

The issue of bullying has become a substantial topic in today's modern world. Recently the media has turned attention toward children around the age of 10 who have been bullied so badly that it has caused some children to attempt/commit suicide. Earlier this year 8 year old Gabriel Taye hung himself due to bullying. In the last few weeks news of 13 year old Rosalie Avila, 10 year old Ashawnty Davis, and 11 year old Keaton Jones have gone viral because they were subject to bullying. Both Rosalie Avila and Ashawnty Davis attempted suicide, found by their parents, to be later pronounced dead at the hospital. This paper will specifically focus on the case of Keaton Jones. Keaton's mother, Kimberly, picked him up early from school after getting a text from her son saying he didn't know what to do because five boys threatened to beat him up at lunch. It was in the car when Keaton had the idea to make the video his mother recorded and posted to social media. In the course of just a few days Keaton's video went viral gaining supports of millions including celebrities like Justin Bieber, Chris Evans, Katy Perry, Snoop Dogg, T.I, Selena Gomez, and more. As the weekend progressed background on Keaton's parents came to light of them being racist, and in support of the confederate flag. Then there were allegations of Keaton starting the confrontation by calling another child the "n word" which lead to the other children reacting to those words. There was also a gofundme page made in support of Keaton and his family; it raised around \$60,000. That was when the tide shifted. I would like to analyze the comments made by this video as the weekend progressed into this week. Great contextual information, but can actually keep this brief.

The video was originally posted on Facebook and was shared throughout all social media platforms including YouTube. The Guardian shared only the content of the original video without commentary and that is the video comments I chose to analyze. There seems to be a three main themes: *i)* condemnation of bullying, empathy, support of Keaton for speaking up,

how the video made them feel and people attesting to being bullied as a child, *ii*) commenters for Keaton being bullied because of who his **parents** are or because it has been deduced that **Keaton** is racist therefore deserving of being subject to bullying, disbelief and referring to the gofundme account as if that was the point of making the video. *iii*) pointing out his looks in a negative way. Great job foreshadowing your categories/analysis.

To start with “ *i*) condemnation of bullying, empathy, support of Keaton for speaking up, how the video made them feel and people attesting to being bullied as a child.” There are many who immediately stood up for Keaton and supported his speaking out against bullying, showing positivity and empathy. There are also people who are supporting him despite the allegation of him using the “n word” claiming he is just a child and should not be bullied because of it, or who raised him/how he was raised. There were also people who supported Keaton’s message but made statements of violence either as advice for how Keaton should defend himself or what they’d do to bullies who would try this on their children and loved ones:

[Will 2k](#) 3 days ago

People better teach your bully kids to stop...If my son ever comes home like this I'm fuckin somebody's kid up

[mohammed al-mosawi](#) 3 days ago

Chris Evans invited him to the Avengers Infinity War premiere, I hope things start to look up for this dude at school. Hang in there bro.

[Team 7](#) 1 day ago

I'll be his friend

[Selena Gomez Fan](#) 3 days ago

Stay strong! We love you! ❤️❤️

[itsyerboi 123](#) 1 day ago

poor kid

[Jag battle duty /insanity 828](#) 1 day ago

That's fucked up

[babbycakesgabby](#) 1 day ago

I don't think anybody has the right to judge anyone, leave it to God. How dare any of you call him more names, or a faker, etc. if you can take the time to call him names and talk bad then you are no better than the accusations put on Keaton for saying the N word. 2 wrongs do not make a right. AND NO middle school child deserves to be publicly humiliated at school. The fact is that he is a child. A human being. But still a child. Maybe you should think a little wiser and a little deeper before you speak.

[Best friends forever /Love](#) 1 day ago

It is ok buddy just ignore it

[Dracule Mihawk](#)4 hours ago (edited)

Can someone give me detail who bully this guy , i'll kill him . Trust me.

[HOLT2602](#)1 day ago

Your not alone buddy.. Keep your head up man,i promise it will get better!

