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GROUP ASSIGNMENT TITLE: CYBER BULLYING

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MARKING SCHEME (COMPLETED BY LECTURER)

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GROUP ASSIGNMENT

A. Introduction

Globally, we have advanced in various aspects, particularly the technology sector with various gadgets, communication methods and games. Today, from as young as 4 years old to golden ager own their own digital devices. Meanwhile, the majority of Gen Z is active on social media and gaming sites. However, as the number of users increases, so does cyberbully. Cyberbullying is a form of harassment using digital devices such as mobile phones, tablets and computers. Cyberbullying is also known as cyber harassment or online bullies, where the participant can be anonymous or not anonymously. Cyberbullying is when mean, negative or false content targeting a specific person is sent, posted or shared by someone or a group of people. Besides that, sharing personal and private information about someone else to cause embarrassment or humiliation is also considered cyber bullying.

Cyber bullying is an offence under the Malaysian Communications and Multimedia Act 1998 as it is unlawful or criminal behaviour. It is an offence to create comments or other forms of communication that is ruthless, false, or offensive to abuse, threaten or harass another person. Under Section 233 (1), a fine up to RM50,000 (US\$11,770) or jailed for up to a year, or both are sentenced if found guilty. The most common places where cyberbullying occurs are text messages, email, apps or social media platforms such as Facebook, Instagram, and Twitter. Additionally, cyberbullying happens in online forums or gaming groups where people can participate, share and view contents. Cyber bullying is often overlooked by adults as it neither be seen nor overheard. In contrast, cyber bullying is persistent, causing difficulty for someone to avoid or find relief from it. As we all know, most information communicated or shared online is permanent and public. Thus, negatively impacting those involved in future employment and social relationship. Many cyberbullying schemes occurred. Following are, nude photo sharing, false accusations, false identity profile (known as "sock puppet"), encouraging suicide or self-harm, doxing and many more.

Numerous surveys have been carried out in Malaysia and globally to raise awareness to curb this issue. Malaysia is classified as one of the world's morally conservative countries by the Pew Research Center though Malaysian could be merciless online when triggered. A study titled 'Malaysian and Global Views on Bullying' by a market research firm called IPSOS has collected information that cyberbullying awareness has increased globally about 9%, from 2011 to 2018. Concurrently in 2018, Malaysia was placed in the sixth spot among 28 countries in a cyberbullying survey conducted by tech review site comparitech.com. "One out of five young people skipped school because of cyberbullying", according to a 2019 poll by United Nations Children's Fund (UNICEF) on violence against children in 30 countries. Meanwhile, in Malaysia, three out of ten young people were reported as victims of cyberbullying. However, this information is not the exact numbers as most cyberbullying cases go unreported due to the embarrassment the victims face or the bullies are anonymous.

Back in May 2020, a 20-year-old girl has committed suicide after receiving harsh comments from unknown people on her Tik Tok video with a colleague who is a foreign worker. The video is spread all over the social media accounts notably, in fake accounts with their belittling remarks. From New Strait Times: "Although we know the truth of her relationship with the boy in the video, yet she was feeling down over the things being said about her," said by the victim's sister and she blamed the cyber community, specifically those using fake accounts, for her sister rash decision. The girl became a cyberbully victim driving her into depression, anxiety and at last the decision to take her own life. It is daunting to envision how ruthless comments or false accusations can cause the victim to self-harm themselves. This issue is alarming such that everyone in the community should take responsibility to provide a healthy communicative community.

B. Factors

There is a lot of factors that contribute to cyberbullying. One of the causes is the anonymity on the Internet. Cyberbullying can be simply done by using any devices with the Internet. Cyberbullies can use a fake name to remain anonymous and make harassment to others by using this fake identity. This form of cyberbullying is even more attractive than conventional bullying as cyberbullies can easily build a false identity and are more difficult to being caught. This factor also makes it possible for the cyberbullies to remain anonymous whilst engaging several people to view the bully act at the same time, (Barlett and Gentile, 2012, Bhat, 2008, Wong-lo et al., 2011), including audiences from different countries. (Wong-lo et al., 2011).

