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Relationship between Social Media and Cyberbullying

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Abstract: With the rapid development of information technology, social media plays an increasingly important role in people's daily life. Because of this, the phenomenon of cyberbullying is becoming more and more serious. This paper hopes to show the positive and negative links between social media and cyberbullying which leads people to a harmonic social media use.This paper analyzes the case of two South Korean stars committing suicide because of the online violence, and clarifies the relationship between social media promoting online bullying by spreading negative information and providing a platform for malicious speech. Due to the public nature of social media, the characteristics of many social media can cause the occurrence of the phenomenon of cyberbullying. At the same time, the phenomenon of cyberbullying has a certain continuity, which leads to a great psychological damage to the victims, depression and even suicide.At the same time, the paper also discusses how modern technology can help social media control cyberbullying.

Keywords: social media, cyberbullying

1. Introduction

Cyberbullying in today's society has become increasingly serious, and a large portion of the population has been attacked by keyboard warriors, which undoubtedly poses a great threat to the harmony of society. According to a Pew Research Center survey from late last year, forty percent of users have been harassed or assaulted online, and 73 percent have witnessed others being harassed or attacked online [1]. Also, according to the article, it is said that 19.2% stated that bullying occurred through some Internet websites and platforms. A further 11% indicated bullying occurred through text messages, while 7.9% identified video games as a source. Meanwhile 3.3% indicated the bullying occurred through email [2]. As social media continues to grow, people have more and broader platforms to make all kinds of statements as they wish, and to make those statements more visible to more people, the impact of cyberbullying can expand as a result. Therefore, this thesis aims to research and investigate the causes and factors of cyberbullying, its effects, and the role in the formation of the cyberbullying events and the positive or negative impact of the social media in it by examining cases of cyberbullying suffered by Korean entertainment stars. The research in this paper will show that how social media contributes to the harm and reduction of cyberbullying. There are many literature resources about the relationship between the social media and the cyber bullying. Given the archival nature of the internet, victims (and bullies) can repeatedly re-read, re-look at, or re-watch the aggravating incidents a ‘relive’ the experience. Involvement in cyber bullying, as either a victim or a bully, uniquely contributed to the prediction of both depressive symptomatology and suicidal ideation, over and above the contribution of involvement in traditional forms of bullying [3].

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These studies have used data analysis to draw conclusions about the relationship between social media and cyberbullying, but few of the existing studies are based on theoretical analysis and case analysis. Next, this paper will use theories about the relationship between social media and online violence to analyze two examples of Korean entertainment stars who committed depression and suicide after being cyberbullied. These two examples are very similar in cause, development and result, and can be used to analyze the role of social media in promoting the behavior of cyberbullying, as well as the cause and harm of cyberbullying. The trend of cyberbullying is shown in Table 1.

Table 1: Percentage of children suffering from cyberbullying reported by parents in various countries

	2018	2016	2011
China	17	20	11
South Korea	13	9	8
United States	26	34	15
Canada	20	17	18
India	37	32	32

2. Theoretical Foundation

The research method used in this paper is a case study, which analyzes the relationship and current state of cyberbullying and social media by examining cases of cyberbullying suffered by Korean entertainment stars. The theoretical basis for this paper is based on existing research, studies, and findings on social media and cyberbullying. According to the University of South Florida's research and definition of social media, social media is an Internet-based form of communication that allows users to converse and share information in many forms. According to the Oxford Languages, the cyberbullying refers to use of electronic communication to bully a person, typically by sending messages of an intimidating or threatening nature. Unlike traditional websites, social media allows information and content to be selectively shared based on the Settings users choose on their accounts. This ability to share gives young people unprecedented access to private information and provides a ready-to-use platform to use it against others. Cyberbullying is a growing problem associated with social media use and has become a major public health issue that can lead to mental and behavioral health problems and increase the risk of suicide [4]. According to the aforementioned paper, at the same time, the nature of social media gives people the ability to access information on public platforms that they do not have access to personally, which gives them the ability to attack others with words on public platforms, which shows that social media has the effect of promoting the occurrence of online violence. The discussion of the effects of online violence also clarifies that the effects of online violence on human mental health are more pronounced than traditional violence, and that aggressive words can make victims feel depressed or even suicidal. The proposed solution which uses natural language processing techniques and supervised machine learning to detect cyberbullying accurately along with the themes/categories associated with cyberbullying such as racist, sexual, physical mean, swear and other. The proposed solution does not detect sarcastic text as cyberbullying. The proposed solution resulted in 74.50% accuracy along with 74% precision, 74% recall and 74% F1 Score [5]. Based on the above cited literature, it can be deduced that social media also has a positive effect on cyberbullying and can be used to determine and control the phenomenon of cyberbullying through modern technology of word processing in order to mitigate its effect on victims. In conclusion, the theoretical basis of this paper is that the public nature of social media can play a role in the generation and development of online violence, because the victim's personal information

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will be judged by everyone, and the range of attacking language is very wide and long-lasting, which will make the victim's psychological health greatly affected, but social media can also use advanced language recognition technology to determine the online violence on social media, and use it as a basis to greatly reduce the impact of violence on society.