[curexians](#)1 day ago

Seek out hardcore comedy. Study the masters, when you learn the art of counter insult, give 10 x harder than you get

[American Dad](#)1 day ago

Everyone in Germany knows this child now ☹️☹️☹️☹️☹️☹️

To all the people in the comments calling this kid soft or weak, his problems are a lot bigger than being soft, and by the way you were probably like this when you were his size and age we all have had that one moment or multiple when a group of kids or teenagers jump on you, but I feel stronger when I'm singled out like that because it takes a group for most people in society to feel strong. That is why we have 1. Bill Gate 2. Steve Jobs 3. Elon Musk Who were all singled out and bullied or patronized, If those three people are not a enough then "f" you because that's what they would say.

[MaeLee 33](#)1 day ago

That's so sad how people get bullied I mean bullying won't take you anywhere in this world

[Purrecious Tabby](#)1 day ago

Shame on all of you. He's just a kid, he's literally just a kid. Whatever racial insensitivity he did or did not show is a product of his upbringing. The fact that he has a shitty racist mother doesn't mean he deserves to be bullied. All the celebrities who stood by him before should definitely still feel bad for him, I feel like he needs some actual GOOD non-racist role models in his life.

[Otto Lindsay](#)1 day ago

Keaton it will get better dude just fight the pain and if they same something hurtful just say thanks

[Devin Saenger](#)1 day ago

i just wanna give this kid a hug so badly

[Master Chimichanga](#)3 days ago

Kick the bully as hard as you can in the nuts and I promise he will never bully you again

[Marija TG](#)14 hours ago

I love you little boy..Never mind what others says,you are the best gift to your family! You are perfect to them!!(Sorry my english is bad,but I suppose that you understand what I want to say).Bye!! :))

[Dade Kane](#)1 day ago

Who cares if he called a kid the N word he was still bullied and it's not funny

[ClairBear](#)1 day ago

Okay listen. It should matter how you look or a word you said. Nobody should be bullied for a word. Yes it's a hurtful word and it was wrong for him to say. But 1 we don't even know if that's the truth 2 he lives in America and in America we have a thing called freedom of speech. It's wrong to say that word but he's technically allowed to say it. And this doesn't make it okay for him to be bullied, two wrongs don't make a right. If you get the or bullied for a word I'm sorry but that era and low. People are so god damn sensitive these days. People from the south support the confederate flag get over it. He doesn't deserve this hate, all for saying a word. A WORD THATS IT. Leave him alone and mind your own business if you just want to hate and bully. Billy's need to be stoped not encouraged. ☹️

[Erica Loves bleach](#)1 day ago (edited)

Keaton's life it's sad to see what he has to go through now No one should be treated like this and I mean NO ONE first he was Bullied at school Now getting bullied around the world a lot of people are heart less and ruthless I wonder How people or their parents feel about this and this could ALL lead to suicide and not only Is HE getting bullied now his sister apparently people think he's racist which was the rumor that Got his back turned on bullying isn't cool I stand against bullying I was bullied at once too it isn't Fun and

what do the teachers do at his school I mean you all clearly are blind it's so heartbreaking and Messed up to see this to see an 11 year old boy get bullied by immatures and other people you guys are fucked Up in the head you guys really should be ashamed go to hell and to the people have hearts scroll down Please make more support for Keaton don't turn your backs on him when he needs you Make a group make a community to stop the bullying in the world do something!stop suicide, Depression,self harming because people and children around the world do this and it's sad Share this to other make him feel happy and stop this before something worse comes it could be Depression or even worse suicide or self harm please stand up to the world make the huge step

[Einie Future](#)3 days ago

Donald Trump created this toxic environment of bullying. I blame him 100%. People see him being a bold bully and they follow in his footsteps. They call it being strong. It's weak. They're insecure and weak. This kid should stand up for himself. Nobody else will. Go learn how to deal with bullying in a few self defense classes and then apply it.

[Nickie Daily](#)1 day ago

DONT WORRY BUDDY I GOT BULLIED WHEN I HAD SHORT HAIR IN 3RD GRADE THEY WOULD SAY DO YOU HAVE CANCER OR GO AWAY UGLY!!!

There's actually a lot going on in the comments that you included. Sample a few key ones. I would like to stress that it is alleged Keaton called a child the "n word" it had not yet been proven. okay, and I also assume it's not part of the video. With that said I find it interesting (to say the least) that people are supporting Keaton regardless of them believing he called another child a racial slur. The defense seemed to be that since he was a child and only said one word that he shouldn't be subject to both verbal and physical bullying, two wrongs don't make a right. However I would like to propose a counter thought. The kids bullying Keaton for how he looks is of equal weight than that of Keaton calling another child a racial slur, that is another form of bullying someone based upon how they look. I also found it interesting that some wanted to respond to bullying with more bullying. I believe that is the epitome of the saying "bullies were once bullied." responding with violence and negativity will only perpetuate bullying.