The disinhibition effect is linked to anonymity. The disinhibition effect can explain the cyberbullying activities, according to Mason (2008) and Willard (2005). The disinhibition effect is the situation that people feel loosen up, feel more uninhibited and can express themselves more openly when say and do things in cyberspace (John Suler, 2004). This is because others cannot see them and do not know them when they are using a fake identity, so they can do anything they like. This leads to cyberbullying. Anonymity classes have been reported that their concern about the feeling of others have decreased, even though the cyberbullies knows the victim. Willard (2005) claimed that cyberbullies are unable to see the instant response of the victim and this leads to a lack of consideration for the consequences of cyberbullying.

Cyberbullies can simply conduct the bullying on the media social such as Facebook, Twitter, WhatsApp, and so on. The most common cyberbullying we can see is that the cyberbullies use a fake account to write a comment or personal message to the victims with hurtful words. Many artists, especially, are the target of cyberbullies. We can often see the hurtful comments under an artist's post such as "You are so ugly." "I hope you can go cut and die." And so on. These comments' writers are normally not using their real name and use the IP address that cannot be found so they can hide behind the computers while saying whatever they want with little ramification (Grohol, 2020). This type of cyberbullying can really hurt the victims and if more serious, may lead to suicide.

In short conclusion, the anonymity of the Internet enables people to be open and free to do whatever he or she will not do in the real world. This may be good for them in some situations such as can free to talk and give opinions, but also be the main factor of cyberbullying when the people misuse it.

Another factor of cyberbullying is people who had been bullied as well as physically or online in the past, they want to do the same to others. When people have been bullied, they may seek revenge by bullying others who were weaker than them in stead of healthy dealing with the situation (Sherri Gordon, 2020). They want someone to suffer the same pain as they do before. In this situation, these people are referred to as bully-victims. Bully-victims feel reasonable in doing cyberbullies and think they are teaching the victim a lesson because they also had been abused and bullied in the past. They might even feel relief and justification by doing so. Most of the time, bully-victims will target people whom they think are weaker and more susceptible than them.

Besides that, “Power-Hungry” of cyberbullies also a factor that leads to cyberbullying. Some cyberbullies want to prove that they are strong and powerful enough to manipulate others with fear and follow the “rules” of them. These people are usually want to gain attention from others. The reason for them to cyberbully others may be simple such as they don’t like them. They also believe that the more people they cyberbullied, the more powerful they are. “Power-hungry” cyberbullies typically require an audience. They might be doing this by cyberbullying others on social media, in a chat group or so on and the audience may be their peers or even people they do not know in the real world. In addition, these cyberbullies often want a response. If the victim didn’t give a response they want, they may worsen their behaviour to get the response. They will use all strategies which can inflict horrible harm to the mind of the victims, just to decrease the social status of the victim and increase the social status of their own.

One interesting fact is that most of the “Power-Hungry” cyberbullies are the victims of traditional bullying. They might be those who are not popular, might be a female or physically smaller people. They are encouraged and empowered by the anonymity of the Internet to cyberbullying others because they do not need to face the victims physically. They may be cyberbullying others and act powerful online but a coward in the real world.

On the other hand, poor relationships between the children and the parents also be a factor of cyberbullying. Bad relationships and connections between adults and children have been shown to contribute to increased incidences of cyberbullying (Willard, 2005, Ybarra and Mitchell, 2004). This had been supported by Ybarra and Mitchell (2004) that better communication between parents and children leading to a reduction in cyberbullying actions and the negative impacts for the victims. This is because when the children do not have a good relationship with their parents, they tend to relieve their stress or emotions when facing problems by using online platforms, such as cyberbullying others to gain happiness. In addition, children who have better relationships and communication with their parents are less likely to being influenced by their peers and will have more positive behaviours towards others (Lee, 2009). Children who have a bad relationship and poor communication with their parents, on the other hand, are at greater risk of experiencing behavioural issues when they feel excluded and unsupported (Barnes & Olson, 1985; Noller & Fitzpatrick, 1993). Furthermore, according to Ybarra and Mitchell (2004), many elder parents may not familiar with the technologies today, so they are unable to monitor their children's behavior on the Internet. This low involvement from parents in the children's online activities leads to a high number of cyberbullying incidences. In short, poor relationship between the children and parents is the cause of cyberbullying.

There are other causes of cyberbullying which is the cyberbullies think that the victims deserved it. In this situation, the victims are those whose appearance may be not good or someone who are obese. Cyberbullies can simply cyberbullying these victims by talking rudely to them or mocking them in the chat or social media such as posting the victims' photos with the caption "why are you so ugly", "why are you so fat, you know you look like an elephant" and so on. Maybe the cyberbullies do not realize that what they are doing is called cyberbullying but even in the real world, ridicule and comment on others' bodies with bad words also can be counted as bullying. This type of cyberbullying is also known as body-shaming. While body-shaming and cyberbullying are not a new phenomenon, people have more ways and platforms to make critical comments on others' appearances with the advanced technologies and the Internet.

