 😁 #elledarbyhttps://t.co/31iSawlb3N	Negative	Overall Event	Slang	No		No		No	Does not accept	No		No	No
2022/01/04	18:08:58	@ronnicya	Twitter	1	7	This is one of the worst fake YT apologies 😁 You're not meant to put on makeup, Elle! And you didn't even fake cry or sniffle! The essay that your publicist put together sounds too manufactured, at least take some pauses between your sentences! #elledarby https://t.co/xPUdhSXxzo	Negative	Overall Event	Slang	No		No		No	Does not accept	No		No	No
2022/01/04	18:06:01	@chloemily05	Twitter	0	5	Genuinely felt more emotion from Connors written statement than I did Elle's video 🙂 #elledarby	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No

2022/01/04	18:04:06	@BerniebagzE20	Twitter	0	7	I'm sorry but saying a whole lot of racist shit when you weren't even that young, doesn't matter how many years ago, , is unacceptable and these type of people don't deserve a platform. #elledarby https://t.co/IuSy86wJ3C	Negative	Racism	Offensive	No		No		No	Does not accept	No		No	No
2022/01/04	18:03:14	@millysout	Twitter	0	7	this Elle Darby situation proves that you never know who people really are. I was a big fan, but I'm now unfollowing😔 #elledarby	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/04	18:02:53	@HemingtonJj	Twitter	1	6	Elle Darby VILE tweets & apology... https://t.co/C4aR5e9baA via @YouTube @GUHDEHPHILLIPP hit the nail on the head #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/04	18:00:09	@zawenaeb	Twitter	0	60	Why does Elle Darby seem so angry and pissed off in her apology video? Almost like she's annoyed she's been dragged into the light for everyone to see what type of person she really has always been. #elledarby https://t.co/5d4EI5u6sh	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	17:52:01	@ind13_xx	Twitter	0	9	Well that was the shittest apology ever🤦🏽‍♀️ I was expecting crocodile tears but instead she looks completely unbothered. #elledarby	Negative	Overall Event	Offensive	No		No		No	Does not accept	No		No	No
2022/01/04	17:49:22	@emilyhes25	Twitter	2	23	A 4 mim, insincere video which mainly consists of her repeating the words "i..i...i" is not acceptable. Seen more emotion from her talking a cuppa tea. Ps. Open up the comments section & actually listen to your following, if you genuinely want to learn from this. #elledarby https://t.co/LAsfhchcaT	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	17:49:18	@hl_richards	Twitter	0	9	I'm generally not a fan of cancelling people for things they said when they were teenagers but this is inexcusable This was just as bad in 2011 as it is now and at 16 she should have for sure known better. Hopefully another "influencers" career is over. #ElleDarby https://t.co/5p80Y7CsgD	Negative	Overall Event	Current	Yes	Anger	No		Yes	Not explicit	No		No	No
2022/01/04	17:47:53	@imogenpost__	Twitter	0	5	All these tweets coming out from #elledarby and #connorswift is absolutely disgusting. The consistency of these tweets and the sheer amount of offensive comments made just have me in disbelief. The fact that these are from a decade ago and you have 'changed' is not a valid excuse https://t.co/Gg0xZbj2V9	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/04	17:45:57	@KatieSandiford_	Twitter	0	18	How does she think a 3 minute video that's all "me me me" and hiding away again will help. Girl own up to your actions rather than	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No

						blaming your 16y/o self who you pretty much claim isn't you #elledarby 😬 https://t.co/4aK535shMO													
2022/01/04	17:44:32	@ellasmummy9	Twitter	0	3	also where is Connor that motherfuckers tweets were probably worse!!! #connorswift #elledarby	Negative	Other											
2022/01/04	17:44:00	@amyrebeccatweet	Twitter	0	8	The blueprint for apology videos really is just having no make up on, grey hoodie, in a kitchen #elledarby	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	17:39:42	@_k3l__	Twitter	0	12	The lack of remorse and apology for anyone but herself is embarrassing #elledarby	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	17:36:21	@ellasmummy9	Twitter	0	2	People who got hurt will never forget, everyone who's still going to support her after this your just as bad as her #elledarby	Negative	Overall Event	Current	Yes	Anger	Yes	Stop supporting her	No	Not explicit	Yes	Personality	No	No
2022/01/04	17:35:57	@KatGill1993	Twitter	0	2	Wow. Definitely unsubscribing now. #disgraceful #elledarby #connorswift https://t.co/d0xaT2FhYy	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	Yes
2022/01/04	17:35:47	@getexposed22	Twitter	0	16	How can Elle say all her time on YouTube she hopes we can see she's not that person but when the tweets came about she deleted over 100 videos😬 #elledarby https://t.co/sFay1mLbhB	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	17:34:17	@GeorgiaRose_JLS	Twitter	2	29	How can you sit and say I hope you can see from my YouTube channel I'm not the same person I was 10 years ago when you legit deleted hundreds of videos the last few days? And a racist slur was used in one FIVE years ago!! #elledarby https://t.co/36KvudVCWo	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	17:32:34	@__kel21	Twitter	1	31	Seen more emotion in one of Elle Darby's haul videos than this apology one. There was no remorse or apology to anyone #elledarby	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	17:32:04	@S_Townsley	Twitter	0	21	Isn't Elle Darby the person that asked/expected freebies and a free stay in a hotel in exchange for her doing publiity for them a few years ago when she didn't have a high following? Knew there was something suss about her! #elledarby https://t.co/08c708Lj5T	Negative	Other											
2022/01/04	17:31:14	@mesh1o	Twitter	0	1	People shouldn't just unfollow on YouTube it should be replicated on YouTube and Instagram... #elledarby #influencerfailure	Negative	Overall Event	Current	No		Yes	Followers to stop following	No	Not explicit	No		No	No
2022/01/04	17:30:10	@ellasmummy9	Twitter	0	9	OPEN YOUR COMMENT SECTION LET PEOPLE BE UPSET AND EXPRESS THERE FEELINGS THATS THE LEAST WE DESERVE #elledarby	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No

2022/01/04	17:28:12	@CarlLam69338090	Twitter	0	11	#elledarby #connorswift “Sorry i was racist but it was 10 years ago”	Negative	Racism	Current	No		No		No	Does not accept	No		No	No
2022/01/04	17:27:58	@getexposed22	Twitter	0	2	ELLE DARBY | ELLE DARBY LYING AGAIN! https://t.co/oKr6yNeK4C via @YouTube #elledarby #ellesorry	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/04	17:26:27	@GeorgiaRose_JLS	Twitter	0	23	Hate how Elle said ‘10 years ago’ so many times and Connor literally wrote it twice in one sentence of his apology So dismissive. Elles video was so emotionless and was all about how SHE felt about the situation never mind how the people she offended feel. #elledarby https://t.co/pdZdhswzP3	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	17:23:10	@SophieBurles14	Twitter	0	7	Elle Darby the influencer who I grew up watching has just been exposed for writing homophobic, racist, fat shaming, tweets when she was 18. What the hell?! https://t.co/cXDmEI1ZKu	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	17:16:00	@sophieleanor96x	Twitter	4	34	Why did she only address the tweets from “10 YeArs AgO” but not the video from 2016 of her turning her nose up to “foreigners” being in the gym not one ounce of emotion and an overly edited video ..#elledarby https://t.co/gLxcyIzfQM	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	17:14:33	@ellasmummy9	Twitter	0	10	She ain’t sorry about nothing she’s sorry she got caught #elledarby	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	17:13:14	@mmeganwalsh	Twitter	3	17	Gorgeous gorgeous girls just aren’t racist ✨ #elledarby	Negative	Racism	Current	No		No		No	Not explicit	Yes	Personality	No	No
2022/01/04	17:13:10	@ellasmummy9	Twitter	1	29	Let’s be honest an apology video was never going to be enough for what has come out, but my god the effort on that 3 min video was 3% #elledarby https://t.co/KQ4VVn0A3t	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	17:10:51	@BethEdgson	Twitter	2	50	More to the point the 3 minute video was edited, if she was truly as sorry as she makes out, she should have made a raw unedited apology video explaining why she made the tweets and how she’s going to change and make up to the people she has hurt #elledarby https://t.co/oK5hfwkKlG	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	17:08:52	@mmeganwalsh	Twitter	1	20	Also shouldn’t she have posted the apology on her other social medias too? I didn’t even know she’d apologised unti… https://t.co/t4yDgRU2kv	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	17:07:46	@xshirleyx05	Twitter	2	26	Gorgeous gorgeous girls unfollow #elledarby ✨	Negative	Overall Event	Current	No		Yes	Followers to stop following	No	Not explicit	No		No	No

2022/01/04	17:07:23	@RetroGamerDave	Twitter	1	9	For them people saying what do people want with an apology well how about telling her viewers she will be shutting down her channel and social media and moving on to become better, if your in a job making them remarks you would be sacked #elledarby https://t.co/iCgIAO1ZaX	Negative	Overall Event	Current	No		Yes	Elle to give up on platform/platform to be taken away	No	Does not accept	No		No	No
2022/01/04	17:06:00	@90Seano	Twitter	0	11	Why doesn't anyone in the spotlight have their social media cleansed? Young footballers, influencers, actors etc..you can literally search historic tweets for "keywords" - and delete any that are offensive. Doesn't solve the issue, but prevents the shit storm. #elledarby https://t.co/IECuZ3hS0C	Negative	Overall Event	Offensive	No		No		No	Not explicit	No		No	No
2022/01/04	17:05:31	@JFray1986	Twitter	0	9	#elledarby Putting an out a clearly edited apology video to try and diffuse the situation....!!😂🤦😂	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	17:04:14	@BethEdgson	Twitter	0	14	After all the tweets that have come to light, we deserved way more than a 3 minute video. She didn't even explain why the tweets where made or even highlight the situation with Conor. #elledarby https://t.co/YnKZaiy3kP	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	17:04:13	@loljoshjones	Twitter	0	7	Oh my god #elledarby is actually finished	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	17:03:42	@aleaha_morgan	Twitter	0	22	#elledarby how's her apology vid already got 4.5k likes WHY ARE PEOPLE LIKING IT	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	16:59:18	@umitzlucy	Twitter	0	13	#elledarby apology video was bullshit it was obviously scripted. She didn't shed one tear or looked sad or infuriated by her actions. She's a racist and fat Phil and homophobic and she will always will be she just will try everything in her power not to admit that. https://t.co/Ro67QSEG0v	Negative	Overall Event	Offensive	Yes	Anger	No		No	Does not accept	Yes	Personality	No	No
2022/01/04	16:59:06	@daisypg2	Twitter	0	22	#elledarby saying she is taking a little bit of time offline loool don't bother coming back babes x https://t.co/6cCeu1DQFK	Negative	Overall Event	Slang	No		Yes	Elle to give up on platform/platform to be taken away	No	Not explicit	No		No	No
2022/01/04	16:58:51	@x_megsmith	Twitter	9	162	Lol sorry what the fuck was that because it definitely wasn't an apology😂 Not a single bit of shame or sincerity and she's already playing victim complaining about the affect this will have on her career :/#elledarbyhttps://t.co/10BDVGkccM	Negative	Overall Event	Offensive	No		No		No	Does not accept	No		No	No
2022/01/04	16:57:18	@ShepperShar	Twitter	0	20	Did anyone else Notice Elle Darby 's jumper that she wore in her so called "Apology" Video #adulthood #elledarby	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No

						#elledarbytweets #elledarbyapology https://t.co/OG00ftblq0													
2022/01/04	16:54:31	@WestwoodandHyde	Twitter	0	0	Mom, I'm FAUXmous #SmallBusiness #jewellery #modelling #influencers #elledarby https://t.co/8zq69i9yJu	Neutral	Other											
2022/01/04	16:53:44	@mmeganwalsh	Twitter	1	14	How is a YouTuber meant to apologise fr? Like what do they have to say and do because I feel like every apology get s shit on so much so I wanna know how they should apologise? Or are we just not forgiving anyone at all??? #elledarbyhttps://t.co/ETedQKrjy3	Negative	Overall Event	Slang	No		No		No	Accept	No		No	No
2022/01/04	16:51:21	@SuntanSuperNaz	Twitter	1	6	That #elledarby apology was terrible 🤦🏾 how fake can you be	Negative	Overall Event	Offensive	No		No		No	Does not accept	No		No	No
2022/01/04	16:50:11	@koe126	Twitter	0	21	I can't lie I think a 5 year old could have apologised better🤔😎 #elledarby #elledarbytweets	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:49:30	@daniemilyx	Twitter	2	41	It wasn't just 1 tweet, or 2, it was so many tweets, that apology video is the most soulless apology video, more worried about losing money #elledarbyhttps://t.co/RgezHMjlHp	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:49:13	@mmeganwalsh	Twitter	8	140	Can we all agree to not come for Elle Darbys son Saint please! Just because someone's parents are shit doesn't mean the child is, some of the things said about him are disgusting!! #elledarby #connorswifthttps://t.co/s9V0oUrxbF	Negative	Overall Event	Slang	No		No		No	Not explicit	Yes	Personality	No	No
2022/01/04	16:40:28	@rosiemcfc	Twitter	0	47	I feel sorry for anyone who actually believes Elle Darby has posted an apology video for any other reason than to save her career. #elledarby https://t.co/2aPwbv8LFE	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:39:12	@IamWhit3Ros3	Twitter	0	12	Clips are edited and sown together. You couldn't just take an honest video of yourself (even Connor if he could be bothered) to sit down and apologize properly. Too much work required from you though I assume? You seem to forget 4 years ago you still had the same mind #elledarby https://t.co/VF8HhKOYIX	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:33:33	@katiel997	Twitter	0	11	Elle Darby shows absolutely no emotion in her "apology" video. She can say sorry as much as she wants but nothing can make up for what she has said. Her followers GAVE her this platform and she's abused it. There are no apologies for being racist/homophobic/fatphobic. #elledarby https://t.co/J2SePaDe8n	Negative	Overall Event	Current	No		No		No	Does not accept	Yes	Personality	No	No

