

## An update of cyber bullying origin and its evolving prevention strategies

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### Abstract

Over the past two decades, there was an upsurge and being mandatory of the use of internet based information communication technologies in human life. Its gradual development makes it easy to communicate; not only around the globe but also in space. The Internet plays a vital and mediating role as conductor of information among two or more people. Unfortunately, this rapid development and use of the Internet-based technologies has harmful impact on our personal lifestyle and our relationships such as family, society and workplace groups' relation, that leads to various kinds of detrimental psychological problems such as Internet addiction, social isolation, cyber anxiety, cyber racism, cyberbullying, cyberporn, cyber suicide etc. The main objective of this paper is to provide updates on cyberbullying; its historical origin and evolving prevention strategies. Some emerging variables that show a wide area of research in perspective of bullying are also explored. The empirical research findings reveal that the cyberbullying creates many dangerous physical and mental symptoms mainly for young users. There are very few researchers in this field that discuss strategies for the prevention of cyberbullying. Therefore, there is an enormous need for researchers on prevention of cyber victims. There are some correlate variables such as emotional regulation, motivational and mental deterioration, social contractions, suicide tendencies etc. that crucial for next upcoming researchers in cyberbullying psychology.

**Keywords:** lifestyle, cyber racism, cyber anxiety, cyberbullying, the cyber victim

### Introduction

#### The technological revolution, origin, and correlates

Science and technological breakthroughs have revolutionized communications and the spread of information by using different gadgets such as mobile, computer, tablet, etc. many parts of our everyday problem-solving lives are supposed to get smarter, greater and better meaning that information and communication technology (ICT) is enabling more mental and less physical activities and processes to be steered digitally, thereby coloring them easier, less complex and more efficient. The development of technological instruments towards

"Digitalization" and an "always-on"-functionality takes place in nearly all population of the world, pushed by the tremendous and giant distribution of the Internet, mobile, iPads, and all other communication infrastructure. "Smart Business", "Smart City", "Smart Traffic" and "Smart Home" and "Smart Management" are some of the demandable catchphrases that attract and describe this development. For the past few years, the information technology is operating under this new paradigm in the case of properly using and abusing or misusing in adolescent and children. Initiatives around the world track and specified local track the idea of intelligent energy and information networks that are summarized under the expression "Smart distribution Grid". (Biatour *et al.*, 2007) <sup>[5]</sup>

Progress is due to be released online telecommunications innovations. In the late 1960s and early 1970s, the advent of cell phones the way people communicated (Shiels, H., McIvor, R., & O'Reilly, D. (2003) <sup>[33]</sup> have changed. In 2010, American teenagers spend an average of 8.5 hours per day in 2006 to just over 6.5 hours interacting with digital devices, however, are not widespread in portable communication devices, or the majority of it remained in the hands of youth

was, until the appearance of the phone in the 1990s, the second generation of digital networks. A not profit organization PEW research centre conducted a study on cell phone users. According to study 12 to 17 years old teenagers, 45% increased in 2004 and 75% out of one of three 3000 text messages sent per month Lenhart, A., Purcell, K., Smith, A., & Zickuhr, K. (2010) <sup>[22]</sup>.

Above listed word about information and communication technology (ICT) have designed as a positive symbol but nowadays he spread many critical, challenges, and harmful pain to human behavior and human capital. There is some experienced, negative and dangerous example of technological advancement that scores by different type issues:

- **Cyber-Attack:** we have heard that cyber assaulter hacks to specific and confidential information of a related person or national public prosecution. After the hacking of information, hackers misuse that information, as a result, would create many terrible environments.
- **Internet Addiction:** emotional attachment, an online friend, blogging, chat room and some other things attract to different age group people. Many pathological symptoms revealed in previous research.
- **Cyber Racism:** it is a form of racism by online activities, published materials in form video, image, blog that result in offensive contents in relation to a personage, color, race, origin etc. in Indian environment its play very big role in collision two community.
- **Cyber Anxiety:** most common use of social media have paralyzed thinking about the common subject in which biased person get chance to express her unnecessary aggression to her matter or own matter.
- **Cyber Suicide:** some internet website and materials discourage to people with mental helplessness and illness that support and proliferate to suicide ideation.

