

THE IMPACT OF SOCIAL MEDIA ON CYBERBULLYING

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ABSTRACT: *Most of the research on cyber bullying available on the internet is of foreign origin. Research studies on this constant on Indian population are required. Thus calls for a narrative review of the available literature in foreign as well as Indian context. This present study tried to meet this requirement by presenting a narrative review on cyber bullying construct literature. Electronic data bases like Eric, Proquest, google scholar, J-gate, Eric were used as the data sources. Literature in the form of research articles and reviews articles were searched the words with the exact key words “cyber bullying” and “Indian” in the title was selected for study and literature on related key words was strictly ignored. The literature included research articles citing the first recorded case of bullying to certain latest finding in this subject in recent times. The study found that the use of technology is in rise in Indian, with the Indian youth spending at least an hour or two on the social networking sites being venerable to cyber bullying and suffering in due course owing to poor awareness and bad implementation of cyber laws.*

Keywords : Cyber Bullying, Cyber Laws, Social Networking Sites.

INTRODUCTION

Bullying has been a long topic of discussion among researchers across the world. The word bullying is traced from 1530s. It is deliberate, intentional and aggressive act, carried out by an individual or group of individuals who are more powerful in order to give physical and psychological harm to others who are weak and emotional. Bullying is not limited to harassing someone physically, e.g. beating, kicking, pushing, but it also occurs verbally like abusing, name calling, spreading rumors, joking, threatening and embarrassing¹. Bullying incidents lead to various problems in an individual such as depression, low self-esteem, poor grades, eating and sleeping habits get disturbed, and sometimes victim think of committing suicide ². Even though various laws are formulated to stop bullying, still people get harassed through newly available modes like online mode, where the harassment is experienced by the victim in the cyber space and hence the name cyber bullying.

Though bullying occurs in different forms, some of the mainly occurring types of this menace presently existing in the society are: Verbal Bullying: This type of bullying involves usage of words, phrases, or verbal clues that embarrass, harass, or intimidate others. For example, name calling, teasing, passing racial comments, sarcasm, rumors, mean spirited comments, and intimidating words are the various forms of verbal bullying. Difference between Traditional Bullying and Cyber Bullying. There are some important aspects of cyber bullying that separate it

from traditional bullying. For example, in the traditional sense, bullies are found either at workplace or at a school. However, the bullies in the cyber space remain anonymous, making this form of bullying effective in action and dangerous in effect. Conventionally, the targets of bullying in schools are the children who are physically weak, overweight, unpopular or disabled, where the

bullying takes place during the day time. On the contrary, there is no particular time for a victim to suffer bullying in the cyber space. As a result, the children feel heightened sense of victimization. The act of bullying in the cyber space can happen in the forms of uploading of images, sending messages and interaction that occur in virtual reality which is different from the reality experienced routinely. In traditional bullying, the victim can experience a small period of respite from bullying on going back to home, but in cyber bullying, there is no respite from the stress until the victim gets back the electronic device. Such a heightened sense of powerlessness experienced by the victim under cyber bullying is supported by the work of Dooley et al. (2009). In traditional bullying, a victim can predict when he or she is going to be bullied (e.g. at school or on the playground); whereas in cyber bullying, the victim does not know when and where he or she is going to be bullied, or how (e.g. cell phone, computer), which leads to a feeling of heightened powerless. Recent studies suggest that cyber bullying is pervasive and ranks as one of the most common form of harassment among adolescents.

PROBLEM

Based on the background above, the problem formulation in this paper contains, among others: How Cyber Bullying as an Outcome of Social Media Usage ?

RESEARCH METHODS

The study is purely based on the Indian reviews on Cyber bullying. There are very few studies on Cyber Bullying in Indian context. Electronic data bases like Eric, Proquest, Google scholar, and J-gate, were used as the data sources. The words with the exact key words “cyber bullying” and “Indian” in the title were selected for study. In the present 23 study studies from the year 2007 to 2016 were explored and their findings are discussed. Further these studies highlighted the Prevalence of cyber bullying through different modes, and how menace of cyber bullying cases can be prevented. The following table shows the main focus of the studies cited in the present study.

DISCUSSION

Though there are many western studies related to cyber bullying, there are no or less empirical researches in India to unearth this modern phenomenon. found that the Indian

adolescents are online every day for at least an hour or two, and are active in social media platforms like Face book⁵. Conducted a study titled Cyber bullying: A Socio-Legal Perspective and the findings suggest that social networking act as a catalyst for cyber bullying occurrence⁶. It further highlights that an adolescent in order to maintain the authority over his or her peer group, gets involved in cyber bullying incidents. This study highlights that our Government should frame laws as to curb this harmful activity from expanding further.

McAfee's Tweens, teens and technology in 2014, conducted a survey on 1422 Indian online tweens aged 8-12 years old and teens aged 13-17 years old²⁴. The study found that 50% of the Indian Adolescents are victim of cyber bullying either they are involved or they seen others. The reports highlighted that one in three Indian youths have been cyber bullied. The studies further bring forth certain medium through which cyber bullying incidents are occurring.

SAMPLE	PLATFORM	SITES	CITIES	PERCENTAGE OF USAGE	PLACE OF USAGE	RISK AWARENESS.
711 Male and 711 Female	Desk top (41%) 36% laptops and Smart phones (27%).	Face book (93%), YouTube (87%) and (79%). WhatsApp	Mumbia, Delhi, Chennai,Hyderabad, Ahmadbad, Pune	70% youth spend more than 5 hours on internet in week	(52%) use social networking sites and internet at school.	57% being 8-12 years and 47% 13-17 years old (80%) aware that sharing online activity can put them in trouble.

CONCLUSION

The Conclusion are unaware about its consequences. It is also found that mostly young ones embrace others as they. There are various reasons that lead people to get considered it as fun activity and for entertainment involved in cyber bullying instances. Either bullies don't purposes. In order to impress their peers adolescents like other person or most of the time they take it as light participate in cyber bullying offences because they activity and indulge in committing offence. Most of the want to show case their power.

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