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**PERCEPTION OF STUDENTS IN UNIVERSITI TEKNOLOGI MARA KOTA
SAMARAHAN TOWARDS FACTORS THAT CONTRIBUTES TO CYBER
BULLYING**

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CONTENTS

CHAPTER 1	1
INTRODUCTION	1
1.0 Chapter Review	1
1.1 Background Of Study.....	1
1.2 Problem Statement	3
1.3 Research Questions	5
1.4 Research Objectives	6
1.5 Scope Of Study.....	6
1.6 Significance Of The Study	7
1.7 Definition Of Terms	8
1.7.1 Bullying.....	8
1.7.2 Cyber Bullying.....	9
1.7.3 Personal's Behavior.....	9
CHAPTER 2	10
LITERATURE REVIEW.....	10
2.0 Chapter Review	10
2.1 Cyber Bullying.....	10
2.1.1 Characteristic of Cyber Bullying.....	11
2.2 Psychological Factor.....	12
2.2.1 Loneliness.....	13
2.2.2 Empathy.....	14

1.0 Introduction

This study seeks to investigate the factors contributes to cyber bullying among the university students, also want to find why students involved in cyberbullies. It was new kind of bullying behavior that happening through social media outlets, cell phones or other information technology. The presentation of this chapter begins with the background of study, followed by problem statement, research question, research objective, scope of the study, significant of the study and lastly the definition of terms.

1.1 Background of study

With the advancement of new technology around a world, new form of bullying has been occur, which known as cyber bullying (Campbell, 2005 p.2; Kowalski & Limber, 2007 p.22; Heirman & Walrave, 2012p.619). In 2012, shocking the people where by seven cases of cyber bullying been reported all over the world which accumulated to 25 cases up to December 2012(Abu Bakar,2012). Cyber bullies were a kind a serious issue because it will give the impact especially to the victims because they will feel afraid, anxious and lack of focus at the school (Beran & Li, 2005; Juvonen & Gross, 2008). The study also defines that cyber bullying was action done by individual or group of people that they have intention on purpose harms other people. Action of repetitively also applied to when cyber bullies posted something harmful or left the negative comments by using electronic gadgets against the cyber bullied and saw by many people (Doane AN, Kelley ML, Chiang ES, Padilla MA. Development of the cyber bullying experiences survey. Sage. 2013; 1(3):207-218). Cyberbullies was not new phenomenon in the world, but it was important cases that we should been worried and cannot been ignored, it worrisome because it

CHAPTER 2

LITERATUR REVIEW

2.0 Introduction

This chapter provides a review of the literature on the factors that contributes student involved in cyber bullying. The presentation of this chapter begins with cyber bullying, and further discuss about forms of bullying and characteristic of bullying then followed by the factor which in term of personal traits, gender,

2.1Cyber bullying

Cyber bullying phenomenon might not know by people but definitely it can be recognized as a dangerous where by it associated with many psychological, emotional and social problems among the teenagers (Hinduja and Patchin,2007). Before existing of cyber bullying, traditional bullying or physical bullying quite famous where by many researchers put their interest on this. In addition, research shows that traditional bullying has related to cyber bullying where by online misunderstanding lead to the physical bullying. The rapid development in technology have change life of human where by the existence of Internet access in their life. Teenagers are mostly connected or interact with their friends through the Internet and other communications technologies by using social media such as WhatsApp, Facebook, Twitter and Instagram. Hence, this will lead to another new medium way of bullying behavior. Cyber bullying can be defined as groups or individual that tend harm or discomfort on others by using electric or digital media (Tokunaga, 2010). Cyber bullies can cause harm to others when they are using communication technologies (Belsey,2004). According to the National Crime Prevention Council and Harris Interactive, Inc.'s study in 2006, it showed that 43% of the students surveyed had been victims of

CHAPTER 3

RESEARCH METHODOLOGY

3.0 INTRODUCTION

This chapter present the research methodology applied in this including the research design, unit of analysis, sample size, sampling technique

3.1 Research Design

In order to achieve the objective of this study, a cross-sectional design by using quantitative method will be used in this study to gain the information regarding to the factors that contribute students involved in cyber bullying. A cross-sectional study, it will tells immediately about some key elements of the study and then it is one- shot survey of the respondent. Quantitative research method will be used in this study which it will focus more on structural matters rather than on the more complex issues of the process (Rusli Ahmad & Hasbee Usop, 2011).

Questionnaire also will be used in this to examine factor that contributes students involve in cyber bullying. Questionnaire is commonly used by researcher to collect a data. Through this method, a larger amount of sample can be obtained. It also effective and flexible ways to collect information in this study. Moreover, by using questionnaire method it can represent the characteristic of studied population because participants are selected randomly from a sample (Rusli Ahmad & Hasbee Usop, 2011).