2022/01/04	16:33:19	@IamWhit3Ros3	Twitter	0	3	Harping on and on about how "sorry" you are. Not forced from your shit management to apologize? Conveniently when the holidays are over and it's not a bank holiday anymore? You've already lost Darby. You have lost your sponsorships, contacts, fans who loved you. Quit. #elledarbyhttps://t.co/0IFYY4ylkh	Negative	Overall Event	Offensive	No		Yes	Elle to give up on platform/platform to be taken away	No	Does not accept	No		No	No
2022/01/04	16:33:01	@X_Lauren_Smithy	Twitter	1	5	It's like a Ytbers ritual, they get stunned when found out, they delete the platform the comments where found on. Come out with an "I'm sorry" video.. and hope its all going to go away. Kmt. https://t.co/xLfi2k2OQ9 kiss my teeth = kmt	Negative	Overall Event	Slang	No		No		No	Does not accept	No		No	No
2022/01/04	16:31:20	@kimgoldingx	Twitter	2	24	I don't agree with the things #elledarby has tweeted and in no way do I condone it but no one deserves to be bullied online. Some of the things I have read that people have wrote is disgusting. Doesn't make up for what she has written but give the girl a break she has a baby! https://t.co/r8KsuLIUyv	Negative	Overall Event	Current	Yes	Upset	Yes	Users to stop harassment	No	Does not accept	No		No	No
2022/01/04	16:30:26	@HemingtonJj	Twitter	0	1	I watched it!! ... I could see how embarrassed and irritated she was What people would prefer to see that your actions speak louder than the words ... #elledarby #Brands https://t.co/dY0eN5Kxaw	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:26:32	@getexposed22	Twitter	0	1	ELLE DARBY | ELLE DARBY LYING AGAIN! https://t.co/oKr6yNeK4C via @YouTube #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/04	16:23:14	@X_Lauren_Smithy	Twitter	3	95	Elle Darby isn't sorry. She's sorry because those tweets surfaced. She's sorry because she's getting dropped left right and centre by brands ads. She's losing followers. She's not sorry to you or me. She's embarrassed & sorry to those around her. #elledarby https://t.co/h0mGCmpD05	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:22:37	@xo_liv_iax	Twitter	0	14	'a situation I'll never be able to forgive myself for' like okay?? Elle this isn't about you forgiving yourself! What about the vulnerable groups YOU have offended with your vileness🤢#elledarby https://t.co/iydykESB1z	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/04	16:22:33	@kimgoldingx	Twitter	0	23	Whatever has happened with #elledarby i believe her. She's an amazing mum to her son and has clearly grown up. Ever yone giving her hate is just as bad as the mistakes she has made. Leave her be get on with your own lives! If you don't like her unfollow her	Negative	Overall Event	Current	Yes	Defensive	Yes	Users to stop harassment	No	Accept	No		No	No

						but don't be nasty! ✨ https://t.co/r4bt1rvZBv													
2022/01/04	16:22:27	@IamWhit3Ros3	Twitter	0	16	You're sorry #elledarby ? - You're sorry that your career is over. And you don't have the capacity to save it. You're finished. Connor couldn't even be bothered to be in the video that "took you so long to make" (days later after losing many followers/subs) https://t.co/d9F8T5SaYk	Negative	Overall Event	Slang	No		No		No	Does not accept	No		No	No
2022/01/04	16:15:55	@s0ph__x	Twitter	0	2	#elledarby idk 'your younger self' is kinda redundant when you made those tweets at 16/17. idk like ik we may say some questionable or bad things as teens but at that age you're old enough to recognise not to make such derogatory generalisations and statements about people https://t.co/bwmFGcYqI3	Negative	Overall Event	Slang	No		No		No	Does not accept	No		No	No
2022/01/04	16:15:19	@fairytalemeg	Twitter	3	42	If you watch her "apology" video and believe her you're delusional - that video should go down as one of the fakest apology videos in YouTube's history. #ElleDarby #ConnorSwift https://t.co/tL92oNfCi3	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:13:02	@getexposed22	Twitter	3	32	Wait hollld on. #elledarby is claiming the whole time she's been on YouTube she's not been that person but what's this???? 🐍 this was a YouTube video. https://t.co/QvbOTq7HWz	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:12:29	@kbparrett	Twitter	0	44	You can just imagine her putting the camera down. " so con, want a cuppa? ". She isn't 'sorry'. She's just bothered about her career & money. #elledarby #elledarbytweets https://t.co/SEc0xFUa76	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:11:36	@xo_Melly_xo	Twitter	0	7	#elledarby That "I'm sorry" video just seemed only about herself🤔🤔. She's not really apologising to the people that she hurt	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:11:07	@getexposed22	Twitter	0	1	Where's conman at though??? #elledarby	Neutral	Other											
2022/01/04	16:10:55	@getexposed22	Twitter	0	4	Let the pain eat you up and fuck off #cancelled #elledarby	Negative	Overall Event	Offensive	Yes	Anger	No		Yes	Not explicit	No		No	No
2022/01/04	16:10:54	@kbparrett	Twitter	1	30	The words "my younger self" shouldn't have been used. It's "I". You're still the same person. #elledarby #elledarbytweets	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:09:54	@belle_lyonn	Twitter	0	12	She's sorry to her followers that she's let them down, she's not sorry to the people those tweets hurt #elledarby	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:09:34	@getexposed22	Twitter	0	0	What? 🤔 https://t.co/4pDPkdalIC #elledarby *apology video*	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No

2022/01/04	16:08:30	@Chloe76294183	Twitter	0	8	Like Rhianna once sang "Don't tell me you're sorry 'cause you're not, when I know you're only sorry you got caught"🤔🤦 #elledarby	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:05:38	@Chloe76294183	Twitter	0	7	Not Elle posting a video saying " sorry" 🤔🙄 You'll always be EDL Darby now bye x #elledarby	Negative	Overall Event	Slang	No		No		No	Does not accept	No		No	No
2022/01/04	16:02:28	@RebeccaPeake14	Twitter	0	5	What does everyone think of the sorry video? 🤔 #elledarby	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	15:57:57	@kbparrett	Twitter	0	5	New @elledarby1 video is out #elledarby #elledarbytweets	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	15:51:28	@elle_clairex	Twitter	1	10	@PetsatHome if you still work with #elledarby can you please give me an email address I can make a complaint to? Absolutely horrible tweets. Also racist, homophobic and fat phobic tweets too. It's disgusting https://t.co/DVep5fXljd	Negative	Overall Event	Current	Yes	Anger	Yes	Brands to stop collabing	No	Not explicit	No		No	No
2022/01/04	14:42:05	@Emilywhitwort15	Twitter	2	22	I have no idea why people idolise social media influencers. #elledarby is racist & xenophobic. Molly-Mae said friends are a waste of time & that money is more important. Half of them were out in Dubai in lockdown claiming that they were 'working' ie Chloe ferry. Yet society (1) https://t.co/Ajn7te4Jih	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	All influencers	No	No
2022/01/04	14:10:03	@katiel997	Twitter	1	22	EVERYONE UNFOLLOW ELLE DARBY NO MATTER WHO YOU ARE OR WHERE YOU COME FROM, NOBODY DESERVES THE ABUSE SHE HAS SPAT OUT. SHE DOES NOT DESERVE A PLATFORM. #elledarby https://t.co/MKwIBkF2or	Negative	Overall Event	Current	Yes	Anger	Yes	Followers to stop following	No	Not explicit	No		No	No
2022/01/04	13:49:46	@katiel997	Twitter	0	18	This translates too "We are not sorry for what we've done, we feel bad we've been caught out, but we're not saying sorry. We said vile things at the time and even though we didn't mean it, we still said it, it was 10 years ago so you should forget about it." #elledarby https://t.co/0UXdKAoC9S *insta apology*	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	13:41:35	@ShepperShar	Twitter	0	25	Why do the press keep saying Elle Darby has issued an apology when she never said Sorry for the things she's tweeted!! She was caught out and had to issue a statement, even then she lied saying they chose to look	Negative	Overall Event	Current	No		No		No	Does not accept	Yes	Personality	No	No

						through old tweets #racist #elledarby https://t.co/6Aeof9JvQ1													
2022/01/04	13:38:31	@getexposed22	Twitter	0	10	At least my dogs food subscription doesn't need to change 🙄 #tails #elledarby	Positive	Other											
2022/01/04	13:34:35	@psq43	Twitter	3	38	One nasty tweet, sent years ago is probably a poorly thought out moment of idiocy. A whole string of them over time, is a clear and evil mindset. #elledarby https://t.co/bwZjaHpkNm	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	13:29:40	@yourxeli	Twitter	6	43	An #elledarby reflection. https://t.co/TVeNEAD1xd	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	13:20:53	@ellasmummy9	Twitter	1	11	ANYONE saying that what these horrible people have said is a 'mistake' and to be kind clearly wasn't targeted by them. US WHO HAVE BEEN TARGETED are allowed to be upset and are allowed to express our feelings. #elledarby #connorswift https://t.co/cUkVcwm8El	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	12:48:32	@mia_xnoone	Twitter	0	22	i feel disappointed in elle darby i used to support her and i literally remember how excited i was about uer having the baby and then all this stuff has came out and it's disappointing tbh i wish id known sooner, she doesn't deserve her followers #elledarby #elledarbytweets https://t.co/NcRvVwswpw	Negative	Overall Event	Slang	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	12:41:09	@tz_manutd	Twitter	0	2	Racist little bitch #elledarby https://t.co/EhGpvIuBKl	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	12:32:59	@mia_xnoone	Twitter	0	9	i cannot believe the stuff im seeing about elle darby wtaf disgusting tbh #elledarby	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	12:25:05	@HemingtonJj	Twitter	1	12	I don't believe in the #CancelCulture . I just want #elledarby and #connor to be accountable for the actions which led to consequences. ... this is no reflection of tweets it's about owning up to it and say yes I did it .#bbcbreakfast https://t.co/yitYNaAI0x	Negative	Overall Event	Current	No		Yes	Elle to take accountability	Yes	Not explicit	No		No	No
2022/01/04	12:14:34	@callmekeithy	Twitter	1	13	Bet you all feel pretty stupid obsessing and crying over anything Elle Darby has ever done now don't yous #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	12:12:13	@muir_russel	Twitter	0	31	Is that #elledarby the one who tried to blag a free hotel in Ireland and the manager was like "who would pay my staff" like a legend! And she then moaned and acted like a spoilt entitled little brat??? https://t.co/eREU8xpUtq	Negative	Other											
2022/01/04	12:09:03	@xo_Melly_xo	Twitter	1	37	#elledarby removed from partnership 🤣🤣🤣 https://t.co/5CVWvNvi6T	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No

2022/01/04	11:59:09	@getexposed22	Twitter	1	99	Tails have dropped Elle and Connor #tails #elledarby https://t.co/Ibgu9CQboo	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	11:46:47	@pprcrwnd	Twitter	1	29	(Trigger Warning) I was so disgusted by the #ElleDarby tweets that #PollyVadasz escaped my attention until this twetweet resurfaced. What a disgusting, entitled and absolutely heartless human being. There is NO defending this. https://t.co/MpYDtNnbWj	Negative	Other											
2022/01/04	11:39:44	@getexposed22	Twitter	2	23	Nice to see #elledarby has dropped 40k followers on insta. Let's hope it continues to go down	Negative	Overall Event	Current	No		Yes	Followers to stop following	No	Not explicit	No		No	No
2022/01/04	11:35:09	@its_nataliex	Twitter	2	71	Dont be like elle/connor but also dont be like marlie grace🍞 #elledarby https://t.co/Lkf4XJExxN	Negative	Other											
2022/01/04	11:20:21	@jj3ss1ca	Twitter	0	12	I can't believe #elledarby photoshopped her own baby...	Negative	Other											
2022/01/04	11:00:01	@abs__w	Twitter	1	14	i never knew who #elledarby was and now i'm so glad about that	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	10:45:28	@tashaemilyx	Twitter	1	48	Elle Darby started to bug me back when she would literally act like she was the only pregnant women, and bragged about how easy her TTC journey was, literally felt like she had no feelings towards her followers that actually struggle to conceive/can't fall pregnant✊ #elledarby https://t.co/ClqbK4PZ9X	Negative	Other											
2022/01/04	10:36:59	@rxbynralstxn	Twitter	0	19	Unsure that Elle Darby and her apology is even sincere... "Everyone is a bit racist" people are tweeting also, wtf? No. She was 16... considered an adult in the UK, could have been tried in front of a jury as an adult... definitely not okay in the slightest, shameful #elledarby https://t.co/c84ddz5xzd	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/04	10:30:51	@tashaemilyx	Twitter	0	17	Seeing all the stuff about #elledarby and reading all the things she posted just makes me want to cancel my order of items that I brought from her clothing collection🤢🤢 https://t.co/IsZTV9NZ9L	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	10:18:31	@umitzlucy	Twitter	0	5	#elledarby https://t.co/qAVj6THxh5	Negative	Overall Event	Current	No		Yes	Brands to stop collabing	No	Not explicit	No		No	No
2022/01/04	10:18:24	@umitzlucy	Twitter	0	5	#elledarby https://t.co/H97wwQjzIG	Negative	Overall Event	Current	No		Yes	Brands to stop collabing	No	Not explicit	No		No	No
2022/01/04	10:18:17	@umitzlucy	Twitter	1	6	#elledarby https://t.co/Ew8aA09Xfw	Negative	Overall Event	Current	No		Yes	Brands to stop collabing	No	Not explicit	No		No	No

2022/01/04	10:17:51	@umitzlucy	Twitter	0	10	@inthestyleUK DROP #ELLEDARBY	Negative	Overall Event	Slang	No		Yes	Brands to stop collabing	No	Not explicit	No		No	No
2022/01/04	10:17:33	@umitzlucy	Twitter	1	10	@MotelRocks DROP #ELLEDARBY #MOTELROCKS	Negative	Overall Event	Slang	No		Yes	Brands to stop collabing	No	Not explicit	No		No	No
2022/01/04	10:17:07	@umitzlucy	Twitter	0	8	@PetsatHome DROP #elledarby	Negative	Overall Event	Slang	No		Yes	Brands to stop collabing	No	Not explicit	No		No	No
2022/01/04	10:16:20	@umitzlucy	Twitter	1	7	@zaful drop #elledarby	Negative	Overall Event	Slang	No		Yes	Brands to stop collabing	No	Not explicit	No		No	No
2022/01/04	10:15:18	@umitzlucy	Twitter	0	6	i wish we could make a group up and brands asking them to drop elle Darby and Connor swift #elledarby	Negative	Overall Event	Slang	No		Yes	Brands to stop collabing	No	Not explicit	No		No	No
2022/01/04	10:07:33	@umitzlucy	Twitter	1	14	brands need to start dropping #elledarby	Negative	Overall Event	Slang	No		Yes	Brands to stop collabing	No	Not explicit	No		No	No
2022/01/04	10:04:30	@zoeannsmithh	Twitter	1	11	Unfollowed #ElleDarby and #ConnorSwift ❌ There's no excuse for one tweet being racist/hurtful let alone the many that are coming to light. What I'd like to know is where her clothing is made? What does it say on the label? Anyone bought her clothing so they can tell me? 🤦🏾‍♀️... https://t.co/y5XBaottpJ	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/04	10:04:25	@ShepperShar	Twitter	3	7	Part 2!!! Part one was flagged for bullying and Harassment!!, high profile influencers and Brands who still choose to follow the #racist Elle Darby #TikTok https://vm.tiktok.com/ZM8E599wg/ #elledarby #elledarbytweets #connorswift https://t.co/8R3XJaj4q6	Negative	Overall Event	Current	No		Yes	Followers to stop following	No	Not explicit	Yes	Personality	Yes	No
2022/01/04	09:48:33	@_clss_	Twitter	1	12	this #elledarby drama just keeps getting worse the more diving you do 😬	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	09:41:58	@harrietmiax	Twitter	3	32	Is that true Elle Darby? 👏 #elledarby https://t.co/FasBzyl8Tm	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	09:28:05	@ShepperShar	Twitter	1	7	Just when your Tiktok starts doing well showing Elle Darby's high profile followers it gets removed for Harassment and Bullying #elledarby #elledarbytweets https://t.co/B4Q2GAdYUK	Negative	Other											
2022/01/04	08:46:24	@ElizaBrink	Twitter	3	134	Awk. Didn't age well 😬 #elledarby https://t.co/95GSTeUq23	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	08:41:54	@getexposed22	Twitter	1	5	ELLE DARBY LYING FOR 22 SECONDS https://t.co/PINopElRfm via @YouTube #elledarby	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No