- **Cyber Porn:** There are a large, growing market and business for explicit, and the sexually oriented material in many websites (Barry W. Lynn 1986) <sup>[23, 24]</sup>. In addition, the general content of adult magazines, CDs, and the related store has become unquestionably more graphics over the past thirty years (National Public Radio broadcast, July 29, 1994). Lack of control and regulation of content is the common cause of cyberporn.
- **Cyberbullying:** The negative and positive nature of modern technology, continuously balancing between health, capital risks, and whole growing opportunities, manifests itself clearly explain in an emerging societal, political, economic, psychological problem known as cyberbullying (Walrave & Heirman, 2011) <sup>[34]</sup>.

After above explanation of various issues related cyber aspect, we have found one major issue that affects a large population of world badly and spend human health capital unnecessary but many changes in DSM manual in previous text revision have not space as pathological illness or symptoms for that health risk issue. After its problematic computer based criteria meet for an addiction (DSM IV ed., text rev.), and therefore it should be included in the next revision of DSM. The first text revision of DSM was proposed by Kimberly Young, Ph.D. in her seminal in 1996 paper (104th annual meeting of APA). Since that time IAD (Internet Addiction Disorder) has been extensively studied and is indeed, and present time under consideration for inclusion in the DSM-V (APA DSM-5 Publication).

### Bullying and Cyberbullying

In the 1530s the word "bully" can be revealed and take space in the academic world (Harper, 2008) <sup>[10]</sup>. In literary works; mainly children and their friends have been singled out and harassed since the beginning of time. Charles Dickens wrote that published in 1838, first novels in the English language was *Oliver Twist* who focus on the bullying and criminal mistreatment of the child protagonist. The first report was identifying when a bullying victim soldier turning violent and shooting his tormenter. The story and report of John Flood were detailed explained in an article in *The Times* (London) in August of 1862. Flood had been the sufferer of "long, malignant and systematic bullying". Flood was convicted by judgment and finally sentenced to death but he was known to be a man of kindly disposition and honest by everyone he came in contact with his sentence was overturned by the Queen of UK. Historically, the most significant and meaningful turning point for bullying took place in the mid-1970s. When Dan Olweus, a Psychology research professor, was the first to conduct an intensive and sparse study on bullying among students using with his own planned and systematic researching methods (Koo, 2007) <sup>[16]</sup>. He has created the Olweus Bullying Prevention

Program (OBPP), which had significant and expected results in reducing school bullying (Hazelden Foundation, 2007) <sup>[11]</sup>. In the early 1970s, Dr. Dan Olweus initiated the world's first systematic bullying research for public and forthcoming research interest. The results and his impact showed globally and the result was published in a Swedish book in 1973 and in the United States in 1978 under the title *Aggression in the Schools: Bullies and Whipping Boys*. Dr. Dan Olweus long after the research school security has been seen as a basic human right. As early as 1981, Dr. Dan Olweus proposed a

law against bullying in schools so that students repeated humiliation implied in bullying can be spared. In mid-1990, these arguments by the Swedish and Norwegian parliaments led law against bullying. In 1993, Olweus Bullying in school wrote: What we know and what we can do, and now widely considered the world's foremost authority on bullying behavior. Olweus ground breaking research and intervention programs on bullying made the backbone of new generation researcher and common people. This research shows that bullying is a growing social problem. Researchers, educators, lawmakers, parents, students should be taken seriously and it has played an important role to destroy human value (Gilmour, K. (2012, October 29) <sup>[9, 11]</sup>.