The second theme "*ii*) commenters for Keaton being bullied, and because of who his **parents** are and therefore describing him as racist and deserving of bullying, disbelief and referring to the gofundme account as if that was the point of making the video." there is evidence of Kimberly supporting racism and white supremacy on her facebook page and there

are also picture of Keaton's incarcerated father being racist/affiliated with white supremacy groups posting "aryan pride" and "holy fuck I love being white" on his facebook account. Also Keaton's father posted a picture with the words "pure breed" and "white pride" tattooed on his upper body. Then there is the allegations that Keaton called a child a racial slur which now marked him as a racist child deserving of bullying:

[Asznee](#) 19 hours ago

They are bullying him because his parents are racist and he said the N word to the bullies so ya, I do feel bad for him tho

[Maximus Wilson](#) 1 day ago

Y she put this on the internet

[Candy Van Man](#) 2 days ago

He is the real bully

[pro clasher](#) 1 day ago (edited)

I kinda feel bad but its just me being soft i shouldnt feel bad cause hes Talkin bout my race

[IOneToDie](#) 2 days ago

Well if he stops using the n word, he'll be fine..

[FaZe Vision](#) 20 hours ago

You wondered why you get bullied, but you are a racist. I hope this makes y'all wonder, who's the real bully?

[thunder sky](#) 22 hours ago

Did I hear him say that "people that are different don't need to be criticized" cuz if I did why did he start saying the "n" word and the "w" word to other people (if you bully someone expect them to bully you to and his mom just wanted the money -_-

[Cryptid Hunters Inc.](#) 1 day ago

God, millennials are such pussys today. I was bullied in high school, but I learned to get over it. I didn't post these videos. And I ESPECIALLY didn't request money from people...

[TheBeanieNation](#) 1 day ago

Racist ads kid deserves this

[JamJam Gamer](#) 21 hours ago

See this is what happens when ur parents are cousins

[Cxnvicts](#) 23 hours ago

Well your just in the typical white kid bully situation

[Jacob Salas](#) 1 day ago

Well this kid wasn't naturally born racist (if he is actually racist) but if he is we have his mother and family to blame bc they influenced him and taught him to be racist

[Isaiah Smith](#) 1 day ago

get over it welcome to life

[Jonathan Jordan](#) 1 day ago

the hoes racist

[Matthew Wheeler](#) 1 day ago

Am I the only 1 that wouldn't mind getting free ham stuffed in my clothes

[KINGSEANFAME](#) 1 day ago

These kids Of this generation are TOO soft. They call it bullying. But when I was a kid..... We just called it SCHOOL. And it really should just be called LIFE. Because this is what LIFE Does. Pushes you and pushes you and knocks you down over and over again until you can't take anymore. But these kids don't understand that a BULLY is really the best friend that they could ever have. Because a BULLY is the ultimate preparation for LIFE and is going to FORCE you to either stand up and fight back or be weak and crumble. But the feeling you get once you stand up and fight back, when you go home and look in the mirror and feel that sense of PRIDE? Is PRICELESS. And guess who provided you with that priceless feeling? That BULLY. A Bully can be your worst enemy or your Best Friend. The choice is YOURS.

As previously stated above, there has not been any proof that Keaton called another child a racial slur. This is an allegation in which has no current basis, so I find it again interesting that people would jump to the this conclusion without being properly inform or doing the due diligence needed. As for the commenters who are okay with him being bullied because of his parents, I hope they soon understand that children do not always take after their parents. For example, there are parents who have abandoned their children but when the child grows and has a family of their own they are present because they know what it was like to grow up with an absentee parent. They same logic can be applied here. There are so many perspectives Keaton is exposed to, admittedly his family takes up the the majority of that but it doesn't mean that he thinks the same way. Even at the age of 11 children can fundamentally disagree with their parents on certain topics, sometimes even without expressing it. Then there are the commenters who do not believe Keaton's story because of the gofundme account that raised nearly \$60,000. The comments are as follows:

[ivan Mabini](#) 1 day ago

How to make 50k usd in a day.