2022/01/04	08:19:33	@evaszcr	Twitter	1	9	I have just made twitter in order to express this: Elle's past tweets are just unacceptable words, but they were made 10 years ago (when she was a teen!). I think that if you don't like the hate, then you don't have to insult someone for what they did in the past. #elledarby https://t.co/vhVrjKTP99	Negative	Overall Event	Current	Yes	Defensive	Yes	Users to stop harassment	No	Not explicit	No		No	No
2022/01/04	08:19:22	@HemingtonJj	Twitter	2	12	Challenge the entertainment agencies that manage them !!! @gleamfutures. Do you condone homophobia or racism ... you have a diverse team! are any of them polish , Indian or black / LGBTQ #RacismIsNotAnOpinion #connorswift #elledarby https://t.co/55MWcJivo8	Negative	Overall Event	Current	No		Yes	Brands to stop collabing	No	Not explicit	No		No	No
2022/01/04	08:05:50	@ShepperShar	Twitter	1	4	A tiktok showing the influencers and brands that still follow the Racist Elle Darby, #TikTok... https://t.co/Gcfay5Hioq	Negative	Overall Event	Current	No		Yes	Brands to stop collabing	No	Not explicit	Yes	Personality	Yes	No
2022/01/04	07:36:07	@HemingtonJj	Twitter	1	12	I do not condone people sending death threats or hateful messages. Peace must reign and the only way we can get justice is to challenge the brands that work with them. #elledarby #connorswift #HateCrime Do not fight hate with hate !!! https://t.co/0faASeRK9j	Negative	Overall Event	Current	No		Yes	Users to stop harassment	No	Not explicit	No		No	No
2022/01/04	04:08:09	@HemingtonJj	Twitter	1	12	@gleamfutures , I would like to ask whether you condone ; racism/homophobia, body shaming. This was not a one off thing it's a series of posts #connorswift #elledarby ... what actions will you take against this ? https://t.co/tCso2q9cbT	Negative	Overall Event	Current	No		Yes	Brands to stop collabing	No	Not explicit	No		No	No
2022/01/04	03:57:59	@HemingtonJj	Twitter	1	5	I feel sorry for #elledarby family as she has exposed them as racists ..,they would endure threats just as herself and her partner. Please I urge people not to send death threats or hateful messages. It's fine to express how you feel but not in a horrible way !! https://t.co/cyaA93YVJm	Negative	Racism	Current	Yes	Upset	Yes	Users to stop harassment	No	Not explicit	Yes	Personality	No	No
2022/01/04	03:35:00	@jackreeves2002	Twitter	1	8	Opened up twitter for the first time in a few days and my lord this #elledarby situation is a bit of a drama isn't ! Rightly so though. Absolutely shocking and unacceptable some of these comments regardless of when they were posted. Offended nearly every race and nationality😡 https://t.co/i5ElHpdt9X	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	00:24:45	@Claire04652396	Twitter	1	4	Elle Darby and her fake Instagram followers #elledarby #elledarbytweets #instagram #elledarbyracist https://t.co/86dlLXUG37	Negative	Other											
2022/01/04	00:15:11	@getexposed22	Twitter	1	3	Get Exposed https://t.co/m6wnOpiHCj via @YouTube subscribe to our YouTube	Neutral	Other											

						channel where we'll expose all influencers #Elle #elledarby #polly													
2022/01/04	00:14:15	@getexposed22	Twitter	1	3	ELLE DARBY LYING FOR 22 SECONDS https://t.co/PINopElRfm via @YouTube #elledarby #elle	Negative	Overall Event	Current	No		No		No	Not explicit	No		Yes	No
2022/01/04	00:10:09	@yourxeli	Twitter	1	20	Taking a moment to big up all the minority, POC, LGBTQ+, disability, anti fat shaming, anti-misogyny and equality supporters. You beautiful people, hate never wins 🥰 #elledarby https://t.co/UhgDqhjcCM	Positive	Overall Event	Slang	No		No		No	Not explicit	No		No	No
2022/01/04	23:59:36Z	Janice Richards	YouTube		11	FOLKS STOP INVESTING IN OTHER FOLKS LIFE / LIFESTYLE. THEY ARE ON YOUTUBE MAKING ALL THIS MONEY OFF YOU SUBSCRIBING TO SHOW OFF AND BRAGG ON YOU. YOU WILL NEVER HAVE WHAT THEY HAVE.😭😭😭😭😩😩😩😩 YOU ARE THE ONES ALLOWING THIS MESS. 🤷‍♀️🤷‍♀️🤷‍♀️	Negative	Other											
2022/01/04	23:50:25	Soph	YouTube		10	oh and not forgetting the straight animal abuse of her tweets too pets at home need to take her off the pr list!!	Negative	Animal Abuse	Current	No		Yes	Brands to stop collabing	No	Not explicit	No		No	No
2022/01/04	23:49:16	Soph	YouTube		9	i think what we need to do now is unfollower her and boycott her channel completely, because coming back to spread hate is still getting her an income regardless wether it's bad or not. personally i think she should have all platforms banned	Negative	Overall Event	Current	No		Yes	Followers to stop following & Elle to give up on platform/platform to be taken away	No	Not explicit	No		No	No
2022/01/04	23:46:48	Soph	YouTube		6	honestly i think she just brainwashed us all, i feel like a fool to believe she was such a nice person and her and con would never dream of this	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	23:42:11	Mr A	YouTube		8	Just wanna clarify that the Polish men she's referring to in her tweets might not have been Polish. They were probably from various Eastern European countries but she just says Polish in reference to all people from Eastern Europe. I dunno, I just feel she was a bit hard on Polish people, when it probably wasn't just Polish people that she hated. I find it hard to be believe she'd encounter a Ukrainian and be like 'He's annoying but Atleast he's not Polish'. She probably doesn't know the difference. Not sure if this helps!	Negative	Racism	Current	No		No		No	Not explicit	No		No	No
2022/01/04	23:40:08	K.15.L	YouTube		8	What was that apology?	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	23:36:58	J. B.	YouTube		5	I AM ON ELLE'S SIDE! ANYONE CAN CHANGE. SHE'S AWESOME. LOVE YOU, ELLE!	Positive	Overall Event	Current	Yes	Dismiss	No		No	Not explicit	No		No	No

2022/01/04	23:28:09	I am Claudia	YouTube		7	Well small town, small minds, not much as changed in the county even to this day, I was hoping it would by now as its a beautiful place to live. Really disappointed but not surprised 😐 and the next generation will probably do the same	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	23:26:30	Emily bromley	YouTube		12	It wasn't just one tweet😠 hundreds of them aimed at everyone ! You vile people I hope u lose everything	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	23:25:31	Aslee	YouTube		1	How did this all surface after so many years? I'm so confused	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	23:24:25	Sam G	YouTube		1	Hope you're OK. Your true supporters know those comments aren't who you are anymore. We will still be here when you return 💛	Positive	Overall Event	Current	Yes	Defensive	No		No	Not explicit	No		No	No
2022/01/04	23:23:07	Gemma m	YouTube		13	Just unsubscribed I will not continue to support your lavish lifestyle...why she still has that many subscribers after this baffles me😯 a lesson learned would be for her to wake up and see she has 0 subscribers.🙏	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	Yes
2022/01/04	23:18:42	Keith Patterson	YouTube		15	Bigots rarely change...until it hits them in their pocketbook. Deceitful haters should cancel their channels & Social Media accounts.	Negative	Overall Event	Offensive	Yes	Anger	Yes	Elle to give up on platform/platform to be taken away	No	Not explicit	Yes	Personality	No	No
2022/01/04	23:17:49	sylwia U	YouTube		13	I am a polish girl and this is all disappointing... Hopefully will not hear about you ever again 👎	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	23:07:47	Sheena Sangha	YouTube		13	I had my son same time as you and i watched your videos whilst in hospital. My sons half Indian. I hope your son doesn't repeat your inexplicable behaviour. I hope your son doesn't show the hatred to my sons the way you had in the future. Don't mirror your behaviour for the future children. Your sorry clip needs to be deleted.	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/04	22:59:23	J	YouTube		4	I'm the same age as you Elle and also not the same person I was 10 years ago. We all makes mistakes, and learn from them. I hope you are looking after yourself. May Allah bring you peace and help you heal. Ameen	Positive	Overall Event	Current	Yes	Defensive	No		No	Not explicit	No		No	No
2022/01/04	22:49:27	Mishmarj	YouTube		3	This is for Elle and Connor. I hope you read this: You both have been such a blessing to me during my times of anxiety and depression. When I was at my lowest, I would play your videos in the background while I did my work because it was like having family at home with me. You don't know how much you both mean to me. I	Positive	Overall Event	Current	Yes	Defensive	No		No	Not explicit	No		No	No

						may not know you both outside of YouTube, but two individuals who have made me and many others feel special and valued can only come from genuine love for us. We all have our demons, especially the people pointing fingers at you. I pray you can grow from this season and be better for your future. I will always wish you both the best. ❤️❤️❤️												
2022/01/04	22:48:19	ecwsan13	YouTube		21	You are the definition of white privilege	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	22:47:49	john sejane	YouTube		2	I don't even know who this person is I'm only here because the news is on yahoo and to read how disgusted everyone is with you lool	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	22:41:02	J&S K	YouTube		33	She is only sorry because she got caught.	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	22:38:43	kayleigh jackson	YouTube		13	You've not only shown your own true colours but your Mums too - what type of worthy mother teaches their children to fat shame? You've literally offended everyone - there's no comeback here. RIP.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	22:36:01	aradia	YouTube		95	How can someone have so much hate in their heart. I'm so sorry to all people of color and other groups that she insulted. I understand that you used to watch her and now feel horrible about what came out, but remember that you are important and loved. Don't mind hateful people, they're just unhappy with themselves and not with you	Positive	Overall Event	Current	Yes	Upset	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	22:35:45	Miracle Jackson	YouTube		5	Such a shame, super sad and hurt.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	22:34:38	Bob Cat	YouTube		14	You are only sorry because you got caught.	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	22:34:29	Daniella Pollifrone	YouTube		2	Everyone has a past and EVERYONE has done bad things. Quit acting innocent and hating on her. It has happened. The least Elle can do is take accountability, which she has done. What more do you expect from her? You can 110% see this is not the person she is today. People today put way too much pressure on a person who made past mistakes. We don't know why she made those comments at the time and to be honest, I can think of many times as a young teenager where I said hurtful things that I can't take back. Doesn't make me a terrible person if you CHOOSE to learn and grow	Negative	Overall Event	Current	Yes	Defensive	No		No	Accept	No		No	No

						from them AND educate yourself. Imagine someone digging up your past and humiliating you on the internet for it out of jealously or for whatever reason. It is nasty. Simply, if you can't follow her, then don't.														
2022/01/04	22:32:12	Holly Cowlin	YouTube		18	Let's remember that the clothes on your back and the roof over your head has been funded by the groups you have targeted. Without the people you have disrespected, you would have had to actually work for what you have. At 17, you are not ignorant to discrimination at all. If you have chosen to turn off comments to your apology video, you shouldn't have because you need to face the reaction of your followers. They had to read your views publicly so you should allow others to comment theirs.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	22:31:56	SLIM ROCK WRESTLERS	YouTube		16	Her Instagram is melting 🥹😂	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	22:30:30	Jimmy Johnson	YouTube		11	I am not remotely surprised. She has always acted like a whiny entitled b*tc$. I am glad to see that she has gotten her comeuppance. Interesting that she turned of comments for her so-called apology video. RIP Elle.	Negative	Overall Event	Offensive	Yes	Anger	No		No	Does not accept	Yes	Personality	No	No
2022/01/04	22:29:13	Annmarie Bee	YouTube		5	People say and do stupid stuff all the time leave the girl alone 🙄	Negative	Overall Event	Current	Yes	Defensive	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	22:28:49	Holly may	YouTube		6	AND YES YOU ARE STILL THAT PERSON FAKE nothing is an excuse for the way you acted at that age	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	22:26:48	Yaya Pamela	YouTube		10	Shame on you !!!!! Now all of a sudden you want to act like your actually hurt by these posts you made in the past , bet you're just sorry you got caught. Hope you can get something useful from all this and let it sink into your thick brain. Shame on you and your man ! 🤮🤮🤮🤮	Negative	Overall Event	Offensive	No		No		No	Does not accept	No		No	No
2022/01/04	22:25:48	Holly may	YouTube		9	Your honestly one disgusting women I have supported you throughout everything loved it videos and always looked up to u oh boy was I wrong you are no better than anyone else, 10 years ago you was 17/18 basically i full grown women and so was Connor a man it is vile how u dare to blame your age or anything no excuses	Negative	Overall Event	Offensive	Yes	Anger	No		No	Does not accept	Yes	Personality	No	No
2022/01/04	22:18:44	j johnson	YouTube		4	don't ever apolgize for something that is nothing. Don't worry just move on	Positive	Overall Event	Current	Yes	Dismiss	No		No	Not explicit	No		No	No
2022/01/04	22:07:18	Tee Smith	YouTube		12	Please people unfollow these people! We make them rich for no reason!! Smh!! It's 2022 yet people of colour still have to deal	Negative	Overall Event	Slang	No		Yes	Followers to stop following	No	Does not accept	No		No	No

						with racism I am actually sick of it!! You are not sorry! You are sorry that you been caught out 😊😊😊													
2022/01/04	21:58:44	Carlie'sLife	YouTube		5	Oh fking hell people are vile. You've asked for an apology, you got one. Stop with the fking hate comments. I swear people these days have nothing better to do with their lives other than try to cancel someone for something that happened a decade ago. Yes what she said was wrong, but fk me I bet the majority of people that have commented have said a lot worse than she has 😬 it's 2022, you can clearly see she has grown up a lot since those tweets. Just stop with the vile fking messages/coments especially to her family. You think what she said was bad but most of these comments are fking vile. Just leave her alone now 🤦‍♀️	Negative	Overall Event	Offensive	Yes	Defensive	Yes	Users to stop harassment	Yes	Accept	No		No	No
2022/01/04	21:56:27	Andretti Pain	YouTube		3	Most smell like dog azzz in there	Negative	Other											
2022/01/04	21:54:23	Carlie'sLife	YouTube		2	who tf spent soo many hours going back through her old tweets just to cancel her😂😂 or how did they even come about??	Neutral	Overall Event	Offensive	No		No		Yes	Not explicit	No		No	No
2022/01/04	21:53:41	Laura N	YouTube		13	Bye girl, I don't follow bigots.	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	Yes
2022/01/04	21:52:30	Tee Smith	YouTube		11	You don’t like people of colour yes we get it! Shove your apology up where the sun don’t shine!!	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/04	21:35:02	Chloe Gaffney	YouTube		6	all the nasty comments should stop they don't deserve it shes incredible don't tell me none off you have ever made mistakes... I'm backing Ellie 100% she has admitted her wrong doings and she isn't the same person she used to be	Negative	Overall Event	Current	Yes	Defensive	No		No	Accept	No		No	No
2022/01/04	21:33:04	Clive Johnson	YouTube		12	I used to follow her..mainly to see what Herbie and Hector got up to, but even then, I sensed this "forced" facade that they put on. I just feel so sorry for her sisters - especially Katie who has had learning difficulties to deal with - and now this! A three-and-a-half minute apology on YT just doesn't cut it for me. She can apologise to all her followers, but she cannot apologise for her own mind, and the way she thinks, and think that this will just blow over with the next gust of wind. She can, to all intents and purposes, think what she likes - we are in a democracy after all, but to post these thoughts on twitter of all places - for everyone to read - is just nothing short of insanity! The internet is inherently a	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	Yes	Personality	No	No

