

Chapter 25

A New Problem Emerging With the Internet and Digital Media: Cyberbullying

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ABSTRACT

Today, with the developing technology, online social media and social network have emerged as a cultural reality. With the increase in the use of digital media, in the modern age where the real world and the virtual world can be experienced in a synchronized way, digital media offers many opportunities. However, the increase in the time spent on the internet also brings with it undesirable situations such as cyberbullying. Cyberbullying is an act of cyber aggression aimed at harassing or humiliating. Cyberbullying is the behavior that disrupts the social relations of those chosen as victims and aims to arouse negative emotions. Understanding how cyberbullying occurs is very important for the development of strategies to prevent and respond to this attack. In this chapter, the concepts of cyber violence, cyber bullying, traditional bullying, and cyber victimization are explained.

INTRODUCTION

In the twenty-first century, people live in a world where social media and the internet are active. Communication is now just a button click. With the development of technology, the use of digital media is increasing day by day (Perera and Fernando, 2021, p.605). Online social media has been very helpful in reconnecting people, building networks and providing a space for freedom of speech (Fortunatus et al., 2020, p. 613). People from all over the world use the internet to communicate with each other. Social networks such as Twitter, Facebook, WhatsApp and Instagram, websites and application programs are the

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most popular and common online tools used especially by adolescents. These tools provide an ambient for people to share information and new ideas and interact with each other (Singh et al., 2020, p.1637).

In recent years, people have tended to share their experiences, ideas and opinions publicly by using social media platforms over the internet. However, the positive and negative consequences of social media services depend on how users use social media (Singh et al., 2020, p. 1636). People can spread hatred against any person in social networks (Perera and Fernando, 2021, p. 605). In addition, today's digital native adolescents are at risk of being bullied not only in the traditional offline social context, but also in the online social context (Kim et al., 2020, p. 1). Bullying can be defined as an aggressive, deliberate action or behavior performed repeatedly and over time by a group or individual against a victim who cannot easily defend himself (López-Vizcaíno et al., 2021, p. 219). On the other hand, Cyberbullying is aggressive, abusive behavior that intentionally and repeatedly harms a person or a group of people (Perera and Fernando, 2021, p. 606). Despite the great interest in bullying and cyberbullying in recent years, the problem of defining this phenomenon is still debated. Recently, this discussion has also been expressed in terms of how young people who are directly related to bullying and cyberbullying understand these concepts (Menin et al., 2021, p. 1).

BACKGROUND

An anti-bullying charity called Ditch the Label, which studies the prevalence of cyberbullying on social networking sites, has recently conducted a large-scale survey for those who had been bullied: 46% of the respondents stated that they have been bullied more than once, and 20% have bullied others on social networking sites (Chan et al., 2021, p. 1). In addition, there are findings that school bullying is not only related to psychological behaviors related to suicide, but also psychological behaviors related to murder (Guo-Bao et al., 2019, p. 7). Bullying on social networks can cause suicide. Because the person who is bullied is exposed to serious psychosocial harm (such as depression) and physical harm (such as self-harming behavior), as a result, he tends to commit suicide. For example, a young girl who was bullied on social networks shot herself, and the incident resulted in death (Chan et al., 2021, p. 1).

An effective cyberbullying detection method is needed to create a safe space for cyber communication (Fortunatus et al., 2020, p. 612). For the detection of cyberbullying; It started with user studies from the fields of social sciences and psychology, and recently moved to computer science, aiming to develop models for automatic detection, and extensively studied (López-Vizcaíno et al., 2021, p. 220). Cyberbullying Research Center conducted a survey of 5700 adolescents nationwide in the USA. According to the results of the survey; 33.8% of the respondents have been cyberbullied and 11.5% have cyberbullied others (Chan et al., 2021, p. 1).

MAIN FOCUS OF THE CHAPTER

Cyberbullying

Cyberbullying, cyber rudeness and cyber mobbing includes the misuse of technology (i.e. computers, mobile phones and other electronic devices) to humiliate, intimidate, threaten and harm by using platforms such as social media, instant messaging, messaging and e-mail (Clark and Luparell, 2020, p. 1).

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