In contrast to that, there are also victims who being cyberbullying because the cyberbullies were jealous of their success. For example, cyberbullies may bully students who were excellent in he/her academics or someone who likes to show their life on social media. When the cyberbullies saw these, they were jealous and envious, and they want to take something away from the person they are envious of (Sherri Gordon). They use cyberbullying as a tool such as spreading rumors and sarcasm at the victims. In these situation, jealousy and envy become a source of power and the purpose is to deprive someone of what they have, such as talents, popularity, and so on. This type of cyberbullies is normally like to compare with others and have lower self-esteem.

C. Effects

Cyber bullying can affect someone live either mentally or physically and this can give a negative impact in their daily lives. One of the effects in cyber bullying is the feeling if overwhelmed. Overwhelmed here is the negative feelings or experience that the victim encountered. Furthermore, the victim felt humiliated by the action of the cyber bullying. The online bullying can be permanent sometimes as they can delete about what they already said to the victims but most of them do not erase them and just leave it as it is. This will make the victims felt more discomfit towards people around him or her. They might think that people around him or her especially their closest friends, classmates or co-workers also talking about what the bully said online. The people most likely to avoid being with the victim because of the rumors that spread online. This will make the victims feel lonely and always want to be alone. The reputation of their work can be affected thus resulting in bad outcome.

Almost all of the victims are powerless towards the bullying. This is because the bullies often chose someone who already has something sensitive to tease on like a physical attribute or an accusation. This caused the victims feel ashamed and embarrassed of themselves and lead them to keep quiet and not telling anyone because if they did, they will feel more ashamed and afraid that no one will believe them. Bully are all about power and control. Kids always taught if u do not have power then you could not fight the bully. Power here is either you have someone to rely on or the urge of telling others and take a serious action about what the bully have done to you.

Other than that, victims are worried if they tell anyone about what happen they will be labelled as a snitch and it can cause the bully becoming more serious than before. Some reason why the victims are most likely to be quiet about the bully than telling others is they feel like they deserve it. Sometimes, the cyberbullying happened when kids did some mistakes. As the result, when the bully using those mistakes to tease and taunt them, they will accept it as they are aware of their mistakes. Although it is hurts to be made fun of, they still agree with the bully in some way. Often, the victims are more afraid if they did report it to someone, the bully will retaliate on them. This could make they think that their lives are in dangerous condition. Another thing is that kids feel they need to accept occasional bullying in order to belong. This often happen in a clique.

In addition, some of the kids fails to recognize subtle form of bullying such as cyber bullying. When it comes to physical bullying, it is more likely to be known. They did not know that spreading rumors also one of the bullying which is cyberbullying. When it comes to cyberbullying, kids would not tell parents that they are being targeted because they are afraid that their parents will restrict the using of digital access. If so, this sends two messages. First, it is not worth it to tell parents and second is they are the one wo should be blame of because they are being punished.

Cyberbullying leads to isolation. When kids are being bullied, either cyberbullying or physical bullying people around them are afraid to be close with them because if they did, they are afraid that the bullying also happen to them. As a result, the victims are being isolated with people around them. This could lead to depression and suicidal. Aside from that, some of the victims isolate themselves from the world. This is because when it comes to cyberbullying, victims are most likely do not know who is the bully either someone they know or did not. In order to avoid people, they will stay in their houses as they are scared if the bullies notice and recognize their house, the bullies will come to their house to attack them.

Being a target of cyberbullying will make a person does not feel right on doing anything. Victims most likely to be seem disinterested on everything they usually did. They even can lose appetite even though they are served with their favorite foods, does not have energy to get up from bed and also do not want to do their routine activities. For a student's victims, their academic achievements will decrease as they could not focus in class and lose the urge to do their homework since they are distracted with what the bully had done to them. This could lead to anxiety. Anxiety is feeling uneased of something which in this case the victims does not feel okay and worried with the bullying. Sometimes people around the victims could notice with their change of behaviors but still they did not know what could caused those things until the victims tell them the problems. Since they did not feel the same towards the activities they once enjoyed, they will spend less time interacting with their family and friends. This could cause depression. Life can feel hopeless and meaningless for them. Hence, they do not bother with what will happen to their life in future and they are most likely to sit alone in their rooms without being bothers by anyone else. This is because they feel that their life could not be any better. This action could lead to suicidal.