3. Case Study

This paper uses the example of a Korean entertainment star who was attacked by cyber violence as a typical case study. According to a report by Kpopstarz on August 12, 2020, at the end of 2019, South Korean actress Hara was found dead from suicide at her home and left a note filled with her despair for the world [6]. According to local media reports, Hara was constantly subjected to cyber violence during her lifetime because of gossip about her private life, which was a major cause of the tragedy. As a member of an idol group, she has been repeatedly mocked and criticized by fans or other netizens for her close relationship with her boyfriend. Hara always spoke out against cyberbullying and participated in many campaigns against cyber violence, but she also suffered from severe depression due to the clutches of cyber violence. In addition, according to Reuters in a news article dated October 16, 2019 wrote that South Korean actress Sulli also died at the age of 25 herself due to depression as a result of prolonged online violence [7]. Likewise, she announced her relationship at the height of her idol career, which was seen as disregarding and violating the K-pop world's careful brand management and conservative social attitudes towards young women. She was cyberbullied by keyboard warriors as a result of the problem, and she had also actively said no to online violence, but in the end she could not resist the massive malice and attacks from social media and came to an early end of her life. The cyber violence that happened to these two victims is a good example of the relationship between the phenomenon of cyberbullying and social media. First of all, both victims published or were published controversial and sensitive information on the Internet, which led them to become the targets of cyber violence. In addition, they are subjected to unjustified accusations and insults by anonymous keyboard warriors, whose attacks and slanders continue to appear irregularly on various platforms on the Internet. At the same time these cyber-bullying behaviors have a certain purpose, some are fans who are unhappy with the announcement of a star's relationship, and some are keyboard warriors who are hired to purposely smear the star in order to suppress the star's popularity. All of this cyberbullying has had very serious effects on the victims, and these effects are far more serious than traditional bullying. Both victims in the case chose to end their lives because they were repeatedly attacked and discredited by the language of cyberbullying on the Internet, and there was no way to dissipate it or to avoid seeing the language and behavior. These two examples of fit the nature of cyberbullying and are suitable for studying the relationship between cyberbullying behavior and social media, the influence of the role of social media on cyberbullying.

Firstly, cyberbullying is basically bullying committed electronically or on social media, and it focuses on intellectual insults, cosmetic insults, and value insults. The characteristics of cyberbullying can be summarized as the dissemination of negative or malicious personal information indirectly through social media, in a certain way, actively attacking the victim, repetitive, unbalanced, and anonymous, appearing at any time, and can be initiated by individuals or groups [8]. In the two examples described above, the two stars suffered from cyber violence are in line with the above characteristics, they were network keyboard warriors uploaded private photos of their lives with their boyfriends, was criticized by the network public is no professional ethics as an idol star, since then their careers have fallen, every time they appear to be gong by cyber violence. First of all, spreading the photos of the victims' private lives, which belong to online violence and spread personal information on social media. At the same time, we spread these photos because fans are dissatisfied with the idol love, so they have a subjective intention to attack them through these photos. In addition, this also conforms to the characteristics of anonymity and group attack. Because it is conducted on

