The Factors of Cyber Bullying and the Effects on Cyber Victims

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Abstract: **Cases concerning cyber-bullying are now rising in Malaysia. It often happens between students. However, kids and adults can also become victims of this crime. Cyber-bullying is a common problem worldwide and it happens almost in every nation in the world especially western countries. What is cyber-bullying? Cyber-bullying is an act where the doer proposes an information and action intentionally to hurt individual or group mentally. They do not specifically target any gender or age. This research focused on university students in Malaysia that are directly involved with cyberbully whether they are a victim or the doer. The objective of this research is to analyze the daily usage of the internet of students, and what kind of cyber bully that happens and what are the factors that encourage cyber bullies. The researcher used a descriptive style by using a questionnaire to scrutinize this cyberbullying problem. Based on the result, it shows that cyberbullying crime are rising between students, but the victims usually do not care much, and they chose not to take an action. This led to much more cyber-bullying personnel to be created as they thought that no one would ever take any action to them and they do not consider as a form of crime.**

I. INTRODUCTION

The Internet is a type of network that connects anything based on a protocol set to exchange information and communication for anything globally. The Internet is also a network of computer devices connected globally. In today's era, internet usage is one of the alternative ways to get information resources to meet everybody's needs. Each user will get information with just one click and there is no need to go to certain physically to obtain information that we need. All of this access just at the tip of our finger. All users will be able to experience all the necessary with ease of impact if it is used correctly. The Internet is a vast social network and is used by all people in every corner of the country [1]. It is used to connect each user from one place to another. The Internet is an abbreviation for inter and networking which means a multifunctional computer network. The existence of the internet is after marketing for communicating in the community. The existence of social media has changed the way of communication to the community, before this we are communicating in a non-verbal, long-term, time-bound manner. With this technology, we can be connected at any time for our convenience as long as we are being aware of its negative effects availability. It has also created other social sites such as Twitter, Facebook, Google, and so on [2].

However, this existence causes some negative things like cyberbullying [3]. Cyberbullying is increasingly contagious especially in schools as it happens as badly as traditional bully method [4]. Cyberbullying is a massive event that is happening today in relation to social media. Through the existence of technology, new forms of bullying have come to be known as cyberbullying or electronic bullying [5]. Cyberbullying is an online form of mental torture which uses electronic technology tools such as computers and mobile phones. Cyberbullying is different from the traditional bully. It is a form of a bully using electronic technology which aims toembarrass threat and harass[6]. According to the Malaysian Multimedia Communication Commission (MCMC) in 2017, 38 complaints were received involving cyberbullying cases from January to November. Cases related to cyberbullying are mostly from Facebook social sites and have received numerous complaints from MCMC. According to a national study report, 70 percent of the students involved in this cyberbullying are aged between 13 and 15 years old. This is all done online with a purpose to hurt. Most of these students acknowledge that their actions in using words are not a mistake. They use mass media as a place for them to release feelings.

II. LITERATURE REVIEW

Early research focuses on the forms of direct intrusions that are usually performed by men, bullying is considered a problem in men and not women. Although the indirect invasion was the first study by Feshbach in 1969, nearly 20 years later researchers began to systematically examine the forms of indirect bullying and their effects [7]. Forms of live bullying are usually done such as physical and verbal bullying. Actions such as hitting, pushing, kicking, and even taking belongings of others are also the forms of physical bullying that are usually done by bullies. While verbal bullying is like calling names, titles and voice threats that are intended to hurt others. Both of these actions were done explicitly with the purpose of hurting an individual. According to a recent study, showed boys are more aggressive than girls in the early stages [8]. Therefore, boys are also more likely to harm other individuals through physical or oral sex than girls [9]. For boys, this type of bullying is done to achieve goals such as physical domination, the pleasure of injuring other individuals, getting something worthwhile and getting a prestige among his friends [10].

Indirect intrusions refer to indirect aggressive behaviors, social aggression which emphasizes on an aggressive matter. Examples of these intrusions are such as a description of secretive action [11]. Where it includes bad news that can cause harm to be seen as a perpetrator does not intend to do something harmful[12]. The perpetrators are usually unidentified and avoid to respond or rejection of friends [13.]