Bullying in schools and within the organization for a long time has been an issue, but there is a new threat that needs to be addressed, is cyberbullying. (Hinduja & Patchin, 2007) <sup>[12]</sup>. With the increase in technology, there is a new challenge facing our youth and our schools today and the challenge is known as cyberbullying. (Willard, 2007) <sup>[35]</sup>. Patchin and Hinduja one study found students who experienced cyberbullying, as both victim and perpetrator, those who had little or no experience with cyberbullying than self-esteem was very low. Shariff & Gouin (2006) <sup>[32]</sup> has a similar definition but is more specific. He cyberbullying secret, consists of psychological bullying's, such as cell phones, Weblogs and Web sites, online chat rooms through the use of electronic means as exposed. Lee (2005a) <sup>[19]</sup> listed many threats who can harm human capitals like email, cell phone, pager text messages, instant messaging, defamatory personal website, harmful online polling websites. An addicted person can never avoid addicted things. He deliberately supports the use of information and communication technologies and makes repeated and hostile behavior for the self and group relationship. That is also making harm others through behavior.

Today technologies have expended their use by users mainly by children's. That cause creates much interference in their own life.

### Cyberbullying Epidemic

Lee (2005b) <sup>[20]</sup> 177 middle school students in Canada did a study where 23% Respondents, 35% in chat rooms, email, cell phone text were fed by 41% Message, is known by 32% of the school, peers, by people outside of school, 11%, and by 16% Several sources, including school colleagues. Not surprisingly, 41% of its criminals (Lee, 2005c) <sup>[21]</sup> did not know the identity. The Internet 13 to 17 year-olds is a popular and common tool around. Seventy-eight percent of teens (78%) reported that they use the Internet for three years or more has been made. More teens (55%) than half report that they use the Internet for five years or more have been made. Eighty percent of teens use the Internet, "Tomorrow" and 27 percent used the Internet for more than an hour yesterday used. (Harris Interactive's Youth Pulse 2005) <sup>[10]</sup>.

Despite potential pitfalls of cyberbullying, it is a common concern among adolescents and teens. I secure cyberbullying, according to data from the Foundation:

1. More than half of adolescents and teens have been harassed or bullied online, and the same numbers are engaged in cyberbullying.
2. 1 in more than 3 young people has experienced cyber hazards online.

3. More than 25 percent of adolescents and teens have become bullied repeatedly through their cell phones or the Internet.
4. If half of the young people do not tell their parents then cyberbullying have chances to occur.

The Harford County Examiner reports concerning similar figures cyberbullying:

1. Nearly half of teens have been victims of cyberbullying.
2. Only 1 in 10 teens tells a parent that they have been the victim of a cyberbully.
3. Less than 1 in 5 incidents of cyberbullying are reported to law enforcement.
4. 1 out of 10 teens or adolescents often uses cell phone cameras as shameful or harmful pictures of themselves without their permission.
5. One in five teens is posted sexually suggestive or nude photos of themselves to other.
6. Some boys than girls are more likely to be involved in cyberbullying.

Cyber Research Center survey also found that a series of cyber bullying statistics:

1. More than 80 percent of teens regularly use a cell phone, the most popular form of technology and making a common medium for cyber bullying.
2. Cyberbullying has many forms which experienced by about half of young people and 10 to
3. 20 percentage people experience it daily.
4. Most common types of cyberbullying behavior such as mailing, spreading rumors and hurtful comments are used by the perpetrator.
5. If we talk about gender-based bullying survey reviles girls are threatened more than boys.
6. Cyberbullying does not affect only any specific race. It affects all races.
7. Victims of cyberbullying and low self-esteem and are more likely to consider suicide.