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social media, all attacks can occur at any time, and there are records that can be seen by the perpetrators and victims at any time. Whenever they appear in public, there will always be Keyboard man who will frame and smear them on social media. This kind of harm is repeated for them. Even though they are always trying to fight against online bullying, because of the imbalance between group forces, they and their relatives and friends can't fight against hundreds of millions of online users who attack her on social media at the same time. They still can't avoid being hurt by online bullying, and finally end their lives. From the above analysis, people can draw a conclusion about the role of social media in online bullying. Social media can be used as a platform for spreading malicious information. For example, people will publish photos and information with a negative nature on social media. Because in modern society, almost everyone will use social media, so the information spread on it will be seen by a large number of people in a short time, which increases the group of perpetrators and strengthens the effect of online violence. At the same time, social media, because it gives users the reason to anonymously express arbitrary opinions at any time, the existence of online bullying will also become all the time, and the harm caused by cyberbullying will also be repeated and difficult to eliminate. People's comments on the Internet will not be held accountable and will not be subject to legal liability, which also makes it more difficult to govern cyberbullying. The current situation of cyberbullying is becoming increasingly severe. Secondly, cyberbullying behavior spread on social media will lead to unhealthy psychological development of the victim. Cyberbullying can lead to mental health problems, a spike in psychological stress, depression, violent behavior and low self-esteem. Cyberbullying can also lead to long-term emotional effects, even after the bullying has stopped. These problems have the potential to cause great lasting damage to the victims. Cyberbullying is a serious public health problem, which will have a significant impact on the mental health of victims and perpetrators. People who have been in online bullying tend to have higher levels of anxiety, and the probability of suicide tends to become greater [9]. After the two stars were subjected to cyber violence, they intentionally participated in more activities against cyber violence, but did not play a significant role in their mental health. The cyber violence directly caused the two idol stars at the peak of their career to suffer from serious depression. At the same time, although the cyber violence against the two idol stars only lasted for a whole time on the surface, the impact of these verbal attacks and framing on the victims will not be eliminated, which led them to finally choose suicide without withstanding the cyber violence. These two examples show how the online violence on social media will have a negative impact on the psychology of the victims. Because of the continuous spread of negative information, and because of the abuse and framing of users on social media, the negative impact of cyberbullying is expanding. In addition, because social media makes the attack effect of online bullying repeatable and persistent, even after online violence has ended, victims will still be tortured and injured, some victims even choose to end their lives to avoid being bullied for a second time.

4. Discussion

According to the above case analysis, social media has played a great role in promoting the spread and effect of cyberbullying. It can be concluded that social media has promoted the impact of cyberbullying, increasing the possibility of psychological illness and trauma for victims, and leading to increasingly serious online violence. However, according to some research and experiments, social media can also alleviate the negative impact of cyberbullying to a certain extent, and even help solve such problems. In order to control cyberbullying, a method of using machine learning technology to detect cyber bullying has been developed. Researchers evaluated their models on two classifiers, SVM and neural networks, and used TFIDF and emotion analysis algorithms to extract features. The classification is evaluated on different n-gram language models. We achieved 92.8% accuracy of neural networks of 3-gram and 90.3% accuracy of SVM of 4-gram. By achieving this accuracy, our

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work will certainly improve our online bullying detection to help people safely use social media [10]. With the help of cyberbullying detection technology, the spread of malicious images and languages on social media will be controlled, and a large area of malicious language will be detected. At the same time, social media can locate users who spread negative information and cause cyberbullying, which will make it easier to control online bullying. Not only that, social media managers can delete controversial content and images after they detect the behavior of cyberbullying, so as to minimize the impact of cyberbullying and maintain a safe network environment for Internet users. Therefore, social media also plays a positive role in controlling cyberbullying. In the use of social media, the method of detecting cyberbullying is also feasible and can play its role.

5. Conclusion

The research in this paper shows that how social media contributes to the harm of cyberbullying, how cyberbullying is caused and spread on social media, and provide information on the need in order to control the cyberbullying speech and specific measures. Social media can provide a perfect platform for the abusers in the cyberbullying. On this platform, they can maliciously and anonymously disseminate some false or extreme private information or pictures for the purpose of attack, and encourage other netizens to verbally cyberbully the victims. Because social media promotes the spread of these malicious negative information, social media is considered to help cyberbullying become more and more serious. At the same time, because these bullying words on social media will be saved all the time and will appear all the time, this kind of bullying behavior will also have a lasting impact on the victims. They are prone to anxiety, depression and other psychological problems, and the suicide rate will increase accordingly. Due to the situation, social media will increase the harmfulness of cyberbullying to society. However, due to the continuous development of science and technology, people have the ability to retrieve the language and behavior of online violence on social media. Through this technology, cyberbullying will be judged to help people better control the spread of cyberbullying, target the perpetrators of cyberbullying, and reduce the impact of violence on victims. Cyberbullying has a very negative impact on society. This paper hopes that society and social media can improve the problems and status quo of cyberbullying from the following aspects: 1) Social media uses online bullying retrieval technology. Even if bullying is found, relevant content is deleted in a timely manner, and perpetrators are controlled to prevent them from making further comments; 2) Set up rules on online violence and online bullying, and punish the perpetrators to express warnings and restrictions; 3) Provide psychological help to victims in time to prevent them from serious mental illness and suicidal thoughts. It is hoped that all sectors of society can work together to reject the behavior of cyberbullying and build a harmonious network environment and social environment.

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