III. FACTORS

Problems of cyberbullying arise as a result of the breakdown of relationships that emerge jealous feeling, no positivity, and tolerance in their social relationships. This affects the problem of behavior that is inappropriate or negative. The impact of cyberbullying is huge on one's life. According to M. a. Campbell, Slee, Spears, Butler, & Kift, (2013), says that cyberbullying will not affect one life. Most likely in this cyberbullying case, the perpetrator is an internal problem person who needs to be treated and altered emotionally in order not to take action beyond expectation. According to Hinduja & Patchin 2008; Kowalski & Limber, 2007; Raskauskas & Stoltz, the prevalence rates found in current studies ranging from 11 percent to 50 percent found in international research in the past [14]. The findings of this study have supported the view of cyberbullying that took place around the world.The environment is one of the factors that cause cyberbullying. The environment can influence an individual to behave [15]. The environment that is marginalized in the spiritual world will be more secular. The problem of mass media is also one of the factors of cyberbullying. Today's mass media has been misused so far as it has many negative effects on consumers. The availability andconveniences have changed the minds of users, where the convenience has been created to get the information source easily and to be used lawfully. The use of the internet in the teenagers is not detrimental to the negative impact. This is because internet facilities that are difficult to be blocked and managed will cause teenagers to be exposed to things like pornography. The Internet opens a large opportunity for bullying. World Wide Web without boundaries causes teenagers to have high levels of abuse.

IV. EFFECTS FROM CYBERBULLYING

It can be seen from the case that this cyberbullying will have negative effects on the victim and the perpetrator. Overall, cyberbullying cases have a great impact on every individual in the short term or long term. However, the issue of this effect not only affects the mind of the victims but also affects the predators [16]. According to Beale (2001) Roberts and Coursel (1996), victims involved in bullying will suffer several effects mentally such as increasing feelings of oppression, loneliness, feelings of self-esteem and feelings of a tendency towards suicide. This will lead to an increase in self-injuring cases. [17] It can be explained that the occurrence of bullying causes the victim to be inferior, shy and sad because of the negative treatment that makes them feel uncomfortable in doing something, overly sensitive and so on. Other psychological effects such as feeling angry, disappointed, stressed, disturbed, embarrassed and difficult to trust others will also be suffered by the victims[18].

V. METHODOLOGY

Descriptive research is a study that examines events in describing things in terms of observation, analysis, and comparison [19]. Researcher uses quantitative research in descriptive form to explain the research done[20]. In this study, researchers use student respondents from all universities in Malaysia as a target group. The purpose of the study was to measure the number of victims and related bullies. In addition, this study was conducted to elaborate on the research instrument conducted over a period of one month. Data collection is based on a recent study related to bullying and cyberbullying. In the research, researchers used tools such as questionnaire in obtaining research information. The question of this study is based on the experience of Malaysian university students about cyberbullying. Researchers are able to find the victim's experience as a victim and bully in this study. Researcher uses 319 respondents.

VI. DATA

i. Emotional effects respondents that are bullied

Referring to table 1 below, the percentage of respondents feeling the highest recorded in a mood. The total number of emotional responses reached 43.6 percent, of which 139 respondents stated that negative emotions occurred during cyberbullying. The second highest of negative emotion is the feeling of anger that is 42.6 percent. All the feelings in the table below show respondents' responses based on different experiences. The lowest percentage is the feeling of respondents who do not give any impression to themselves. This percentage of 11.3 percent indicates that their cyber-bullying experience has no effect on them. This is true based on the experience of different respondents.

Table 1:   Respondents' feelings

What do you feel after being bullied?	Frequency	Percentage
Angry	136	42.6
Frustrated	119	37.3
Depressed	112	35.1
Disturbed	135	42.3
Ashamed	113	35.4
Retaliation	139	43.6
Hard to trust others	112	35.1
Not affected	36	11.3

ii. Factors of cyberbullying acts

In cyberbullying, factors that lead to cyberbullying are also needed to be studied. Based on table 2, the highest

number of factors is the factor of disliking the individual. Percentage of this factor was 14.7 percent. Additionally, the second highest percentage involves a mere fun factor for cyberbullying. The percentage for this factor is 14.1 percent. Which relate to the attitudes of cyber bullies who seek satisfaction in life. This percentage is 12.2 percent. This is related to the attitude of retaliation.

Table 2: Factors of Cyber Bullying act

Items	Frequency	Percentage
I have been bullied before	39	12.2
Revenge	40	12.5
Just for fun	45	14.1
Boredom	41	12.9
I dislike certain individual	47	14.7

VII. CONCLUSION

In line with this progress, all groups regardless of the young or old are also trapped in this bullying. Therefore it is not possible, in the future; the issue of cyberbullying can be contained because technological advances have overcome everything even though there is a side effect but it should be minimal. Besides students, children and adults can also be affected by cyber bullies around them. Therefore the issue of cyberbullying also plays a role in the students.Bullying is a serious matter. It should never be brushed off as something that children have to "tough out". Bullying can affect a child's sense of confidence and future affairs. In relentless cases, bullying has contributed to tragedies, such as school shootings and attempted suicides. Parents, teachers, and societies should look into this problem and it must not be taken for granted.

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