						public place when all said and done, so she really isn't the sharpest pencil in the box! I can only imagine the words said in the Darby/Swift household over the weekend!													
2022/01/04	21:32:44	Chloe Gaffney	YouTube		6	it won't let me comment on your most recent video but I just wanted to get this comment to you.. Ellie your amazing and beautiful and so kind hearted people change and everyone makes mistakes don't beat yourself up over something that was 10 years ago you have worked so hard and your incredible you deserve all the subscribers and support that you have as you have worked extremely hard for everything you should be proud!I loveyou Ellie 😘😘😘	Positive	Overall Event	Current	Yes	Dismiss	No		No	Not explicit	No		No	No
2022/01/04	21:28:52	Juliette Damen	YouTube		6	The first thing to be said, there is no way of justifying any of those tweets. The hurt that's done to so many people is not erasable. But it's forgivable, speaking for myself. As being half Indonesian I've dealt with racism before. There's no feeling in the world to describe how that makes you feel. On the other hand, I've been following Elle & Connor on YouTube, Instagram, and Tiktok for a couple of years now, I've met her in person even. Let me just say that nowadays they are amazing, sparkling, hard-working, kind, and caring personalities with nothing but the best intentions. Look at her and Connor together and now with little Saint. Let's not forget the tweets she wrote where 10 years ago. It doesn't justify anything, that's not what I'm trying to say, but weren't we all young and said some things we regret and would never say ever again nowadays looking back at it. Watch her most recent video, it downright broke her, she truly regrets it and she apologizes. We're all humans and there is so much shit going on in the world right now. Let's not focus on the tweets she wrote 10 years ago but let's look forward. Let's be kind to each other and make this crazy world a better place.	Positive	Overall Event	Current	Yes	Upset	Yes	Users to stop harassment	No	Accept	No		No	No
2022/01/04	21:28:31	M B	YouTube		10	as a polish fan who’s been watching you for YEARS, i am so beyond disappointed. I truly hope you realise how hurtful words can be. we’re all human and deserve to be treated that way. do better	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	21:25:46	Shantanu Nish	YouTube		12	If you were really sorry you wouldn't have turned off your comments section 😅	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No

2022/01/04	21:25:43	House Of Oddity	YouTube		65	As a gay black man with a daughter who is also gay. You have heartbroken her. I hope you never have to see disappointment like that in your children because they idolised someone. What a great year for you already. I however refuse to let hatred and racism and homophobia to be part of my life. Blocked!!	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/04	21:25:30	Megan Sage-Jones	YouTube		9	I've watched you from the beginning, my 1st judgement of you was that you were a bit stuck up and snobby but after watching you longer I took back my 1st impression. Just goes to show what I thought before was right, your tweets make you sound like a bully and like you think you're above everybody else. You wouldn't be where you are today with YouTube without us viewers, and to think you were fake the whole time makes me sick. Racism is never ever acceptable no matter how "sorry" you are.	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	21:19:04	Sunset lover25	YouTube		14	If you're so sorry, why turn the comments off your half ass "apology video" you're not sorry at all. You're sorry these tweets have been resurfaced and you can't run from this. You're true colours have shined through.. you're not a nice person.	Negative	Overall Event	Slang	No		No		No	Does not accept	Yes	Personality	No	No
2022/01/04	21:16:58	Lena Victoria	YouTube		1	aww he's so cute and he's growing up so quick😎😎	Positive	Other											
2022/01/04	21:14:06	Chickka	YouTube		7	Honestly watched your videos for years and I hate the fact I have. Disgusting personality. I'm just praying you never laid a hand on that poor cat!!!! Nasty woman.	Negative	Animal Abuse	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	21:03:26	unicornflavour	YouTube		16	Im only commenting on here because youve disabled the comments on your apology vid! Girl you're only sorry and upset with yourself because you've been found out, I supported you from day one and put money in your pocket and I truly wish I hadn't. Take as much time as you need from YouTube, infact never come back!	Negative	Overall Event	Current	No		Yes	Elle to give up on platform/platform to be taken away	No	Does not accept	No		No	No
2022/01/04	21:01:16	Karina -	YouTube		1	Stay Strong Angel 💗	Positive	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	21:00:23	ZuluBCFCNUMBER1	YouTube		5	Elle, you have apologised girl. You need to have learned from your mistakes. Just please please don't say anything nasty about the aliens otherwise you will endanger us all	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	20:57:39	Luna	YouTube		1	Wow, what in the world have I missed, someone fill me in please.	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	20:55:49	Karina -	YouTube		2	💗💗💗	Positive	Other											

2022/01/04	20:53:35	Chris Hardy	YouTube		11	This is what happens when you make these spastics famous for absolutely no reason....	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	20:51:04	puppy	YouTube		5	Umm	Neutral	Other											
2022/01/04	20:46:21	Geoff Louis	YouTube		17	Can I go shopping on the bus with you to buy some Chinese goods whilst we listen to r and b and gay anthems you absolute clown. 🤡🤡🤡 your career is ruined and what an inspiration to your child you are.	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	20:43:43	Olga Nowicka	YouTube		14	"polish tw**" here .....I've been watching you for years and now realising that I wasted all that time on such a horrible human..... You are only sorry cause you will loose all your followers= money !!! Do one ! And I really hope someone will get police involved!	Negative	Overall Event	Offensive	Yes	Anger	No		No	Does not accept	Yes	Personality	No	No
2022/01/04	20:42:04	Nazia Begum	YouTube		14	Everyone need to un follow and not un subscribe!!! Nothing will hurt them more than than only care about the numbers these people	Negative	Overall Event	Current	No		Yes	Followers to stop following	No	Not explicit	No		No	No
2022/01/04	20:36:51	Lz x 21	YouTube		22	If me or anyone in a 'normal' job wrote those tweets we would be sacked. Social media is your job so I think you should remove yourself from them entirely. I believe you are regretful of what you wrote on Twitter (who wouldn't be) but that doesn't change the fact you no longer deserve your platform. It just angers me that there are so many more deserving people who would do anything for the job and lifestyle you have had who will probably never get the same opportunities. I wish you well with in life but I don't think that life should be online anymore. Your online career is a joke now.	Neutral	Overall Event	Current	No		Yes	Elle to give up on platform/platform to be taken away	No	Accept	No		No	No
2022/01/04	20:35:04	Harps Lynch	YouTube		47	I do honestly believe people can change and their opinions can change once they have exposure to certain cultures. However the apology video didn't explain how you have changed? Rather than just some scripted PR speech, it would have been refreshing for you to be completely honest about why you had these views 10 years ago? And how those views have changed? What experiences have you had? What moment in your life did you think OMG why did I think so disgustingly about other cultures, I was wrong for those views? It's all well and good saying you have changed but anyone can say that once they have been caught out. I am really upset, it's like having a friend who has	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	No		No	Yes

						completely betrayed you. I watched every single one of your videos. I don't wish you any harm & I hope you really do go on a journey to learn about different cultures and what it feels like to be on the other end of those tweets. Unfortunately, I won't be watching/ following again as I don't feel as though there was a true explanation or heartfelt apology it all seemed to be about how YOU were affected rather than the people you hurt. 😔													
2022/01/04	20:29:12	Catherine stephenson	YouTube		18	One word unfollow	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	Yes
2022/01/04	20:28:51	Natalia Inez	YouTube		0	Where can I find what she was writing on Twitter ? I'm not at the topic so please somebody tell me what is going on ?	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	20:27:37	Honey Pot	YouTube		19	It's funny: I looked on Angelle collection at the comments and all the people defending her are called Beth, Chloe, Megan and Louise.... Seeing a pattern I'm afraid	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	20:25:09	Laura Breakell	YouTube		1	I still love you boo you've obviously learned from your mistakes and it was years ago we clearly can see your not like that it's not in your nature , all my love just keep living your beautiful life!! 💛	Positive	Overall Event	Slang	Yes	Dismiss	No		No	Not explicit	No		No	No
2022/01/04	20:20:16	Natasha A	YouTube		11	I've been watching your videos from the beginning and then to hear your narrow minded comments from previous - you need to just quit there's no coming back from this you are vile and deserve to be held accountable rather than issuing fake as f^ck apologies to save yourself actually a joke! Turns out you was just another Karen!!!! Vile	Negative	Overall Event	Offensive	Yes	Anger	Yes	Elle to give up on platform/platform to be taken away	No	Does not accept	Yes	Personality	No	No
2022/01/04	20:19:47	Naomi	YouTube		13	I'm truly disappointed Elle. I never knew you were like that. Young or not young? You should've known right from wrong at that age. I'm truly saddened I've been with you on your journey for years now so I'm gobsmacked. Myself, being full Indian, I'm actually furious. Everything you said was truly vile 😤💔	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	20:15:37	Honey Pot	YouTube		36	The fact they keep mentioning the 10 year gap in their apologies proves they think they don't deserve the anger from their followers. They don't think they did wrong. If they did, they wouldn't keep trying to explain why they think we should forgive them. They should just apologise and say they've grown. By keep reiterating the '10	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No

						years' they just prove they can not see what they have done is wrong regardless of when it was said. Connors 'apology' on Instagram is a perfect example of it. He says 'even though' and '10 years' twice in one sentence. He clearly thinks we are blowing it out proportion. I wouldn't want to be a fly on the wall of their house. I bet they're making fun and complaining about us followers and saying we're being too sensitive and they will only be concerned on if they can keep their mortgage and Tesla. Hope they bought outright cause I think their finances will dip for a bit.												
2022/01/04	20:11:46	Vanessa Martin	YouTube		7	I had no idea, just remember people once words leave ur lips, u can't take them back	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	20:10:48	Leandra McNair	YouTube		9	DISGUSTING	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	20:08:33	Edwina Barry	YouTube		20	Just watched your apology. Noticed that you have turned off commenting. Wonder why? This apology is not genuine. By taking a break you think people will forget. As a person of colour I will never forget. The excuse it was ten years ago ! Doesn't wash! I had been a subscriber off yours for years. The sad thing is that you are only sorry you got caught. You came across as being so nice . Now we know this was an act.	Negative	Overall Event	Current	No		No		No	Does not accept	Yes	Personality	No	No
2022/01/04	20:08:30	Jason B	YouTube		13	Isnt the dog too dark for you?	Negative	Racism	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	20:07:57	yesmynameisanon	YouTube		3	Everyone...EVERYWHERE have said something when they were young, and dare i say naive they would never dream of saying or thinking now. We all regret something, and if you say you dont your lying. I commend you for your recent video, you have the balls to post a video apology when other people who have said much worse dont. Dont stop what your doing. Dont let other peoples opinion put you in a dark place. You know what you have said, and you have to live with it.	Positive	Overall Event	Current	Yes	Defensive	No		No	Accept	No		No	No
2022/01/04	20:05:48	Laura Anna	YouTube		92	I'm the same age as Elle and 10 years ago I would NEVER have said the shit she said, I knew it was disgusting and I was old enough to know that. So I'm sorry but it's absolute crap that she was too young to realise etc. There's absolutely no excuse for racism and I really hope all this makes her realise how awful she has been, makes her realise how	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No

						horrific it must be to look up to her for someone as a POC and then hear this.													
2022/01/04	20:03:09	Linn Tag	YouTube		9	All this time I have been wondering why I didn't see your new videos, untill your apology video. I am heart broken 💔. I really loved your channel. Am one of those foreigners who was following you.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	20:01:00	lily smith	YouTube		11	im french and polish, guess i need to leave now	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	19:56:39	dorota z	YouTube		215	Let's be honest hon, you're not sorry at all Elle, you're sorry you got caught. Doesn't matter how many years ago it was, you're still the same person , you just learnt what you should and shouldn't say to get more followers and make money from being an influencer. I watched your videos for years. Shocking to find out what kind of person you are. I'm polish by the way.	Negative	Overall Event	Slang	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/04	19:56:03	Sak S	YouTube		9	You were up high on the rise. You were set for hundreds if not millions of thousands but now you've been well and truly CANCELLED wooooooop! See yah	Negative	Overall Event	Slang	No		No		Yes	Not explicit	No		No	No
2022/01/04	19:51:53	Aries Mum	YouTube		12	I can remember when Connor and Elle cut their Thailand trip short and kept saying they lov wAmerica and they didn't feel safe and all this stuff, it's so obvious they hate different cultures and wanted to be around only white people!	Negative	Racism	Current	No		No		No	Not explicit	No		No	No
2022/01/04	19:48:55	sophie george	YouTube		6	Indian bus driver told me to look at this YouTube channel	Negative	Racism	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	19:47:10	•	YouTube		13	Enable comments in your most recent vid hun, don't be shy :)	Negative	Overall Event	Slang	No		No		No	Not explicit	No		No	No
2022/01/04	19:44:34	DIANA MELISSA DAVIES	YouTube		1	Your dogs are adorable :)	Positive	Other											
2022/01/04	19:38:21	kirsten johnson	YouTube		3	I understand you are all incredibly upset and you have every right to be but remember with every comment you are still making her money she is still getting rich from hurting you all	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	19:37:57	Alex Smith	YouTube		4	We all make mistakes and say things that we regret. Yes we have to be accountable for our actions but don't be too hard on yourself you were 16 and obviously a very different person. Todays news will be tomorrow's chip paper, difficult situations arise to make us stronger and you will be ok even though that might be hard to see right now. I've watched you from the beginning and I see the real you and I'm sure many others will too. Chin up and stay strong x	Positive	Overall Event	Current	Yes	Dismiss	No		No	Not explicit	No		No	No