### Worldwide Cyberbullying

The following cyberbullying of 24 countries, including whether or not their child has been cyberbullied reflects the behavior of the parents. Reuter's news in an Ipsos survey in 24 countries conducted by global research company, the results of which were published in January 2012 found. According to the results of online ten parents (12%) around the world say their child has experienced cyberbullying. According this

Ipsos survey 4 percent of 24 % people feels that their community has experienced cyber bully. 60% of total people reviled that my children harassing behavior through social and networking websites like Facebook etc. A consumer survey conducted in the US 2011 on the social site platform reviled that a shocking statistics about the misuse of Facebook. The report said that one million children were harassed, threatened, or in the last under other forms of cyberbullying. (Ipsos poll for Reuters News, January 2012) <sup>[15]</sup>.

### Intervention and Prevention of cyber bullying

#### Why need a bullying-free environment?

The world is shaped by different types of color. These

different types of color cannot match because every culture has unique identity according to their geographical background and environment. According to culture, some peoples do understand that bullying is a normal part of their own life. All forms of bullying, the bully, the victim and two witnesses are harmful. The effect can last well into adulthood.

### Impact on victims

Children who are bullied are at risk of the following: (Patricia McDougall, Tracy Vaillancourt, Shelley Hymel, 2001) Cyberbullying has very negative impact in her/his personality. That behavior implants slowly in her/his behavior. Such symptoms like anxiety, loneliness, low self-esteem, poor social relation, low self-competence, depression, psychosomatic symptoms, social withdrawal, physical health problems, running away from homes and on work, alcohol, and drug use, suicidal tendency, poor academic performance have found in victim (Nishina, A., Juvonen, J., & Witkow, M. R. (2005) <sup>[26]</sup>

Kowalski *et al.* (2012) <sup>[17, 18]</sup> to respond to cyberbullying tips for defined nine interventions:

1. Save evidence: print copies of messages and websites.
2. For a first offense, minor in nature, ignore, delete or block.
3. Reporting: targeting your kid a face or aggressive profile is set on a social networking site, then report it to the host site.
4. Check: monitor your child's online presence.
5. Communicate: The culprit is another student, then school personnel shares the evidence.
6. Parental involvement: known criminals and cyber threats continue, then contact the child's parents and are part of his evidence.
7. Legal Advice: If the offender's parent is unresponsive and behavior continues, contact a lawyer or seek legal advice.
8. Law Enforcement: Police report on cyberbullying.
9. Mental Health Support: Your child's emotional distress or self-harm refers to the views of a school counselor or other mental health professional immediately seek help. (Wong-Lo, M., & Bullock, L. M. 2011) <sup>[36]</sup>.

### Sameer Hinduja, Ph.D. and Justin W. Patching, PhD (2014) suggest some strategy for prevention:

- **Educate Yourself:** You must understand that this is exactly what occurred to prevent cyberbullying. Research what constitutes cyberbullying as well as how and where it is most likely. Are feeling about what they see and talk to their friends.
- **Protect your password:** Your passwords and other personal information from prying eyes. Never leave passwords or other identifying information where others can see. Also, any information about this, even giving out your best friend. If others know it, take the time now to replace it! Are you aware of your children online?
- **Keep photos "PG":** The sexy image of themselves before sending or posting, consider if it is something your parents, grandparents like, and to see the rest of the world. Punks to make life miserable for you as ammunition can use this photo.
- **Never open unidentified or unsolicited messages:** Never open the message (email, text messages, Facebook messages, etc.) do not know the people, known or punks.

Delete them without reading. The virus that infects your device automatically, so that may have been opened. Also has links to pages that are sent from someone you do not know, do not click. It is also a virus designed to collect your personal or private information might be.