Depression also one of the cyberbullying effects. According to the research, cyberbullying in social media linked to depression often happen on teenagers. Social media use is hugely common among the teenagers. Hence, teenagers and social media cannot be separated because nowadays, they are communicating through social media. This is why most of the victims are among the teenagers. Once they are being targeted on social media, they will avoid face to face communication which led to isolation and depression. Depression affect how they think, how they act and how they feel. It is also caused the feeling of losing interest on doing activities they once liked. They also tend to get insomnia and losing appetite. Their healthiness could not be ensured. Depression also led the victims to suicidal. Teenagers who have depression often did not come out from their rooms and like to sit in the dark. They will avoid face to face communication with others no matter what. They will give so many excuses so they could avoid the meetings with people in face to face. This is because depression make them have a low self-esteem. The feeling of depression and anxiety cannot be escape if the victim had a low spirit in life. The tragedy that happened of the cyber bullying will make the situation become worse for the victim.

Depression may be a mood condition that creates a continuous sense of depression and lack of interest in how a person act, think and also behave which can lead to a number of emotional and physical issues spreading. The statistic in Malaysia had shown that one in five young generation have suffered depression and 10% had suicidal thoughts, the 2017 psychological state survey found. There are multiple causes of major depression for example changes in the brain. The way your brain controls your moods can be affected by factors such as extreme life stressors. Someone emotion can be changes sometimes according to what they see, what they hear or what they do. Cyber bullying really should be preventing as prevention is better than cure. Those who cannot coop with their emotion because of the weight from the cyber bullying might have a mental illness that can damage their body state. In addition, being a victim of cyberbullying made them harder to meeting people in face to face. People who suffer with depression need treatment immediately so their condition could not be worse. They should go to a professional one.

Almost all of the victims are powerless towards what had the bully done. Being bullied online are also the same with being bullied physically. Victims feel that they do not have any power to arguing and to fight back. They will accept what bully said about them. This sometimes occur because of their past childhood or past lives where the bully knows the dark past secrets about the victims that make the bully feel the urge to corner the victim down. In this situation, we can see that victim still have a trauma from his past and the bully make it harder by cyber bully. The bully is lack of sympathy and does not have a good moral in this case. He or she should not add oil to the fire.

The most dangerous effect of cyberbullying is suicidal. Cyberbullying increases the risk of suicide. They cannot bear with the condition they in. so they might think that by attempting suicide may the only thing can help them to escape the pain. Nowadays, cyber-bullying has become widen and become more extreme. There have been a lot of tragic case where people have taken their own lives due to relentless of bullying. Back in May 2020, a twenty-years-old Malaysian, R Thiya Nayagi had committed suicide after she was being bombard by hateful messages left on a viral TikTok video that she made.

D. Conclusion

As a summary, cyberbullying is not a minor issue to overlook. On the contrary, it is an issue to raise a voice and take actions as soon as possible. Spreading awareness is not enough to resolve this issue. Alternatively, the government and the community should work together and provide a safe and secure environment for the victims. We should not develop a community that practices victim-blaming. Rather, we should support and encourage them to speak up without being judgmental. This allows the police and Malaysian Communications and Multimedia Commission (MCMC) to work together on arresting the cyberbullies. As we all acknowledge, the stepping stone in resolving this issue is education about cyberbullying to children. It begins at home, as parents are those who provide these gadgets and social freedom to children. In general, adults can help in preventing cyberbullying in different aspects.

Parents should develop trust with their children by initiating discussion that is honest for better communication. Essentially, children will obey parents' established rules and expectations on digital behavior. These discussions should be an ongoing conversation, so children can speak frankly on the issue, allowing parents to address any potential risk of cyberbullying. Parents should set a clear intention that their attention is on their children from being cyberbullied. On the other hand, parents should also be a listening ear regarding their children's concerns and curiosity about cyberbullying. Throughout these open discussions, parents should educate their children on the negative effects on both parties. Furthermore, parents must be clear on the contents their children are allowed to view and share, the apps they are allowed to see and allocate on-screen time.