[Lil Broomstick](#) 1 day ago

Deadass if you donated to him, my mans finessed you.

[Curt Bradley](#) 2 days ago

He's faking it

[Lump](#) 2 days ago

Fake

[Mario Zavaleta](#) 2 days ago

If she really cares about her kid, she would be heartbroken at the time of video. She is going for something else. Don't u think\$\$\$

[yingquan song](#) 20 hours ago

You all just got trolled

Fucked up nose because of incest make a fake video to investhe got bullied because he said the n-word but yet he convincing ya with fake wordssmh ya bakas got finessed 😊😊😊😬

[Joice Kamwi](#) 23 hours ago

I don't understand why people donated money to him but not to the ten year old girls family that killed herself because of bullying?

[Joshua Sooch](#) 20 hours ago

50,000 dollars later....

[SpongeBobIs DANK](#) 19 hours ago

Anyone can be famous now By talking about Bullying

[Clorox Bleach](#) 13 hours ago

Need money, Paying school loans try this thing

[jada Brown](#) 2 days ago

Lmaoooo y'all getting scammed

[Magic Lightning TV](#) 17 hours ago

I think this Keaton kid could be onto something. Turn something bad into a really good thing! If your getting bullied make a viral video telling about the suffering you are going through. Then become a youtube viral sensation, get famous and make a lot of money!

[Star Hoe](#) 23 hours ago

Who would record there kid crying over bullies tho???

[Col. Green Anole](#) 23 hours ago

How is this news... So what if he lied, so what if he's being honest. How does this remotely affect the American public? Yes, it's interesting, but aren't there other more important things to spend so much time reporting on?

[Yapheth GESSESSE](#) 1 day ago

What is money going to do

[Cryptid Hunters Inc.](#) 1 day ago

God, millennials are such pussys today. I was bullied in high school, but I learned to get over it. I didn't post these videos. And I ESPECIALLY didn't request money from people...

[david garcia](#) 2 hours ago

Millions of kids are being bullied as we speak. So tell me what makes this kid so special ? I personally was bullied, PHYSICALLY. There are millions out there suffering. People including celebrities are feeling sorry for this guy while a kid out there just keeps suffering and nobody does anything about it nor pays attention. I will never understand people.

[creamy nips](#) 2 days ago

Y'all got finessed so hard lmao

[thunder sky](#) 22 hours ago

Did I hear him say that "people that are different don't need to be criticized" cuz if I did why did he start saying the "n" word and the "w" word to other people (if you bully someone expect them to bully you to and his mom just wanted the money -_-

[Clay Tassillo](#) 1 day ago

His mom is racist and he is doing this for money and because he has a go fund me account over 60,000 dollars how is money going to stop bullying and this bullying stuff has been resolved with the school so how is he getting bullied

[Crispy Clifford](#) 2 days ago

Yo this redneck mom just finessed all of you tf

[gamingwithzi 23](#) 1 day ago

Subscribe to kaemeir and he did that for 57,000 dollars

[Maximus Wilson](#) 1 day ago

I just want to know who got that 50,000 and how it's gonna stop bullying seems like a scam

[Commander Shmek](#) 1 day ago

even more effective than an indian scammer

[R Mac](#) 4 hours ago

His mom # is 262-751-2972 let her have it!!!

To this I would like to point out that the Gofundme page was not created by Kimberly or anyone in their family. It was created by a third party by the name of Joseph Lam. Then this past Wednesday Kimberly released a statement saying she does not have any intentions of accepting money from gofundme and whatever was raised should be turned over to verified anti-bullying campaigns or foundations. As for Joseph Lam, he started the gofundme to raise money for Keaton's family. So then again there is an underlying theme of people being quick to jump having been un or misinformed.

Lastly there is the "iii) pointing out his looks in a negative way." Regardless of what came to light and whatever allegations turned up in this story, the main point of Keaton making the video was to spread awareness about bullying and to speak up against it. America has many social issues and bullying is one of them. So much so that this month the two girls committed suicide! One may hear stories of teenagers committing suicide but children around ten is a new American low. To make matters worse, some commenters (about a video speaking out against bullying) became just another place in which Keaton was bullied. Here are some comments below: The viewers themselves perpetuate bullying.