2022/01/04	19:36:08	Gigi Rae	YouTube		15	Well...I'm black and my boyfriend is polish ..... soo this is now just a little bit awks isn't it!!! Just wow !! Shocking! Shocking!! I am shocked!	Negative	Racism	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	19:35:50	Vickie Tibble	YouTube		10	Your apology does not cut it. It's all me me me ... how it's made ME feel, affected ME. Appealing form of apology. Take a social media break for good you are a bad egg and rotten from the core. Imagine issuing an apology... after making a statement saying you have been reflecting on old posts... liar! You were caught out. Then made that crap insta story... then realised the severity of it as let's face it... if you "thought " it was bad you would have removed years ago! Bye Elle angel! You should just remove yourself permanently from social media .	Negative	Overall Event	Current	No		Yes	Elle to give up on platform/platform to be taken away	No	Does not accept	Yes	Personality	No	No
2022/01/04	19:35:18	KnightMachineOfficial	YouTube		9	Why would you tweet that disgusting stuff? You turned your comments off on the apology video. Maybe acknowledging other people isnt for you. Fake apology	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/04	19:32:40	Aiza Arshad	YouTube		10	You don't deserve the fame	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	19:31:25	Robert	YouTube		6	Keep up the tweets and there will be a job as Trump's next director of communications if he wins the next election!	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	19:22:29	Shannon Marie	YouTube		6	😞😞😞😞	Negative	Overall Event	Emojis	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	19:21:40	Oma Agege	YouTube		11	Just come out and take responsibility,don't give any stupid excuse. Bye girl can't believe I supported you😡😡 you go pay for all my data I use watch your channel 😁😁rubbish,I have never been this angry😡	Negative	Overall Event	Current	Yes	Anger	Yes	Elle to take accountability	No	Does not accept	No		No	No
2022/01/04	19:20:53	Pri X	YouTube		17	I am so disgusted by the things she has said. I'm shocked but not surprised as it's just another reminder you shouldn't be putting people like her on a pedestal. I do not care that they were from 2011 I'm sorry I would NEVER nor anyone I know talk like that. I hope this doesn't just get shoved under the carpet. Society is so fucked up that we idealise people like this lol	Negative	Overall Event	Offensive	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/04	19:16:16	Oma Agege	YouTube		10	I have been watching you for a long time,me and my 11 year old,am utterly disgusted by your apology video,it wasn't just one tweet,I get it's a phase but you and your fiancé deserve each other,I pray your child grows in love and away from such hate and hurt you gave people, he's a sweet innocent baby. This made me stick to my decision,my	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No

						kids won't use social media until they prove they are responsible enough. Am seriously angry with you. Delete that apology video,it wasn't good!													
2022/01/04	19:15:32	Pure Zen🦋	YouTube		7	Very shocking i have been your number one fan since day one not any more very disappointed and shocked i am Indian my self for you to write so much hate on foreign & Indian what makes you better than everyone else? all i can say i wish you all the best and i hope you have learnt from this nobody is perfect but you should alway be careful on what you put out because your own words can haunt you blessing to you🙏	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	19:05:55	•Keisha Briana•	YouTube		7	All i can say is that im disappointed😔	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	19:05:44	Daisy Smith	YouTube		2	This will all go away and you be okay again lovely	Positive	Overall Event	Current	Yes	Dismiss	No		No	Not explicit	No		No	No
2022/01/04	19:05:23	Daisy Smith	YouTube		2	We accept your apology dont worry angel 💗💗💗	Positive	Overall Event	Current	No		No		No	Accept	No		No	No
2022/01/04	19:04:33	Tom Speight	YouTube		15	Funny how she keeps saying a decade ago when a video in 2016 got deleted for the same reason lmao	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	19:02:15	_mmix	YouTube		12	No-one needs ur fake bs apology ur cancelled Elle Discusting Darby	Negative	Overall Event	Offensive	Yes	Anger	No		Yes	Does not accept	Yes	Personality	No	No
2022/01/04	19:00:15	Daisy Smith	YouTube		2	We always love you💗💗💗💗	Positive	Overall Event	Current	Yes	Dismiss	No		No	Not explicit	No		No	No
2022/01/04	18:55:37	Charlotte Fountain	YouTube		16	It's so sad to see such an awful side of someone that seemed so genuine. The apology video was so poorly done and couldn't really seem more insincere, I'm sure you'll lose a lot of followers for this and I only hope you raise your son better than you have been raised. Being white and privileged makes you no better than anyone else, if anything it seems to have given you false security in thinking you are🤢🤮	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	No		No	No
2022/01/04	18:54:29	Erin.xmelon	YouTube		11	Bye 👋	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	18:54:10	12v bum tractor by a 3 year old	YouTube		11	I'm now unfollowing and never watching again. You can grow and change your opinions yes. But too be that nasty and disgusting. No one should ever think that's right!!!	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	Yes
2022/01/04	18:52:39	Daisy Smith	YouTube		1	Elle I love you💗💗💗	Positive	Other											

2022/01/04	18:50:54	luke blah	YouTube		18	My comments keep getting deleted. Racism is serious. Please delete this channel	Negative	Racism	Current	No		Yes	Elle to give up on platform/platform to be taken away	No	Not explicit	No		No	No
2022/01/04	18:50:24	Dylan Chapman	YouTube		14	CANCEL THIS ABSOLUTE VILE PIECE OF CRAP	Negative	Overall Event	Slang	Yes	Anger	Yes	Stop supporting her	Yes	Not explicit	Yes	Personality	No	No
2022/01/04	18:48:12	Meaghan Rowe	YouTube		13	I so badly wanted to give you the benefit of the doubt. But your apology video has comments turned off. No respect.	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	18:46:19	Louis Ainscow	YouTube		1	PLEASE POST " IM SORRY " COMMENTS IN HERE...	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	18:46:16	Laura W	YouTube		5	I have made my decision and that is that I will forgive but not forget. What I mean by that is I wish you no ill will but I will no longer support your platform or brands that choose to work with you. I am forgiving you for me because I don't want hate in my heart and I would rather seek out people who are kind now and kind 5 years ago, 10 years ago etc. Yes, people make mistakes but the amount of tweets and the recent (less than 5 years) "smelly foreigners" YouTube video are not mistakes. Those things reflected you as a person and I see no evidence of what you have done to change that, including in this apology. I hope that you learn from this, truly.	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	Yes
2022/01/04	18:45:47	Daisy Smith	YouTube		0	Ignore the haters💓	Positive	Overall Event	Current	Yes	Dismiss	No		No	Not explicit	No		No	No
2022/01/04	18:44:44	Rebecca Patel	YouTube		15	I used to really enjoy your content but I'm disgusted by your comments. Your apology is so disingenuous	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/04	18:43:39	Daisy Smith	YouTube		1	Angles love you forever boo	Positive	Overall Event	Current	Yes	Dismiss	No		No	Not explicit	No		No	No
2022/01/04	18:43:31	- Liam x2	YouTube		9	You are absolutely vile. Being 17 is no excuse. You are very evil and deserve everything that comes your way. Absolutely shocking.	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	18:33:40	Clare Parnell	YouTube		13	Looks like the subscribers are slipping away....	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	18:32:58	Daisy Smith	YouTube		2	Be kind everyone. Life is short, ten years ago she made a mistake, she apologised. She is a young mum who just tries so spread happiness in her vlogs. She has always been a lovely person to watch a mistake shouldn't change that, if you don't want to support her then don't	Positive	Overall Event	Current	Yes	Defensive	No		No	Not explicit	No		No	No

						but if you do stay. Lots of us will always love her ❤️													
2022/01/04	18:32:10	María	YouTube		17	Unfollowed and unsubscribed. It disgusts me that you've come to Spain and liked it, yet you tweeted you would never date someone with a Spanish accent because we were disgusting. I don't wish you any harm, just what you deserve. Bye.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/04	18:25:55	daisy smith	YouTube		1	You will always be a role modal we love u from all the angles 💓	Positive	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	18:25:24	RetroGamerDave	YouTube		10	after seeing the apolgey video heres what she shoud of done announced she will be shutting down her youtube channel and social media platforms and moving on hopefully to better herself, and yes they are old tweets but that does not excuse it. in any other job if you made them remarks you would be out, it might sound harsh to shut down her stuff and move on but its called being responsible for your actions and learning from that. when you put yourself online as a role model it doesn't work when inside your not that great of a person, part of me believes they are no longer like that now but the other side says to me why did you not remove it a long time ago why didnt you address it before it got blown up, an old saying of honesty is the best policy comes to mind	Negative	Overall Event	Current	No		Yes	Elle to give up on platform/platform to be taken away	No	Does not accept	No		No	No
2022/01/04	18:23:34	myj14	YouTube		14	😡 Unfollowing for sure!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/04	18:20:15	Mm M	YouTube		20	The tweets aren't just from 2011 tho are they elle ! There's many more from recently and videos	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	18:15:29	daisy smith	YouTube		3	Be kind everyone 💓	Positive	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	18:10:51	Beth Paris	YouTube		21	Unfortunately it seems you're only sorry because you got caught :(I'm sad to think we all thought you were so genuine.	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	No		No	No
2022/01/04	18:09:19	daisy smith	YouTube		2	True angels love you forever ❤️ 💓 💖	Positive	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	18:06:45	Life of Leen	YouTube		19	She needs to be IMPRISONED to be honest. The amount of HATRED in those tweets is so personal. EVEN TRYIMG TO SELL AND MANIPULATE TO A PARTICULAR AUDIENCE FOR UR FINACIAL GAINS WHILST BEING RASIST AND BIASED YES U HAD NEGATIVE MINDSET FROM DAY ONE, PLUS u have a	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality & Physical Appearance	No	No

						wonky eye yet u still discrimante people u should know better													
2022/01/04	18:00:17	Laura W	YouTube		23	You apologised for tweets posted 10 years ago but what about the video from 5 or so years ago where you speak about “foreigners smelling in the gym”? You want us to understand that you’ve grown over the last 10 years but that was in a video within the last 5. I don’t know how to feel about this apology as it seems you’ve missed bits out.	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	17:47:42	Kate Mallinson	YouTube		9	Really disapointed i have followed you for years , i actually didnt believe the comments had come from you if im honest, totally shocked didnt expect that at all	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	17:47:39	daisy smith	YouTube		0	Ignore the trolls💕💕💕	Positive	Overall Event	Slang	No		No		No	Not explicit	No		No	No
2022/01/04	17:47:06	Medic 2022	YouTube		20	What does everyone think about her apology video? It sounded like she was being inconvenienced by making it in my opinion...	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	17:46:24	daisy smith	YouTube		2	We love you💕💕💕	Positive	Other											
2022/01/04	17:45:32	Kate Mansfield	YouTube		16	I agree mistakes are mistakes, the quantity of disgusting tweets is no mistake. Maybe a child yes but in the UK at 17 you can drive so no child in my eyes. If these comments had been raised in a ‘normal’ work place you’d be sacked end of	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	17:43:42	Rosie Egan	YouTube		18	I hope you lose every follower and brand deal in the future. You deserve nothing more, you are only sorry now you’ve been caught out.	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	17:42:19	Ash Sut	YouTube		1	Stay strong ❤️🩹❤️🩹	Positive	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	17:42:04	Ash Sut	YouTube		0	It’s so sad that people are redaocruiling someone for something that had happened when they were a child. God bless your beautiful family.	Positive	Overall Event	Current	Yes	Dismiss	No		No	Not explicit	No		No	No
2022/01/04	17:37:31	Lashdoll	YouTube		16	After being a fan for over 4 years iv now unsubscribed and unfollowed both of you, hopefully this will be a huge life lesson, your only apologising so contractors and other business opportunities dont drop you so that you can still pay for your lifestyle & your huge mortgage....a mortgage that us the viewers of all colours are also paying for	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	Yes
2022/01/04	17:37:31	liv arr	YouTube		2	We are all human and people make mistakes that does not mean that what was	Positive	Overall Event	Current	Yes	Defensive	No		No	Not explicit	No		No	No

						said is ok, it's absolutely not! There is no excuse for racism. BUT this was years and years ago and that's not an excuse for you at all but I believe that's not the person you are now, I still love you Elle I know that's not the person you are today and I no I'm not the only one who thinks this , stay strong. I just wanted you to no there are still people that care about you xx													
2022/01/04	17:33:33	Lindsay McCartney	YouTube		6	I have to say I'm horrifically shocked at the nasty animal tweets and the ones towards your mum!!! Animals and your mum are a no go when it comes to anything like that nevernmind other humans but I mean knowing what your tweeted about your mum and now having sadly lost her which is awful but that's got to hurt even more , and as for Connor who has the same name as my son , I was thinking God how I would wish for a boyfriend like him, er maybe not now oh dear w just goes to show no one in this world is genuine ever no one at all just please just look after those amazing dogs and your lovely innocent son. Rule number 1 BE KIND.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	17:30:25	Elisa Hannah	YouTube		1	you are all so pressed this was 10 YEARS AGO people can change! And you can surely see in her that she changed a long time ago	Negative	Overall Event	Current	Yes	Defensive	No		No	Not explicit	No		No	No
2022/01/04	17:25:01	Taylor	YouTube		17	Unsubscribed, unfollowed and it will stay that way.	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	Yes
2022/01/04	17:21:59	Life of Leen	YouTube		19	She don't care because she's bought her house and living her life, SHE WAS RAISED IN A RASIST HOUSEHOULD, SHE MARRIED A MAN WITH THE SAME MIND SET HER CHILD GODFORBID THOUGH WILL ALSO FOLLOW THIS MENTAILTY AND MIND SET	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	17:21:51	daisy smith	YouTube		5	People need to forgive and forget, it was ten years ago - elle has apologised, if you don't want to support her anymore dont but being mean is ridiculous. We all make mistakes, elle us angles love you always, no one is perfect, remember that lovely💗	Negative	Overall Event	Current	Yes	Defensive	Yes	Users to stop harassment	No	Accept	No		No	No
2022/01/04	17:21:42	francine smith	YouTube		8	Previous vlog comments as you turned it off, you can't say this isn't you back then! You literally put out hundreds of very nasty comments! 2010/2011 is not a good enough excuse, you were old enough and you and Conner should know better! Actually shocked that you both have said what you said, feels like your only sorry because people are unfollowing you! Own your	Negative	Overall Event	Current	Yes	Anger	Yes	Elle to take accountability	No	Does not accept	No		No	No

						mistake, you might not be the same person now, but you was that person! And that just isn't good enough!													
2022/01/04	17:18:29	Hay111 T	YouTube		2	Omg what have i missed???? Im not on any social media, only youtube! I just saw the sorry message. How did these tweets come to surface after all this time??	Neutral	Overall Event	Slang	No		No		No	Not explicit	No		No	No
2022/01/04	17:15:20	LifeOf Sam	YouTube		19	I'm sorry but this latest video is a load of fake crap and where is connors apology?	Negative	Overall Event	Slang	No		No		No	Does not accept	No		No	No
2022/01/04	17:15:04	Amy James	YouTube		16	You can't blame time for this one I'm afraid, my 14 yr old daughter knows and has known her whole life how you treat others and this is wrong!!! I live 5mins around the corner from you and to think you and your comments could have been aimed at family, friends colleagues makes me rage!! Your son will go to school potentially with people I know, will he be raised right or will he just end up being a narrow minded bully like his parents?????	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	17:14:25	Dizzy	YouTube		14	See, i'm normally a huge proponent of the 'don't cancel people for problematic tweets made a decade ago, especially if the person was underage at that point' but - wow. those tweets are... wow. I hope she genuinely has changed, and I hope she continues to grow from this, but those tweets were pretty inexcusable.	Negative	Overall Event	Slang	Yes	Upset	No		Yes	Not explicit	No		No	No
2022/01/04	17:13:20	Gemma Thornhill	YouTube		9	Her punishment is that she can't go back and tell her 17 year old self she will ruin her career, cost herself all her fans , followers , supporters and sponsors and all her integrity. I can't see her ever bouncing back from this.	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	17:13:04	Ellie	YouTube		15	Unfollowed!!!	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	Yes
2022/01/04	17:11:34	Hannah Russell	YouTube		1	You guys made mistakes 10 years ago and yea it's bad but you've apologised and I don't think you are even close to the silly teenager you were. You have said sorry and that's all you can do	Positive	Overall Event	Current	Yes	Defensive	No		No	Accept	No		No	No
2022/01/04	17:07:04	Rachel190191	YouTube		17	You're only sorry because you got caught and you are losing subscribers and followers. If you was really sorry you wouldn't turn off your comments and go commenting on other peoples posts when you said you 'need time to reflect' when people are completely hurt by you. Clearly you don't care. As a Black woman with immigrant parents I was absolutely shocked to see those tweets	Negative	Racism	Current	Yes	Anger	No		No	Does not accept	No		No	No

