



Universiti Teknologi MARA

Faculty of Administrative Science & Policy Studies

Bachelor of Administrative Science (Hons)

**PUBLIC AWARENESS ON CYBER BULLYING: A CASE STUDY IN DESA ILMU,
KOTA SAMARAHAN, SARAWAK**

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ABSTRACT

This research was conducted to examine Public Awareness on Cyber Bullying: A Case Study in Desa Ilmu, Kota Samarahan, Sarawak. The scope of this research was conducted at Desa Ilmu, Kota Samarahan, Sarawak and there were 200 respondents involved in this study. The questionnaire was distributed randomly as the researcher used convenient sampling technique. The objectives of the study are to determine the public awareness on cyber bullying, to identify the most influential factor of cyber bullying, to compare the public awareness on cyber bullying based on gender and to suggest recommendations to reduce cyber bullying. Hence, from the research, the researcher was able to manage to get at least information and understanding from the respondents on the public awareness on cyber bullying.

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

This study will be focusing in the Public Awareness on Cyberbullying. Cyber bullying is a relatively new form of bullying, however in a short space of time it has established itself as a critical issue facing the youth of today (Kowalski & Limber, 2013). Therefore, more people are relying on using the internet as their primary source for communication. Beside the positive impacts of the technology and the internet, one might use the tool of internet to cyber bullying and hence lead to the social problem.

Furthermore, cyber bullying is bullying through email, instant messaging, in a chat room, on a website, or through a text messages sent to a phone (Kowalski & Limber, 2007). The rapid advancement of technology, particularly electronic communication and social networking in recent decades has become a cheapest and easiest way of interaction for most of the people around the world. Besides that, cyber bullying can be defined as an intentional, wilful and repeated harm committed through the use of cell phones, computer, electronic or social media devices to hurt and embarrass someone inappropriately on the internet (Patchin, J.W. Hinduja,S. 2006). One can send hurtful and denigrating messages and content to a specific target, to third parties, or to a public forum that many other online users visit via all of those