Besides, parents should spend time playing the game with their children or observe the game thoroughly to ensure that the child is unexposed to content which is not suitable for their age. Although parents are unable to check their child continuously, parents can protect their child from cyberbullying by monitoring their children's social media sites when they suspect cyberbullying is occurring, stay up to date on the latest social media applications and the internet slang used by teens besides knowing their child's usernames as well as passwords for email and other online platforms. Besides that, parental supervision software or application can be utilized

to restrict their child from certain sites. However, parents should contemplate their child's device use, age and digital behavior when using this software because the software to monitor a teenager may not be useful for an 8-year-old. Most importantly, parents should be a role model on having a respectful behavior on their own devices and accounts.

Alongside educating on cyberbullying, parents should encourage their children to be a bystander to cyberbullying. Adults should give opportunities for them to practice the right way to respond when potential cyberbullying situations occur. This allows young people to be a role model for others besides a passive bystander to cyberbullying. Parents should advise them to not participate in harmful posts or comments. Alternatively, encourage them to respond privately and politely to the person who fabricated the ruthless message or comment when witnessing cyberbullying. Likewise, encourage children to follow up on the victim by sending a comforting message that they care yet a powerful one stating they do not support those negative behavior.

On the other hand, when we notice signs on cyberbullying, we must take action to address the online bully. Cyberbullying is not visible, regardless, it is also a form of bullying which, adults should take this matter seriously. Hence, observe the behavior and mood of the person while they are around digital devices. Next, initiate conversation and investigate on the matter, how it all started and who is involved. Always document everything that has happened by taking screenshots of the contents as these are evidence to the issue. As mentioned, this allows legal actions to be taken more seriously as most policies and laws state that bullying is repeated behavior. Later report the issue to the right authorities. Social media platforms and schools have specific reporting processes for them to inspect and handle the report orderly. For example, the victim can report an offensive post or comment by selecting the option next to the post or even contact the social media platforms to have it removed soon.

Having said all that, we can make those negative contents seem nothing when everyone spread kindness and support each other. The public can shift the conversation to a positive one by posting positive comments on the targeted person. We can also reach out to the victim, expressing our concern and support. Adults and parents can help the victim to get professional help such as counselling to cope with their trauma and depression. There are also a few non-governmental organizations (NGO) that victims could speak for help and counselling. Some are Befrienders Malaysia, Protect and Save the Children, Women's Centre for Change, Penang and many more. To conclude, there are ways to curb cyberbullying, yet the public has less exposure to it. Thus, everyone should self-educate themselves on issues instead of relying on the government or someone random to be our 'superhero' to resolve this issue. The least we can do is be a bystander to cyberbullying, ignore the negativity rather than provoking it further, block the online hater and most importantly be kind and respectful in online platforms.

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F. Self Reflection

Indradevi A/P Vikneshwaran

Cyberbullying is unquestionably a topic to face and control so that the numbers are reduced so the general public can have a healthy social life. I never knew that Malaysia is one of the top countries with high statistics on cyberbullying cases until I researched the facts. As a Malaysian, I notice countless advertisements and campaign on cyberbullying except now I have recognized that it was only awareness but never on encouragement to not cyberbully. I have gained so much insight on cyberbullying that has widened my perspective on viewing, sharing content and commenting on social media. I am more aware that every statement we release on the online platform is permanent and could affect anyone. As a student and teenager, I could contribute by thinking rationally before sharing any content online. Most importantly, I should implement on spreading kindness and be respectful to everyone on social platforms.

Goh Yitian

This assignment makes me learn and understand more about cyberbullying including the causes and the impacts. Previously, I was not aware that cyberbullying had become a big issue nowadays due to the increasing usage of the Internet. Simply by having a device and Internet, people can do cyberbullying. Besides that, I gained a better experience in doing research and finding related information about this assignment. All of the groupmates have good cooperation and we had distributed the tasks evenly. This group assignment also makes me closer with our teammate which we haven't met in reality due to the pandemic of covid-19.

Saidah binti Saiful Bahari

For me, cyber bullying is a serious issue. If we as a society does not aware of what is cyber bullying, we tend to become one of the bullies. We should know even when we taught that what we tease people on social media is a simple thing and does not sensitive for us, but it could be hard and a serious thing for the one pointed. People should know the symptoms of people who were cyberbullied. Society could avoid something worst happen like attempted suicide. People also should spread awareness of the cyber bullying. So, if we want to say something or leave comment on social media, we should think is it necessary or not and is it okay to leave that way. Wise people say if we do not have something good to say to others, we should just keep quiet so we do not hurt others.