						you wrote. It wasn't even 1 tweet there was loads and the words you said show clearly deep down you have a hatred for foreign people. Even if it was 10 years ago. When I was 17 I wouldn't be saying anything like this. It is clear racism and also let's address you calling a girl a P*ki on a night out!? Well done for fooling us for so long though 🪶														
2022/01/04	17:05:42	Gabrielle	YouTube		118	Hi guys, I'm black and very proud!! (I notice you didn't address your anti-foreigners comment from only 3 years ago Elle...) I'm an upcoming youtuber who does the same genre of videos as Elle did. I was a fan too and I will be looking to at other content creators instead. Especially to those that have been disgustingly looked down upon by her and Connor. Please comment with any new suggestions! More power to all black, indian, polish, gay, all body types, and all 'foreigners' out there ✊ Xx	Positive	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	17:05:11	Hannah Brelsford	YouTube		14	Your apology is absolute bullshit tbh. You're only sorry because those tweets were resurfaced by someone else. You've let yourself down massively Elle, as someone who looked up to you for ages I'm disappointed. Wish you all the best but I've unsubscribed and unfollowed	Negative	Overall Event	Offensive	Yes	Upset	No		No	Does not accept	No		No	Yes
2022/01/04	17:03:16	SMonique	YouTube		17	What if your son grows up to be gay? What if he wants to date a polish, Indian or black person? Your apology video didn't even come across genuine. It's sad because I genuinely thought you and Connor was nice, good people. But you spewed a lot of hate and negativity and I don't think that's something that one day just disappears I believe that's ones character. Your hate for POC seemed very passionate. Rather disturbing.	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	No		No	No
2022/01/04	17:02:50	Alicia Ashley	YouTube		88	Seemed like she's more worried about how she's going to pay her colleagues wages to me. A real shame. When other influencers tweets resurfaced from the past they never touched me like this. I think it's because 1) there's SO many 2) she's outing absolutely every type of person and even animal and most importantly I just really thought Elle was a pure genuine soul. I am shocked that	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	No		No	No

						someone between the ages of 15/16 upwards could have so much hatred towards other races, cultures, religions, body shapes and just literally everything. When she literally preaches spread positivity and love. I would like to think she's definitely grown and realised this is so wrong but I don't know how she can come back from this because it just is so inexcusable..													
2022/01/04	16:59:38	Ore Bademosi	YouTube		19	Your apology showcased you talking more about your own feelings than the feelings of the communities you offended. Shows you are more worried about your livelihood & career than the lives and feelings of the people you maliciously targeted. Selfish & disingenuous apology.	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:58:33	sdiponioXx	YouTube		10	You're only sorry that you got caught.	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:53:28	louisa	YouTube		9	been watching her for years.. and let me just say i'm absolutely shocked and just rly disappointed	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	No		No	No
2022/01/04	16:51:28	Christie Xx	YouTube		57	A 3 minute sorry video isn't going to cut it hun, the best thing you can do rn especially for yourself is taking yourself awH from YouTube & social media	Negative	Overall Event	Slang	No		Yes	Elle to give up on platform/platform to be taken away	No	Does not accept	No		No	No
2022/01/04	16:50:18	sall	YouTube		1	Just seen your new video it's in the past you said sorry you are an amazing mum I look up to so much I know u have to take some time out but don't be hard on your self much love xxx	Positive	Overall Event	Slang	No		No		No	Accept	No		No	No
2022/01/04	16:49:32	Huss Zed	YouTube		5	Amongst all the sad comments, each individual has the right to feel what they feel, i too am a muslim women of colour, an ethnic minority and someone who was shocked by all this. However im sending you lots of love elle and hope you educate yourself on the things you have said. Fire mixed with fire only creates a bigger fire. Yes there is no excuse, but there is ownership, responsibility and growth. Especially during times like this with Covid its very important to be kind to one another, and help eachother grow 🤍	Positive	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	16:46:49	Louisa Thomas	YouTube		12	Your Hell of an actress !	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	16:45:29	Sabrina Derrickson	YouTube		17	Well, well, well....I knew she seemed too nice to be true. Sadly it makes me think of	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No

						how the rest of her family feel towards us ethnic minorities. They were clearly raised a certain way....absolutely shocking when all I had was support for you both. 😢													
2022/01/04	16:45:04	Ore Bademosi	YouTube		28	The issue I have with your apology is that its not genuine. Turning the comments off is a cowardly move, the people you offended deserve to voice their feelings and reactions. You are only apologising because you got caught, and now your career is suffering. You knew those offensive tweets and videos (mind you that were not all from 10 years ago) were still out there, and its only taken for them to come to extreme light for you to apologise. You did not address anything you were sorry for, how are you taking accountability?how are you mending the hurt you caused to the countless communities you offended? If this incident would not have happened would you be remorseful? If you weren't losing followers would you be apologising? No. Therefore the apology is very disingenuous. i appreciate this is the move everyone has to make, but the least you could do make a sincere apology.	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:43:50	Nichola Jones	YouTube		8	Fake! Isn't Connor going to apologise too???	Negative	Other											
2022/01/04	16:43:50	Claire Hubbard	YouTube		1	She did do a "I'm sorry" video though why do all the comments say she didn't apologize?	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	16:42:38	Gilly Bean	YouTube		3	Ellie ❤️ We've all done things in our past that were not proud of, when we were younger, but we learn, grow and change by our mistakes. We know your not that person. Please don't be so hard on yourself. We respect the decision to take time out, but do so in the knowledge that you've been missed and we will continue to miss you and your lovely family. Don't be a stranger. Take care hunny. You're such a beautiful soul xxx	Positive	Overall Event	Slang	Yes	Defensive	No		No	Not explicit	No		No	No
2022/01/04	16:39:46	JustMe 2020	YouTube		14	'So sorry' but turn the comments off so people can't respond. And it's not just things you said a decade ago. 5 years ago talking about 'foreigners' in the gym. You're a fake and you've been exposed. Maybe take a LOT of time offline.	Negative	Overall Event	Offensive	No		No		No	Does not accept	Yes	Personality	No	No
2022/01/04	16:35:10	Allesha xx	YouTube		13	Please don't turn off your comments on your recent video, you are aware you've upset, hurt and offended so many many	Neutral	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No

						people, we all deserve a voice in this matter. I'm so unbelievably hurt by this, but even more hurt that you are silencing those who are hurt by turning off your comments. I'm really glad you have taken responsibility, but it's not about forgiveness right now, it's about looking deeply into why and how you have hurt countless people. I lost someone to racism, killed because racists believed he wasn't like "us people". Racism starts by the incredibly shocking and horrible things you tweeted. It's not just about the tweets it's that 5 years down the line after this you still spoke your true words about "foreigners" I'm a YouTube video. I looked up to you, grew up watching you, learned from you, inspired by you, always wanting to be better like you. Just to find out it was all a lie. This didn't just piss people off, it deeply hurt people because you were our friend, our time out during stressful times, our better version of ourselves. I've been looking through all of these comments and one I read"I'm polish, but I am a human being" this beautiful person was doubting themselves because of what you have said and believed. People doubting who they are, their race, gender, weight, sexuality, etc. Absolutely deviated. I loved you elle...I loved Connor and saint I loved the amazing community you created. But we were ready to see the reality behind the scenes. Everyone, please never doubt who you are you are human you are equal and you are respected❤️ Please do not bring saint up to believe these foul things...he deserves better. Be better. The community that was created here is still here, stronger than ever. Every opinion is valued and needs to be respected here.												
2022/01/04	16:32:31	Clare	YouTube		11	I had no idea about these tweets before following you! It took me a while to warm to both of you but I did and I looked forward to following you but your views are vile and disgusting, there is no apology that can cover this! You disgust me! I feel so sorry for your son having to be brought up by two racists with sickening views! I hope this now finishes your career as neither of you deserve to have one!!!! Even your apology seems fake, not a genuine apology at all	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No

						because you're not sorry which is even more sickening!!!													
2022/01/04	16:30:10	Lisa Jackson	YouTube		15	My daughter is 9 and knows not to talk like you have! I dont think you can ever come back from this	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	16:27:44	Rachxox	YouTube		19	Very forced and insincere apology...I think you need to call it quits now on your influencing days as that genuinely felt like you was trying to save your own back very snappy apology.	Negative	Overall Event	Current	No		Yes	Elle to give up on platform/platform to be taken away	No	Does not accept	No		No	No
2022/01/04	16:24:22	Amy C	YouTube		26	Girl not all of the footage of you being offensive was 10 years ago. Also that apology very much screamed “I’m gonna lose my job I need to upload this” No sorry will ever change who you are as a person and how fake you have been to everyone around you. Get offline and stop photoshopping ur son for a start. Goodbye	Negative	Overall Event	Current	No		No		No	Does not accept	Yes	Personality	No	No
2022/01/04	16:20:03	Jenna Moon	YouTube		0	Perhaps I am one of the few who is looking at this situation and understanding that these were comments made as a child of 17 and not today. Perhaps if they were being made today I would have a totally different opinion. We want to look at her today and assume this is her at 17 but it is not. No one is the same as they were at that age. It is called growing up and becoming an adult. If any of you have never said or done ANYTHING wrong as a child then please go ahead and judge her for the rest of her life based on her childhood comments. But if you have said or done anything that ANYONE of ANY TYPE could find any offense with when you were a child then please, put yourself in her shoes and see how you would feel to be judged the rest of your life for it.	Neutral	Overall Event	Current	Yes	Defensive	No		No	Not explicit	No		No	No
2022/01/04	16:17:36	SB	YouTube		18	She’s only sorry they have been brought up that’s all she’s sorry for.	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:14:34	J R	YouTube		15	That apology was the most insincere I have seen, clearly just doing it to save the subscriber count, you don’t deserve a platform	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	16:12:22	Leigh	YouTube		19	Was hoping the apology would address the YouTube video complaining about ‘foreigners’ being in the gym, that video wasn’t “a decade ago”. That was like 2016 making her 19 or 20. Can’t help remembering that every time we’re	Negative	Overall Event	Slang	No		No		No	Does not accept	No		No	No

						reminded about the tweets being a decade ago x													
2022/01/04	16:08:49	Tracy Tyrrell	YouTube		10	when everyone was praising u and blowing ur trumpet and being ur biggest cheerleader were u laughing at us all behind the camera.... u called ur sister a dwarf... gave out about ur mum.... disrespected human race and also animals wtf!!! im shocked to the core	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	16:03:26	chloe Sw	YouTube		2	Is it just me or is your eye fucked up😅	Negative	Other											
2022/01/04	16:01:52	Elle belly jelly smelly	YouTube		7	I don't think I've ever witness such a fake!!!!! Awful human being	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	15:47:19	Caroline Ann	YouTube		3	For shame on you.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	15:41:25	louise naylor	YouTube		10	Also anyone else watch Lucy and Jordan Carter and wonder how they are feeling about all this? x	Neutral	Other											
2022/01/04	15:37:38	Lara Simpson	YouTube		343	I, as a mixed race woman supported you from the very beginning. I've watched every single vlog, shared them, bought from angelle collection and I feel like an absolute fool. This really hurts. And to not even get a formal sorry? Madness. Have the life that you deserve. Edit: this was written before she posted her "sorry" video. Which btw, isn't a sorry. She is just upset that she's lost her job and is embarrassed that her friends know who she really is.	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	No		No	No
2022/01/04	15:34:15	Gary Sachs	YouTube		1	i just want to say that I love your channel. You are amazing. I am sorry that there are evil people in the world who are so incredibly jealous of such a sensitive wonderful caring soul as you. Connor is amazing and I love Saint. Please do not take notice of vicious evil people who are so jealous of your wonderful achievements. They are just there trying to make a quick buck by boosting their own horrid channels by demeaning you. I respect you and Connor. I always will.	Positive	Overall Event	Current	Yes	Dismiss	No		No	Not explicit	No		No	No
2022/01/04	15:25:07	Izzy Long	YouTube		4	I feel like their silence right now is also speaking of what kind of people they are. Own up to what you did and properly apologise!	Negative	Overall Event	Current	No		Yes	Elle to take accountability	No	Not explicit	No		No	No
2022/01/04	15:17:33	louise naylor	YouTube		6	I'm sorry I'm just going to say it - she mentions that Chinese people with there eyes (squinting) but she isn't perfect one of her eyes doesn't even look in the right direction.	Negative	Racism	Slang	No		No		No	Not explicit	Yes	Physical Appearance	No	No

