



UNIVERSITI TEKNOLOGI MARA REMBAU  
FACULTY OF COMMUNICATION & MEDIA STUDIES  
DIPLOMA IN COMMUNICATION AND MEDIA

COM 363  
PROFESIONAL PROJECT

ASSIGNMENT TITLE :  
THE EFFECTS OF CYBERBULLY TOWARDS TEENAGERS BEHAVIOUR

PREPARED BY :

NUR SADRINA SYAZA BINTI YUSOF (2016550241)  
WAN NUR AFIFAH BINTI WAN HAMINUDDIN (2016399065)  
NUR AMIRAH IZZATI BINTI SUZAIMI (2016362443)  
SITI NURUL IZZAH BINTI MOHD RADZUAN (2016165329)  
AHMAD ZAKWAN BIN MOHD TAMAM (2016371847)

PREPARED FOR :  
MADAM NOOR ASHMALIA BINTI MOHD ASHRAFF



## **TABLE OF CONTENT**

<b>BACKGROUND OF STUDY</b>	<b>1-3</b>
<b>PROBLEM STATEMENT</b>	<b>4-5</b>
<b>RESEARCH QUESTIONS</b>	<b>6</b>
<b>RESEARCH OBJECTIVES</b>	<b>6</b>
<b>RATIONAL AND SCOPE OF STUDY</b>	<b>7-8</b>
<b>SIGNIFICANT OF STUDY</b>	<b>9-10</b>
<b>LITERATURE REVIEW</b>	<b>11- 22</b>
<b>RELATED THEORY</b>	<b>23-25</b>
<b>RESEARCH FRAMEWORK</b>	<b>26</b>
<b>METHODOLOGY</b>	<b>27-31</b>
<b>FINDING AND DISCUSSION</b>	<b>32 - 36</b>
<b>CONCLUSION AND RECOMMADATION</b>	<b>37 - 41</b>
<b>REFERENCES AND APPENDICES</b>	<b>42 - 57</b>

## **INTRODUCTION**

Cyberbullying is bullying that takes place over digital devices like cell phones, computers and tablets. Cyberbullying can occur through SMS, text, forums or gaming where people can view, participate in or share content. Cyberbullying includes sending, posting or sharing negative content about someone else. It can include sharing personal or private information about someone else causing embarrassment or humiliation (Caroline Evans, 2018).

Victims of cyberbullying experience negative emotions such as frustration, anger, hopelessness and sadness. Consequently, victims of cyberbullying have a higher level of depression and anxiety than those not experiencing cyberbullying and they have low self-esteem (Hay & Meldrum, 2010). Psychological adjustment is defined as the absence of depression and anxiety and the existence of high self-esteem. The model consists of four concepts that are reciprocally related and that influence psychological adjustment. These concepts are the stressor, cognitive appraisal, coping strategies and perceived social supports (Lazarus & Folkman, 1984).

Certain children find an outlet for their frustrations through bullying others. In the past, these actions could be better controlled because they were limited to face to face interactions. However, in recent years, this age-old conflict has matched the pace of technological evolutions, making it more dangerous and harder to contain. Perceived social supports are related to one's psychological adjustments to cyberbullying. Students who were victimized and perceived little social support from family, friends or a significant other have been found to be more likely to have depression, anxiety and low self-esteem (Holt and Espelage, 2007).

Cyberbullying is the main problems among people especially to teenagers. As we know that most teenagers nowadays tend to spend their time with the gadget and social media. This platform can influence their behaviour to the negative attitude. Most of teenagers who are the

part of cyberbullying typically have poor relationship and emotional bonds with their family and tend to associate with delinquent peers. Cyberbullying can lead someone to the negative effects by social network postings, text messages, emails or video. This harm ranges from short to long term psychological, social and academic.

According to Smith (2008), Cyberbullying is usually defined as a form of bullying that uses electronic means such as email, mobile phone calls, text messages, instant messenger contact, photos, social networking sites, and personal webpages, with the intention of causing harm to another person through repeated hostile conduct. This can include forms of aggression such as humiliation, harassment, social exclusion, mockery, and unpleasant comments. After almost a decade of research, it seems clear that cyberbullying has a direct relationship with traditional forms of bullying

Social media has become a well-known pastime of young individuals today. Websites that allow interactions on a social basis are usually considered social media sites. These forms of media offer individuals a portal for entertainment, communication and general social development. It is however, important that parents monitor what is happening on sites such as Facebook, MySpace, Twitter and other virtual worlds that provide avenues of entertainment and social contact via the Internet. Assault of cyber bullying, it can only be dealt with by continuous monitoring by parents and a general ascertaining by Congress to curtail it through the passage of laws specifically combating it head on.

According to O'Keeffe and Clarke-Pearson (2011), Prospective problems such as cyber bullying, sexting and inappropriate behavior can occur without the appropriate monitoring by parents and the lack of regulation associated with today's youth and young individuals. A lack of self-regulation and potential susceptibility to peer pressure, many young individuals today are at risk of succumbing to social media and the hazards that come along with it. A significant portion of individuals today are digitally prone to head towards technological advances such as social media as a form of interaction.

Cyberculture has become second nature in society. It has become the groundwork for much of the multicultural understanding. Web-based information is what people now turn to for speed, convenience, and overall depth. The impact cyber bullying has on kids is detrimental. Victims can develop psychological problems. For example, victims begin having anxiety, lower self-esteem, and frustration. They may also be diagnosed with depression.

In conclusion, cyberbullying is something that should be eliminated and eradicated so that cyberbully will not happen in the future because if this things happened it will make a trouble to everyone.