Mohd Firdaus bin Zamri

Cyber bullying can make someone life be in danger. I have gained more knowledge on cyberbullying. I realized that this social issue is very serious and harmful. From the real life examples of my research, it was very shocking for me to know that the victims of cyberbullying went through a lot of hardship. Besides, after doing the research, it made me thinking twice whenever I want to say something in the social media to prevent the worst case due to my behaviors. I also learned how to prevent myself from getting bullied in the social media platform. This topic was horrible, yet it is kind of interesting.

Nik Syahdina Zulaikha binti Badrul Hisham

From my perspective, cyber bullying gave bad impression to the society. This topic is popular especially in this era where Internet is everything and during this pandemic, the cases rises. By doing this report I realized that our words give impact to someone life especially mentally. Thus, I learned that as a human being we should prevent this thing to happen more in the future. I learned that we should not discriminate other people based on the rumors happen. People should be responsible for their action online and the responsible party should take action. I hope that the new generation take measures in order to avoid cyber bulling. My fellow friends really help in doing this work together.

G. Appendix

CYBERBULLYING IN MALAYSIA



		Malaysia (%)	Global Average (%)
Platforms used for cyberbullying	Social Media	71	65
	Mobile	57	45
	Online Messaging	33	38
	Online Chatroom	31	34
Cyberbullies (Types)	Classmate	53	51
	Young Person, Stranger	39	30
	Adult, Stranger	36	28

NEWS

20yo Girl From Penang Committed Suicide After FB Page Spread Fake Info & Cyberbullied Her



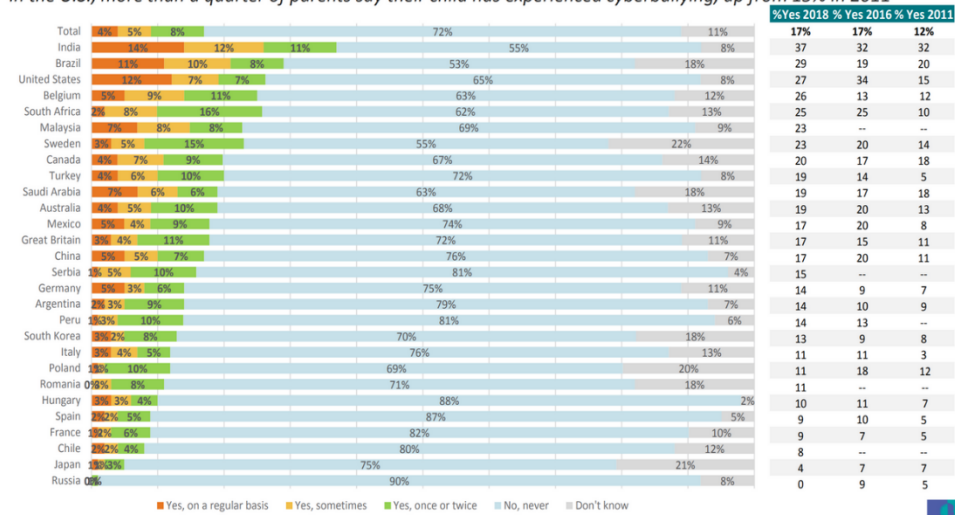
Published 7 months ago on May 22, 2020
By **Chee Kin**



Source: Sharmilax Rajah Facebook

Nearly 1 in 5 Parents Worldwide Say Their Child Has Experienced Cyberbullying

In the U.S., more than a quarter of parents say their child has experienced cyberbullying, up from 15% in 2011



© 2018 Ipsos Q: To the best of your knowledge, has your child ever experienced cyberbullying? (Asked only of people who are the parent/guardian of children under 18)



Cyberbullying victim found dead after viral Tik Tok video

By Mohamed Basyir, Kalbana Perimbanayagam - May 20, 2020 @ 8:25pm



The victim did not answer to her brother's calls about 9.30pm, he had to force open the door to her room and found her unresponsive. -Pic for illustrations purposes only

BUKIT MERTAJAM: A 20-year-old girl, believed to be a victim of cyberbullying, was found dead at her family home in Bukit Tengah on Tuesday night.

In the 9.30pm incident, R.Thivya Nayagi was said to have hung herself from the ceiling fan, after a Tik Tok video of her and a colleague drew criticism on social networking sites and went viral.