						This isn't something that I am saying is bad, I used to have a lazy eye but you can't say something about someone else unless you're perfect and Elle and Conner have definitely proven they are not. Doesn't she also say something horrible about her own sister? There has been so much coming out now I'm lost with what they haven't said tbh x													
2022/01/04	14:58:25	Esldn X	YouTube		3	Can't believe this is who you really are, I feel sick to think I supported you for all these years just to find out how fake you really are.	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	14:56:41	Sukh	YouTube		3	horrible horrible people	Negative	Overall Event	Offensive	No		No		No	Not explicit	Yes	Personality	No	No
2022/01/04	14:54:37	claire backhouse	YouTube		1	Not part of any of the groups targeted by Elle and Connor, but still disgusted and shocked by their comments 🤮 Their whole persona is totally fake.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	14:53:50	Gemma Whiting	YouTube		3	Why didn't people speak up when the tweets where made? Why now? I don't condone what she as done but I don't get why it's took a decade for everyone to be offended. Im not on twitter but if I saw these tweet over a decade ago I would of probably reported them and had something to say myself. I just feel back then she wasn't big so no body cared but now she is successful these have resurfed by someone who as purposely resurfed them to ruin her all because she famous? Because if she was still a nobody this would not be happening!!!!	Neutral	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	14:50:55	princesswhatever	YouTube		1	Terrible response from you, not a single sorry. Don't now disappear for 2 weeks and then come back in a month with you sat with no make up on having a little cry with some slow music in the background! You clearly aren't sorry, is this how you go around thinking of people???	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	14:36:55	Aries Mum	YouTube		1	I stopped following this bigot when I found out she charged people to attend her Angelle shop, so that they can friggin pay to come a buy her 💩. If you all watch her sister Lucy's YT video about ancestory she did with her husband, you can see Jordan trying to fob off the idea he might not be 100% English, if you watch you can actually see him visibly upset! I'm telling you a fly on the wall in this family home would have heard the N word the P word and a lot more	Negative	Overall Event	Offensive	Yes	Anger	Yes	Stop supporting her	Yes	Not explicit	Yes	Personality	No	No

						nastiness, this whole profile is fake ! Please guys let's cancel her so she doesn't get away with this! 🖤 BLM we all we all bleed red ! Stand up against racism ! 2022 !													
2022/01/04	14:22:26	Bens 98	YouTube		4	No more brand deals for you dear	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	14:18:04	Paulinka x	YouTube		2	I used to watch and support you but as a POLISH GIRL i have now stoped !!!! YOU ARE DISGUSTING !!!!!! SHAME ON YOU !!!!!!	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	No		No	Yes
2022/01/04	14:17:49	Braze Carmen	YouTube		2	Constantly attacking poc and foreigners after they contribute to your success. Talking about biting the hand that feeds you. You can only clown people for so long hun before karma at the door. Now it's time to face them consequences.	Negative	Racism	Slang	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	13:56:39	Shirley Dunn	YouTube		11	The fact you have deleted 300 videos speaks volumes. I guess it includes the one in 2019 where you complained about the smelly foreigners in the gym. This is never going to go away. People will get in touch with any sponsors foolish enough to work with you. You have shown who you really are. So many vile tweets. I bet you use foreign sweatshop labour to produce your clothing line though. Time to go out in the real world and get a proper job.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	13:41:55	Ferxani	YouTube		4	Lazy eye	Negative	Other											
2022/01/04	13:37:20	Mariel Parada	YouTube		12	This foreigner (who is fluent in 2 languages) has unsubscribed Adiós 👋🏻	Negative	Racism	Current	No		No		No	Not explicit	No		No	Yes
2022/01/04	13:30:47	wildwalks	YouTube		10	It's not a mistake when that many tweets were made, it's a mindset. One a really hope you no longer have .	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	13:30:35	Caitlin Robinson	YouTube		9	I have never followed you and never will now, but I always knew there was something about you I just couldn't put my finger on it. I'm always right	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	13:22:03	Aleks Dederowska	YouTube		16	Congrats on 500k :)	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	13:18:51	ann-marie kayanja	YouTube		4	I am not usually one to comment on mistakes that people have made in the past as we are all human. However , the sheer number of disgusting tweets clearly shows that this was not a mistake. You cannot hide behind the fact that this was a decade ago,	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No

						you were clearly old enough to know right from wrong in your late teens. These statements are not offensive to “some people” as you claim, these tweets are an attack on the whole of humanity. Only someone that is pure evil would write these kinds of things. This is the same kind of talk that I imagine Nazis would have used. I hope this period of time will bring you and your partner back down to earth and realise that we are all equals on this earth regardless of are race, sexuality or religion. Being white and having an “instagram ideal life” does not make you superior over anyone.												
2022/01/04	13:10:08	Julie Parker	YouTube		4	Byyyeeeeeeee. Cancelled. There is no coming back from this you know.	Negative	Overall Event	Slang	Yes	Anger	No		Yes	Not explicit	No		No	No
2022/01/04	13:04:51	Don’t trip forever XD	YouTube		22	Their “apology” was just to save face. They aren’t sorry about what they did, they are apologising because they are sorry that they got caught!	Negative	Overall Event	Slang	No		No		No	Does not accept	No		No	No
2022/01/04	13:02:42	yas w	YouTube		18	i sincerely hope this is a huge learning curve for you both. i aswell as many have followed and supported you for so many years and there’s no words for how disappointing this is. please remove yourself from the internet, there is no turning back. to anyone hurt or affected by the comments made i am truly sorry and just know you’re loved.	Negative	Overall Event	Current	Yes	Upset	Yes	Elle to give up on platform/platform to be taken away	No	Not explicit	No		No	No
2022/01/04	12:35:50	ESSENTIALLY EMILY	YouTube		6	🙂	Negative	Overall Event	Emojis	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	12:21:10	Nicole	YouTube		20	Well after years of loving you it's so sad to say I had to unfollow. I remember being a teenager and my tweets were about boybands, not racism and extreme hateful comments. I'd like to know at what point did you apparently "change" because someone (you) who can be that hateful from just tweets alone scares me. What made you change? I don't believe you did.	Negative	Overall Event	Current	Yes	Upset	No		No	Does not accept	No		No	Yes
2022/01/04	12:17:32	Bob Stewart	YouTube		7	Better be careful in these streets	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	12:00:53	Fred Forty	YouTube		13	Absolute fakeness in their apology- there was so much venom in those tweets- that’s not a mistake that’s hatred - they both knew what they doing at 16years old.	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/04	11:53:03	RDC	YouTube		11	Racism is strife in the UK, 10 years ago she was like 17. By 17 you know right from wrong. Anyone trying to justify by saying it was so long ago is probably exactly like her. Multiple hateful comments and even videos,	Negative	Overall Event	Current	Yes	Anger	Yes	Users to stop defending Elle	No	Not explicit	No		No	No

						spans across different media platforms and you wanna come with she's could have changed, it was so long ago??? Get out of here													
2022/01/04	11:48:35	RDC	YouTube		8	It's so funny how she was fat-phobic but look at her now. Even pre-baby she would have been at least overweight or obese. These are the same people who will cry about body positivity	Negative	Body Shamming	Current	No		No		No	Not explicit	Yes	Physical Appearance	No	No
2022/01/04	11:44:52	Cath Southwell	YouTube		9	So shocked and disappointed Elle. Sorry but I can't support someone with such a disgusting attitude. At 17/18 you know exactly what you are saying.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/04	11:44:39	Oscar Watson	YouTube		6	idek who you are but youre clapped. so is ur kid	Negative	Overall Event	Slang	No		No		No	Not explicit	No		No	No
2022/01/04	11:43:50	Karla Thorne	YouTube		11	But most of her videos are of primark hauls where the products are produced in India... what a pair of uneducated actors. Career over.	Negative	Overall Event	Offensive	No		No		No	Not explicit	Yes	Personality	No	No
2022/01/04	11:38:53	Karla Thorne	YouTube		11	As an Indian woman I am so hurt and disgusted by your vile comments. I hope you lose all your followers	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	11:28:24	Hannah Blair	YouTube		9	Myy goodness gracious, didn't we all for your sweet little voice eh....well u didn't half fool us all, I'm not normally one for commenting negativity but waw elle those tweets have made beyond speechless 😹🙄 how vile, I hope u have changed, but come on yo have the mind u did it would take alot and hard work to change from that mind set 😬	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	11:05:16	MegaVemppu	YouTube		14	Who do you think you are?	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	10:46:54	hannahlucyxo	YouTube		14	I struggle with my weight and always have done so I feel personally attacked by you along with everybody else you have shamed absolutely disgusting! I don't agree in online hate but I've simply unfollowed you on all platforms instead of shaming fat people, polish people, Chinese people, skinny people, black people...maybe while sat in your big house think if it wasn't for a vast majority of these people you clearly think are below you - you wouldn't have the luxuries and lavish life you both have. I won't be following you from now on. Sorry to anyone who has felt personally attacked by this. Sending love to you all 🤍	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	Yes

2022/01/04	10:41:35	Naomi	YouTube		16	Asking for forgiveness but you never actually said the words sorry	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	10:40:07	Kamila Fayzieva	YouTube		17	You must be glad that all the foreigners who speak grunts are unfollowing yow now lmao	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	10:39:41	Freyatowlerxo	YouTube		32	I just know for a fact she's going to blame this fully on her age at the time. But I myself who is 15, would never feel the need to comment on someone's race/religion or looks because I've been brought up knowing that that's extremely wrong. At 17 years old she was fully aware what she was posting & obviously had these views & hatred about these people for a long time. Even things like the way she looks at her OWN sister... everything just looks wrong when you watch things back, she almost glares at Katie every time she talks and Katie always looks left out. I don't know wether it's just me that's noticed? Shows how low she really can go if she's targeting her own sister?!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	10:38:03	Sydney	YouTube		13	You're disgusting! You think by putting up a fascade that your nasty racism and downright negative appauling tweets would be put beside you? Youre wrong, youre done. People like you DON'T deserve ANY platform! You've been USING each of these people of the races in which YOU targeted as your fanbase for years knowing what you did and feel towards these people , now that is some seriousssss LOWLIFE behavior	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	10:25:33	Bethany Jane	YouTube		13	Unsubscribed forever	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	Yes
2022/01/04	10:23:33	Sarah Cane	YouTube		11	Oh no 🙈 Elle why 😢 I don't know what to say I'm so shocked, I don't do bad comments because that's not me but you need to sort this out with a serious apology to all the people you have affected...this is serious and needs to be taken seriously	Negative	Overall Event	Current	Yes	Upset	Yes	Elle to take accountability	No	Not explicit	No		No	No
2022/01/04	10:22:42	Millie Mason	YouTube		18	Just baffled that your 'apology' didn't have one sorry in it.	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	10:18:02	Sadie Round	YouTube		10	So let down by you Ellie 😭	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	10:13:08	Sonia YT	YouTube		8	Shame on you	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	09:27:10	Brown Shuggah	YouTube		12	You faker than faux fur	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	09:17:10	79HuSsAiN	YouTube		12	Horrible girl what a WRETCH !!!!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No

2022/01/04	09:14:14	Shonacostello	YouTube		13	I watched a few of her videos not too long ago, and I picked up on weird vibes just didn't seem authentic	Negative	Other											
2022/01/04	09:13:23	Shonacostello	YouTube		24	I think it's worse because she was 17, she wasn't a clueless kid you can tell she was a bully in school	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	No
2022/01/04	09:05:40	Worzel Gummidge	YouTube		4	She doesn't love her kid	Negative	Other											
2022/01/04	09:00:30	daisy	YouTube		9	It all just seems fake now... I am so disappointed. Cant believe I actually supported your channel and the Angelle collection...	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	08:45:04	Makeup with Sandra	YouTube		12	I'm polish. WE will never forget this 🕯	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	08:41:36	Makeup with Sandra	YouTube		23	As a polish woman I'm disgusted. Unfollowed you immediately and I hope everyone else does as well. You do not deserve any sponsorships or brand deals. This is unforgivable. Why would you EVER think that is okay.	Negative	Overall Event	Current	Yes	Anger	Yes	Followers to stop following	No	Not explicit	No		No	Yes
2022/01/04	08:31:45	Ailah	YouTube		16	2022 goal ; let's cancel influencer culture and stop putting these vapid people on a pedestal . They are all fake both on the inside and outside!!!!	Negative	Overall Event	Offensive	Yes	Anger	No		Yes	Not explicit	Yes	All influencers	No	No
2022/01/04	08:29:58	Jaz98	YouTube		12	Girl you know those tweets were found by someone else & not by you "looking at old tweets"	Negative	Overall Event	Current	No		No		No	Does not accept	No		No	No
2022/01/04	08:27:50	Billie Jean	YouTube		11	Even if it was when she was young she thought those things and completely disrespected pretty much everyone who existed, why do we let these people take all the credit when we have hard working men women and different nationalitys struggling to get by because they work so hard where she got given everything we have given her this money by watching her videos and now she's living life with £££ while we're all trying to live total loss of respect for her man.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	08:12:43	Jax F	YouTube		27	It's funny how the ones you hate and ridiculed are the ones who made you. You should have at least apologised to the many people you have offended that have supported you and helped build you up.	Negative	Overall Event	Current	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/04	08:10:00	Ayu He	YouTube		37	YouTube needs to bring back the dislike buttons just for her 🤦	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No

2022/01/04	08:02:32	Ailah	YouTube		12	Glad I haven't been a die hard fan like some but from the few videos did watch, I always thought there was something off about her. She just comes across as really overbearing and smug. Glad her true colours have been exposed	Negative	Overall Event	Current	No		No		No	Not explicit	Yes	Personality	No	No
2022/01/04	07:31:32	RockdownPlus	YouTube		11	Please don't teach your son racism.	Negative	Racism	Current	No		No		No	Not explicit	No		No	No
2022/01/04	06:29:44	Lexi cordova	YouTube		12	Time to find a real job, you've been canceled :)	Negative	Overall Event	Slang	No		No		Yes	Not explicit	No		No	No
2022/01/04	06:11:02	Deborah Ramplin	YouTube		11	Watch eltorias latest post you nasty women . Hope you learn from this .	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	05:37:33	A Graham	YouTube		9	Trash	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	05:31:39	Lu	YouTube		12	ah damn what will I do with my angelle loungewear now?? Guess polish aren't your demographic xxxx	Negative	Overall Event	Slang	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	05:05:09	Lisarasaurus	YouTube		9	I haven't liked her ever since her narcissistic e-mail to the White Moose Cafe.	Negative	Other											
2022/01/04	03:42:58	Bimpe Calfos	YouTube		28	For someone that has a face like that, it's rich of you coming for foreigners!!	Negative	Racism	Offensive	Yes	Anger	No		No	Not explicit	Yes	Physical Appearance	No	No
2022/01/04	03:15:12	Amanda Lim	YouTube		283	Elle, I've been such a loyal supporter for years, even telling my friends to watch the vlogmas vids over the years but then reading those tweets are just.. I'm really speechless. And I dont think I can and will ever view u and connor in the same light ever again. All Ican say is, it takes 10 years to build trust, but 10 seconds to destroy it all. And u've done just that.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	03:10:46	leanne mcdonald	YouTube		9	Im scottish and have bought ur merch i now think ur vile .. and if u read down i made a comment to help u keep ur son safe shame on you	Negative	Overall Event	Offensive	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	03:03:44	Charlotte Ann Cooke	YouTube		20	I think it's so strange that anyone was actually shocked by her and Connors tweets. They constantly act like they're better than everyone else, all their content on YT is utter fake! And this just proves it all.. finally people can see the truth and are seeing things with their eyes WIDE open. I hope this brings them down a peg or two and back to reality. Also to say people are pissed, she's only lost around 5k subscribers... Typical 🙃	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Content & Personality	No	No
2022/01/04	03:00:13	Thals O	YouTube		9	I had no idea who you were before but glad I didn't cause I would've supported someone	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No

						who was so problematic literally thought you were one of those nice family channels but just shows ur just a bad person													
2022/01/04	02:58:50	DaffodilsOnJupiter	YouTube		9	Was her own dad not born in India? Don't know who she thinks she is hating on foreigners!	Negative	Racism	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	02:26:28	sammy	YouTube		15	You both are such nasty, vile people. But I'm sure you'll blame it on how 'young' you were and they'll eat it up, as usual. So tapped I swear	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	02:20:09	Bushra Syeda	YouTube		23	I'm Indian and I can't tell you how deeply offended I am. I loved your little family so much. It was all an act. People with your minds don't deserve to raise children. Gross	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	02:16:21	shema kanber	YouTube		12	Just unscribed.	Negative	Overall Event	Current	No		No		No	Not explicit	No		No	Yes
2022/01/04	02:09:35	Ria Joban	YouTube		14	you don't know the struggles of foreign people and what they experience on a day to day basis in western countries, so open your eyes and ears, maybe look up the struggles people experience around the world rather than being dense lol educate yourself	Negative	Overall Event	Slang	Yes	Anger	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	01:31:37	Xmoonlargachacokkie	YouTube		21	Always wondered why she was obsessed with The White Company :D :D You is finished	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	01:22:05	NeelThe Boss	YouTube		9	Oh this dislike lightsaber is looking abit foreign ain't it🤨🤨🤨 , your finished I feel sorry for your child that is being brought up by such vile human beings and to not even do a public apology in front of your camera no balls either and this proves your "apology" on Insta story was meaning less as you both hid behind the screen like some rascist chads in a mw2 lobby cowards.	Negative	Overall Event	Offensive	Yes	Anger	No		No	Does not accept	Yes	Personality	No	No
2022/01/04	01:20:57	Sasha	YouTube		15	Honestly you deserve a Oscar because you had all of us FOOLED cause you act like a literal SAINT but your not.I really don't see you ever coming back from this due to the severity of the tweets you made. Absolutely disgusting and disappointing. I hope you teach your son RIGHT from WRONG because clearly you weren't.🤦🤦	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	01:15:05	Courtney Raggett	YouTube		3	She was still in school at the time of these comments! Please put yourself in her shoes. The tweets show who she was not who she	Negative	Overall Event	Current	Yes	Defensive	Yes	Users to stop harassment	No	Not explicit	No		No	No

