THE EFFECT OF CYBER BULLYING IN SOCIETY: A LITERATURE

Muhamed Fazrul Shah Mohd Nawi
Faculty of Information Management, Universiti Teknologi MARA (UiTM) Puncak Perdana Campus, UiTM Selangor, Malaysia

Abstract
The aim of this research is to identify the effects that affect society around the world. This paper proposes a framework to identify three main aspects of the effect of cyber bullying in society. As a result, the study reveals the effect of cyber bullying in society consists of suicide, emotional and behavior. This paper is also shows the table of analysis of review and the figure proposed research framework.

Keywords: Cyberbullying, Youth, Adolescents, Suicide, Emotional, Behavior, Bullying symptoms, Impact cyber bullying

1. Introduction
Nowadays, cyber bullying was famous issued around the world. People are easily got the information and they try to share, post, or send negative content about someone else on social media and other medium. Cyber bullying means sharing the personal information that will be affected to insult and embarrassing personal privacy. With the spread widely of the personal contents like photos can be viewed by strangers as well as close friend. When these things happened, it will be affected personal emotion that can contribute to many tragedies like depression and suicide. Cyber bullying is a type of bullying that led through electronic means (Robin M. Kowalski et al., 2016). Severe or chronic cyber bullying may cause the victim to become restless, depressed and other related to stress. In certain cases, bullying cyber can cause suicide victims. Cyber bullying is illegal under the law. A variety of adverse effects can arise if society does not take this as something seriously. The prime impacts that may arise on bullying victims can cause them experiencing critical pressure pressures. Victims will experience depression and lose confidence to deal with the public. They are afraid to mingle with people around because fear of being humiliated and scorned by the public. In addition, they will also lose focus on what they do. This can affect their daily lives. Furthermore, the effect will be faced by the victim if allowed to continue can lead to suicide. If bully continuing to carry cyber bullying, this could lead to murder. Because of that, bullying cyber is a very serious crime case because the effect of it prevents the victim thinking incorrectly that prompted them to commit suicide like wrists hands, hang out and so on.

2. Literature Review
This research is anticipated to analyze the effect of cyber bullying in society. For the effect of cyber bullying, we focus on four three aspects; suicide, emotional, and behavior.
2.1 Suicide
Cyber bullying gives huge impact to anyone who has being victim in cyber bullying. One of the effects in cyber bullying is suicide. The author of this study said that male got higher suicide rates than female. The author adds, women got higher burden than men because women are more exposed to emotional that contributed them to suicide. (Nikolaou, Dimitrios 2017). Based on the other study, (Ahmad, Zaharuddin 2012; Che Hasniza Che Noh & Mohd Yusri Ibrahim, 2014) stated that developed countries like United States, cyber bullying is considered the serious matter whereby almost 40 percent of the students in the country are has been victim of cyber bullying so that there are some of them willing to commit suicide because they cannot endure with insults and slander disseminated by school friends via email, website and SMS. (Schenk and Fremouw, 2012 ; Lynette K. Watts et al., 2017) announced victims cried, felt shamed, missed school, moved toward becoming depressed, experienced inability to sleep (insomnia), and lead into suicidal ideations and/or committed suicide.

2.2 Emotional
Logical research has discovered that these kinds of indications are controlled by the level of self-viability a man has. Victims with a low feeling of self-adequacy trust that they can't deal with the potential dangers related with exploitation, and they encounter high amounts of pressure, nervousness, and sadness. Moreover, pre-adult victims with a low feeling of self-adequacy tend not to harp on their adapting lacks and view numerous parts of their condition as full of risk (Bandura, 1997; Okoiye, O. Emmanuel, Nwoga Anayochi .N & Onah, A. Thompson, 2015). In addition, (Lazuras, Barkoukis, and Tsorbatzoudis 2012; Okoiye, O. Emmanuel, Nwoga Anayochi .N & Onah, A. Thompson, 2015) found that self-adequacy opinions intervenes the impacts of sympathy on digital harassing expectations among Greek youths. The victim not just needs to manage the shame of being deceived, yet in addition with the information that everybody who access to the Internet can witness this embarrassment. Thus, digital harassing can cause huge passionate and mental harm that can result to influenced in-school youths growing low confidence, poor self-idea and turn out to be less viable in their friendship with their situation (Sourander, et al, 2010 ; Okoiy, O. Emmanuel, Nwoga Anayochi .N & Onah, A. Thompson, 2015). In any case, (Van Laer, 2013 ; Mark Taylor et al., 2015) remarked that abuse of online networking as digital provocation can affects affect online networking users, for example, emotional depression.