[EssenceOfBrandon 312](#) 1 day ago

NOSE LONG LIKE GARDEN HOSE

[Azide Ross](#) 1 day ago

I started to cry....↓ FROM LOOKING AT HIS NOSE 😊👎

[TheBeanieNation](#) 1 day ago

He is deformed from his parents incest

[Mexicano negro cholo](#) 1 day ago

Why he look like the monster from goonies 😊😊

[TheBeanieNation](#) 1 day ago

This kid is so inbred you can call him a sandwich

[Dylan Robinson](#) 1 day ago

Spastic

[aiden nguyen](#) 1 day ago

Nose long like garden hose

[Bigjuan GMG](#) 19 hours ago

Yall ever seen "PRIMAL FEAR" 😊😊😊 Thats mos def him

[Stevie Wonder](#) 23 hours ago

He look like the hunchback of Notre Dame

[Help Me Help You](#) 3 hours ago

Have they landed an airplane on his nose

[TheConorsmithusa](#) 19 hours ago

Sloth jr....

[TheBeanieNation](#) 1 day ago

Maybe he can get some plastic surgery with that money

[Ok Enmity](#) 1 day ago

He looks like a product of incest.

[Ahmad Farahani](#) 1 day ago

Someone fucked him from nose I am sorry man you can get a surgery in future :)

[on the edge of eighteen](#) 1 day ago

Stupid red neck trash

[Dat Boi](#) 1 day ago

You ugly lmao

[Kim Jong-Un](#) 1 day ago

He said don't let it bother you, so he cry's and makes a video

[Nat Turner II](#) 19 minutes ago

He's gonna shoot the motherfuckin school soon

[Youngstune](#) 27 minutes ago

HA ugly kid thats how god repays racists and discriminative people, good acting skills tho gotta give him that

[DINO PERALTA](#) 1 hour ago

He look FOOOOnNy

[NeverTooMuch Lemieux](#) 1 hour ago

Bruh your nose is fucked up

[political retard](#) 2 hours ago

Sid The Sloth needs to calm down

[Just Rayvan](#) 3 hours ago

Nose like garden hose? Nah, Nose like fire hose!

[B.O.B. Fiasco](#) 3 hours ago

Look like his face is made of clay and got smushed a lil bit.

[Guitarriff1988ii](#) 4 hours ago

He looks like a shark.

[the8yroid](#) 4 hours ago

He looked looks like an elephant seal

[the8yroid](#) 4 hours ago

He's a gay

[Ericks Kuruvula](#) 4 hours ago

Let's raise money for plastic surgery

After doing this paper I am absolutely certain that he gets bullied for his appearance.

These comments alone affirm that premise. They went after he nose majorly and then started to compare him to characters, objects, and animals. IF Keaton called another child the “n word” he should be equally held responsible to that of a bully, I also believe he should be taught to understand that this racial slur holds malice, unjust killings that could have been genocide had they not found us lucrative, rape, abuse, and unpaid forced servitude. I would help him understand that it is not funny; as is being bullied for one’s appearance, something they have little control over. BUT there is no definitive **proof** he said such things, therefore it is heartbreaking that youtube commenters would go this far as to bully a kids who is seen crying in a video because he gets ganged up on and bullied at school.

This is a strong paper, and I am glad that you are able to do linguistic analysis on a subject that you feel passionate about. I enjoyed reading the analysis and comments, and I can see that you put a lot of thought into categorizing interpretations of the comments. I have a few suggestions:

1. Make your categories precise and concise. I would only focus on the first two categories because they are directly related to interpretations of the act of bullying. For example, I

would name the second category “directing attention to potential racism and questioning the reason for Gofundme.”

2. Keep your examples short. It’s a bit overwhelming going through all the comments. Sample the key ones that vividly demonstrate your categories/analysis.
3. End your analysis with some implications – like Bailey (2017), you also pointed out competing interpretations of bullying. Point out why the viewers’ comments are problematic. I think a really unsettling pattern is that viewers do not confront the act of bullying itself, they instead find faults with Keaton and claim that if he’s racist or uses the n-word, then he deserves to be bullied. This discussion, like the competing interpretations of sexual harassment, makes it difficult to really address the core of the issue.

Grade: A- 9/10

Work Cited:

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