- **Log out of online accounts:** Web sites or facilities within your web browser does not save the password in the form fields, and when you walk away from the computer or cell phone will not allow login. Anyone even online via your device as you do not stand the slightest chance. When you are using the computer in the library to forget to log out of Facebook, the next person who uses the computer to get into your account and you can cause significant problems.
- **Pause before you post:** Anything that could compromise their reputation does not post. People how you appear to them online will judge you on. They also can give you opportunities (jobs, scholarships, internships) will deny on the grounds.
- **Raise Awareness:** A movement, a club, to create a campaign to build awareness of cyberbullying or host an event. You can understand what it is, unless it is aware of others that we truly can prevent this occurring is not.
- **Set up privacy controls:** Only trusted friends to restrict the use of their online profiles. Most social networking sites like Facebook and Google +, you only provide the ability to share some information with friends, but these settings must be configured in order to ensure maximum safety.
- **“Google” yourself:** Regularly every major search engines (eg, Google, Bing, Yahoo) your name in search. Comes up any personal information or photos may be used by you to target Cyberbullies, which, if the action is removed before it becomes a problem, take it.
- **Don’t be a cyber bully yourself:** Treat others how you would want to be treated. Online for others by being a jerk, you are reinforcing the idea that the behavior is acceptable.

**Stopbullying.gov site has suggested some ideas for prevention strategies:** Cyberbullying and other online regularly talk with your children about the issues.

- Sites their children visit and to know your online activities. Ask where they're going, what they are doing and who they're doing it.
- If you feel for your children that there is cause for concern is that as a responsible parent, you can tell your online communications review. Parents install parental control filtering software and monitoring programs to detect your child online behavior. It’s a choice to make secure but you know tough monitoring can create harmful conditions so do not rely only on these tools.
- What they have a sense of doing work online? Know and learn about the sites they always like. Try out the tools and menu they use.
- Ask for a password for their use, also tell them that you will only use them in the case of emergency. "Friends" on social media sites or ask their children "follow" or to ask another trusted adult.
- Encourage your children if they tell you immediately, or someone they know cyberbullied being. Explain that you will not take away your computer or cell phone if they have a problem that they are confident about you.

Cyberbullying, cyberbullying prevention programs need to empower students to stop themselves. A study by Agatston, *et al.* (2007) <sup>[1]</sup>, the students were able to suggest cyber technical features bullying prevention strategies that threaten to block or not to use the answer. However, students such as trying to know less about strategies Objectionable content is removed or when they witness as cyber-bullying, how to react Viewer. Effective bullying prevention programs, school culture and administrative approaches are responsible for making good environment (Nansel *et al.*, 2001) <sup>[25]</sup> & (Olweus, 1999) <sup>[27]</sup>. Cyberbullying prevention programs need to be uniform Visit. Teens do not perceive and not being told to change the school as a cyberbully climate. They are programs that teach them what to do, so cyberbullied may find more effective. Effective intervention program, on the other hand, has a number of characteristics in common: they include the entire school; they provide a target after the event and support both for offenders; they work on many levels - in the classroom, school-wide, and the relationship with parents and the surrounding community. Pepler, D., & Craig, W. (2011) <sup>[31]</sup>

### Further Comments

Above reviewed findings clear that its growth rate being more harmful to upcoming youth generation and abuse. if perpetrator who is targeted via cyberbullying may be report increased stress, depressive affect, anxiety, insomnia, nervousness, isolation, suicidal behavior, and other somatic symptoms. The cyberbullying victim is more likely to report increased alcohol use, aggression, less talkativeness, introversion, and delinquent behaviors. In gender case, we can observe that females have more affected than males. In the Indian context, children cyberbullying rate is high then another country. If we talk about its intervention and prevention laws in the various countries we find that there are few laws currently working (Hinduja & Patchin 2013) <sup>[13]</sup>. In addition to law, many few types of research have been done but need it’s required more correlated researchers to root out the cast. Cyberbullying has growing area for various disciplines such as education, psychology, management, computer science etc. If we talk about psychological discipline various relevant variables defaults to adding this such as emotional regulation, social adjustment, introversion, extroversion, stress involvement, emerging specific somatic symptoms, harassment, depression rate, aggression, performance, and all other related aspects who attached to its directly and indirectly. Finally, the study above findings represents to comprehensive accountability responsibility for the new researcher in this area.

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