2.3 Behavior
According to the previous study, it stated that more experienced adolescents are not just more in danger of getting on the web sexual solicitations but likewise will probably take part in dangerous online behavior (Baumgartner et al., 2010; Wachs, Junger, & Sittichai,2015 ; Sebastian Wachs et al, 2016). For example, talking about sex with strangers, looking to have online sex, sending of naked pictures and recordings, and revealing of private data. In addition, (Tokunaga, 2010 ; Sebastian Wachs et al, 2016) stated that cyber bullying can be characterized as "any conduct performed
through electronic or computerized media by individuals or gatherings that over and over imparts unfriendly or aggressive messages expected to commit damage or uneasiness on others”. He adds victims of cyber bullying have lack of relationship with their peer, feel socially more inadequate, and have greater relational troubles. Meanwhile, in the other study stated that children will have lack of in their relations with their parents (Ybarra & Mitchell, 2004; Kyriakos Charalampous et al, 2018). These show that cyber bullying give behavior effect changing to the victims and need to be concerned. Furthermore, contrasted with youth not included with cyber bullying, cyber bullied youths will probably be missing from school, to understanding decrements in their scholastic performance, and to encounter a higher number of physical health manifestations such as headache, stomachache or inconvenience sleeping (Kowalski & Limber, 2013; Nakamoto & Schwartz, 2010; Robin M. Kawalski, 2016). Taking part in cyber bullying has intense results, for example, nervousness, depression, drug and alcohol use, and suicidal ideation (Kowalski et al., 2014; Izabela Zych at el., 2018).

Table 1: Analysis of reviews

<table>
<thead>
<tr>
<th>Author</th>
<th>Suicide</th>
<th>Emotional</th>
<th>Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimitrios Nikolaou (2017)</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Schenk &amp; Fremouw (2012)</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baumgartner et al., (2010)</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Ahmad, Zaharuddin (2012)</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tokunaga (2010)</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Kowalski &amp; Limber (2013)</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Nakamoto &amp; Schwartz (2010)</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Van Laer (2013)</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Bandura (1997)</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Kowalski et al., (2014)</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
3. Proposed Framework

This figure 1 showed the proposed framework. In the proposed framework we discussed the three effects. In this case, we identified three independent variables. In the framework the independent variables were 2.1 Suicide, 2.2 Emotional and 2.3 Behavior. These independent variables are important to implementing the effects of cyber bullying in society.

![Proposed research framework](image)

**Independent variables**

- Suicide
- Emotional
- Behavior

**Dependent variable**

The effect of cyber bullying

Figure 1. Proposed research framework

4. Conclusions

The findings in the global show that cyber bullying has been a new criminal that will give the negative impact if it is not dealt seriously by all parties. To develop kids and teenagers who grow physically, rationally, physically, profoundly, and passionate and scholastic perfection, all gatherings including guardians, schools, and groups should take responsibility a part to make a domain that can keep the happening of these bullying symptoms to be the reason for injury, regardless of whether emotional, mental, physical or other social problems. Parenting awareness is vital to guarantee that their kids are in nature safe at home and at school as well as in the internet. Without continuous effort to reducing and preventing these cyber bullying symptoms, it means risking health and the safety of children and adolescents today and tomorrow in risky situations. Thus, consistent research is important to finish by distinguishing the driving variables for the event of cyber bullying symptoms as well as implications towards the improvement of kids and young people in general.

References