						is now, people grow! I'm not saying it's not wrong but bullying this woman is not ok.													
2022/01/04	01:13:14	S	YouTube		18	Those tweets were absolutely vile. I hope people aren't quick to forgive this one. It wasn't even a one off. Disgusting.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	01:13:11	RenG	YouTube		18	I sincerely hope this woman loses her platform. So disgusting	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04	01:07:34	Shuji Afzal	YouTube		24	As a nice smelling Pakistani male with a polish fiancé, I really can't believe you've said what you said - really feels like a stab in the back. For year, I've aspired to have a family just like yours, but now I pray that the rotten cancer that spreads throughout your veins can be put to a stop today! All the best, Elle.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04	01:05:25	Essie Es	YouTube		5	Surprised I didn't see anything about black women. It's good you didn't go down that road.	Negative	Racism	Current	No		No		No	Not explicit	No		No	No
2022/01/04	01:00:04	1234LMAO12345	YouTube		8	Cancel them	Negative	Overall Event	Slang	Yes	Anger	Yes	Stop supporting her	Yes	Not explicit	No		No	No
2022/01/04	00:54:51	Liz living life	YouTube		158	I am heart broken. As a black woman, to think I have invested my time supporting your channel is so distressing. I loved who I thought you both were. All along you both felt these disgusting things about people who look like me and other ethnic backgrounds is shocking. Using the N word and having such contempt for people you call foreigners, it's too much to be called a mistake or blame it on youth. Yes it was 10 years ago but there are just too many tweets to make anyone feel this is not your true selves. You will do the thing influencers do when they are exposed which is a video or statement of apology - this BTW you should have done straight away to let us know you both are genuinely sorry but you haven't. Do you really hate poc (foreigners that much)? Are you teaching your son to be this way? I hope you read this, I truly do. Your followers that you have offended deserve a heart felt apology. We have cried when you have had bad times and rejoiced in your happy times. I personally am so disappointed and heartbroken. I will wait to see if you will apologise and give an explanation to all of your tweets because unfortunately just saying sorry will not be enough. We need an explanation and ways In which you both will	Negative	Overall Event	Slang	Yes	Upset	Yes	Elle to take accountability	No	Not explicit	No		No	No

						move forward and do better and I mean truly do better as in not just saying things to save face but changing your mindset and heart about what you think of us 'foreigners', Scottish people, Irish people, gay people and so on. The list is long. How will you make this right????													
2022/01/04	00:42:31	Chloe M	YouTube		7	Boycott !!!	Negative	Overall Event	Current	Yes	Anger	Yes	Stop supporting her	No	Not explicit	No		No	No
2022/01/04	00:42:30	Sophia Mc	YouTube		16	Hope you have lots of savings because your career is over girl😎	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	00:29:32	Charnice C	YouTube		11	As someone who is a POC that has followed you from day one. I'm really saddened by those tweets. I really loved you guys and you have disgusted me. I honestly can not believe it. Unfollowed.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	Yes
2022/01/04	00:21:56	Matt	YouTube		13	Racists😂 happy 2022	Negative	Racism	Current	Yes	Ridicule	No		No	Not explicit	Yes	Personality	No	No
2022/01/04	00:17:26	Ash	YouTube		14	It's funny how these fake asses come out with some sob story when they get exposed!You and your man need to dissappear from social media..so sick of people turning a blind eye becuase they "wer young and naive" o please pull the other one.And to think you actually talked about people being nasty to you 🖤 wow🤦‍♀️ THESE UTUBERS/INFLUENCERS PUT ON A SHOW IN FRONT OF THE CAMERA BECAUSE WITHOUT THE FOLLOWERS THEY ARE NOTHING!People who still support them clearly think the same as them!UNFOLLOW THEM AND ANYONE ELSE LIKE THEM..IT'S 2022 TIME TO CLEAR OUT THE TRASH.😁THEY DON'T GIVE A DAMN ABOUT THE PEOPLE WHO SUPPORT THEM..IT'S ALL ABOUT THE £..BUT WE ALL KNOW WHAT'S GOING TO HAPPEN..THEY'RE GOING TO MAKE A VIDEO WITH A SOB STORY AND EVERYONE IS GOING TO BE LIKE "AWW IT'S OK" STOP BEING SO NAIVE🤦‍♀️	Negative	Overall Event	Slang	Yes	Anger	Yes	Elle to give up on platform/platform to be taken away	No	Does not accept	Yes	Personality	No	No
2022/01/04	00:15:06	fordmad	YouTube		25	Went to school with you at lavy, doesn't surprise me one bit, thought i recognized you😂. Say bye	Negative	Overall Event	Current	Yes	Ridicule	No		No	Not explicit	No		No	No
2022/01/04	00:10:26	Honey Pot	YouTube		14	One thing to rmemeber about you tubers; they edit their own videos/pay someone to edit them in their favour. What you see is never the truth.	Negative	Other											

2022/01/04	00:01:37	Hannah	YouTube		16	the tweets are vile. the fact you both thought those things at SEVENTEEN!!??! yeh absolutely not BYE	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04		clodaghmarie	Brand Instagram		4	If I was to scroll back through ANY twitter account I can assure you I could resurface AT LEAST ONE THING from EVERYONE that would really hurt someone. Just because they are in the public eye and their Twitter was targeted and resurfaced doesn't give you the right to be abusive. What was said was wrong, but why abuse them? Why try so hard to put someone in a dark place? Practice what you preach. Unfollow and move on from them?	Negative	Overall Event	Current	Yes	Defensive	Yes	Users to stop harassment	No	Not explicit	No		No	No
2022/01/04		ginaaiken1	Brand Instagram		2	Has no one considered that she may have grown up a hell of a lot in the last 10 years? You know, lost her mother, had a child. People change. Give the girl a break please. Give them both a break. They were kids.	Negative	Overall Event	Current	Yes	Defensive	Yes	Users to stop harassment	No	Not explicit	No		No	No
2022/01/04		officialyoungo	Brand Instagram		33	Say No To Racism.	Negative	Racism	Current	No		No		No	Not explicit	No		No	No
2022/01/04		rach_smy	Brand Instagram		36	No matter how much this is wrong and what they have done is wrong, but I generally don't believe that all this trolling is helping anyones mental health, yes they both done wrong with the comments, but I believe they don't deserve all this hate we all do stupid things say stupid things when we are young, your telling me know of you have done anything wrong on your tweeter etc, or in general, She has a baby to look after and I'm sure this hate isn't helping her mental health. She's knows she done wrong and I'm sure she will apologise remotely and never forgive herself what she has done, but stop the trolling and the hating it isn't nice I'm not agreeing with Ellie, I'm just saying some of the comments are disgusting I saw one comment where it is says " I hope you die" that is disgusting and no one deserves that. I just hope Ellie is getting the right support for mental health because whether or not she's done wrong from 10year ago she doesn't deserve losing everything	Negative	Overall Event	Slang	Yes	Defensive	Yes	Users to stop harassment	No	Not explicit	No		No	No
2022/01/04		ellhughess	Brand Instagram		0	The comments!! @aimeelucking	Neutral	Other											
2022/01/04		kayjsdavies_	Brand Instagram		0	@jamie_hill_83	Neutral	Other											

2022/01/04		lilliehall_	Brand Instagram		0	@sophhall12	Neutral	Other											
2022/01/04		annierenhard	Brand Instagram		1	@jadedarrylb @itsmebebe13 read the comments	Neutral	Other											
2022/01/04		lizzzieconnor	Brand Instagram		1	@maddyg0507_ comments	Neutral	Other											
2022/01/04		eleashalilymay	Brand Instagram		0	@kb0yce @rachelzjohnson read these comments omfg	Neutral	Other											
2022/01/04		aoife.mcconville	Brand Instagram		0	@ciaramcavoyy @niamhmilne6 ^	Neutral	Other											
2022/01/04		chans_snaps	Brand Instagram		0	@laurenhughes51	Neutral	Other											
2022/01/04		elisharamsdenxx	Brand Instagram		52	I never ever ever comment on situations like this and I certainly don't condone the tweets that were written by them both, I think they are shocking, and very spiteful comments. However... all you trolls are no better, these were tweets written a long time ago, I get that they understand what they were writing etc at that age... but things can change and people can change!! And I'm sure once upon a time you have all given someone in your life a second chance because of something awful that they once did. wishing death upon people... what makes you guys any better??!!! Bringing up tweets about Elle's mum when she sadly isn't here anymore? This is not the reminders Elle needs after losing her parent!!! she wants to remember the good times she had with her mum not the extremely old tweets she once writ about her in anger!!! Elle has a baby, this is her job/ her life, she could lose absolutely everything, including her friends and maybe some family, she is probably petrified to leave her house because of all the hate they are both receiving, please can people just stop for one second and think about the poor baby mixed up in all of this, and her mental health! the amount of famous people that have taken there lives because of disgusting trolling. I know elles tweets were absolutely shocking but she doesn't deserve this and neither does her family! The couple can't continue to look after saint, or go about there normal activities with such a huge amount of people hating on them. please please stop trolling Elle and give her time to apologise, give her	Negative	Overall Event	Current	Yes	Defensive	Yes	Users to stop harassment	No	Not explicit	No		No	No

						time to explain. block or unfollow them, stop watching/listening to her if you are effected by this...but please please stop ruining her life, because if anything was to ever happen to @elledarby_ or Connor, you will all be the first to jump on and promote about mental health!!!													
2022/01/04		elliestocktonx	Brand Instagram		1	@stephpowellxx comments	Neutral	Other											
2022/01/04		isobelmoney	Brand Instagram		1	@mollielonghurst	Neutral	Other											
2022/01/04		bijoubeautybakes	Brand Instagram		0	@danniiellax	Neutral	Other											
2022/01/04		bethanyblossom_x	Brand Instagram		0	@carlieeormee	Neutral	Other											
2022/01/04		rheadowney_	Brand Instagram		0	@louisemccarron2 read the comments	Neutral	Other											
2022/01/04		lifewithalittle_	Brand Instagram		5	That awkward moment when you're outed as racists, homophobes and that you're fat phobic, amongst so many other things, and instead all you do is post a half arsed bullshit "apology" and then delete any comments that go against you on your personal Instagram and disable comments not so much of a 'angelle' now are we	Negative	Overall Event	Offensive	Yes	Anger	No		No	Does not accept	Yes	Personality	No	No
2022/01/04		jesscx92	Brand Instagram		3	Absolutely discussing you are supposed to be a ' role model to young girls ' so disappointed with you!	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04		beccyb1999	Brand Instagram		4	All these comments are stupid leave her alone	Negative	Overall Event	Current	Yes	Defensive	Yes	Users to stop harassment	No	Not explicit	No		No	No
2022/01/04		rosielecturerxo	Brand Instagram		2	Almost all items have disappeared from the Angelle website? Xxx	Neutral	Other											
2022/01/04		chloelou16	Brand Instagram		0		Negative	Overall Event	Emojis	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04		mavisdidon	Brand Instagram		5	I am not saying what they did 10 yrs ago as kids is right because it's not and I am against racism and believe they should do a formal apology but I have posted things on social media 10 /15 yrs ago and I cringe when I read it, this girl is hated a lot and I have seen disgusting things written about her on tattle life, it's horrendous especially when she was pregnant, she was fat shamed, called all sorts of names and some even wished death upon her , why is no one apologising for that yet everyone is getting hyped up about tweets written when she was 16	Negative	Overall Event	Current	Yes	Defensive	No		No	Not explicit	No		No	No

						I am mixed race and I do not even letting that bother me as I have better things to do with my time													
2022/01/04		melissa_bird_	Brand Instagram		0	I feel really sad that so many people have supported you both as a couple and now as a family including myself and although I'm sure like a lot of us we appreciate we all make mistakes however it wasn't one or two tweets that perhaps we could all understand to some degree that they were published online being so young and would account for them as being really childish and silly, there are many tweets which I'm amazed at which are aimed at all different people and racism and to be really honest the age you were should of knew better as I know at 16/17 even any age would never or wrote anything like that. It's hugely disappointing that until now you hadn't addressed them before but suddenly re lived your social media on the basis you were both reflecting on it, something which wouldn't of happened if the tweets weren't being bought back up to be seen by thousands of people. Completely lost for words and thought you both had more morals and values. I struggle to see how you come back from this as I know a lot of people are expecting an apology and as of yet there hasn't been one.	Negative	Overall Event	Current	Yes	Upset	No		No	Not explicit	No		No	No
2022/01/04		enya_128	Brand Instagram		0	Please reply to my em reguarding my order	Neutral	Other											
2022/01/04		sl33pyjz	Brand Instagram		1	Disgusting racist how can you say it doesn't reflect your views when there's pages of tweets. When I was a teenager I knew better and I knew right from wrong. You're just sorry your brand has been damaged and you were caught.	Negative	Racism	Offensive	Yes	Anger	No		No	Does not accept	No		No	No
2022/01/04		mlissjb	Brand Instagram		0	🍏	Negative	Overall Event	Emojis	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04		ro.x.95	Brand Instagram		0	Racism/Homophobia is and NEVER has been anything but disgusting and shameful, despite the persons age or when it was said.. a decade ago I understood, if not more why didn't her family stop her. Very bad	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04		_lucyjt	Brand Instagram		1	Total disgrace.	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No

2022/01/04		alicejenkins508	Brand Instagram		14	You're all disgusting! What happened to "in a world where you can be anything, be kind'??? Wjat elle and connor did was stupid but weve all done and said stuoid things, espesially when we were teens. People grow and change and should be allowed to have a past! Look what happened the last time someone was hounded like this, she killed herself!! You should all be ashamed of yourselfs!	Negative	Overall Event	Offensive	Yes	Defensive	Yes	Users to stop harassment	No	Not explicit	No		No	No
2022/01/04		frxj	Brand Instagram		0	Disgusting	Negative	Overall Event	Current	Yes	Anger	No		No	Not explicit	No		No	No
2022/01/04		gothicbarbie47__	Brand Instagram		0	@mrssurridgexx look at these comments	Neutral	Other											
2022/01/04		mia_nixxon	Brand Instagram		0	@hinchy__	Neutral	Other											
2022/01/04		cheyennemyaembling	Brand Instagram		1	@dan.meechan10	Neutral	Other											
2022/01/04		maddiebayley	Brand Instagram		1	@amalia.vlachopoulos the comments😐	Neutral	Other											