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THE FACTORS THAT INFLUENCE THE PERCEPTION OF CYBER BULLYING AMONG TEENAGERS: A CASE STUDY AT PIASAU JAYA, MIRI, SARAWAK

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TABLE OF CONTENTS

CHAPTER 1

INTRODUCTION

1.1   INTRODUCTION

In today's world everyone use technology more than ever. Young people are extremely intelligent users of technology and frequently lead the method in adapting new technologies to everyday use. With high speed of internet access, which they can use to interact through virtual world such as posting blogs and videos, keep personal profiles on social networking websites, share photos and more that they didn't even realize that they have commit cyber bullying. Technology, specially the internet permits us to gain instant and fast information. The wise usage of the internet can actually build a knowledgeable person, advance in information and informative teens who will always keep update with the current situation. But it can also be the other way around when the teenagers starts to misuse it as according to Effendy Ibrahim, Symantec's Norton Business which led for Asia South Region. In Malaysia, 60 cases of cyber bullying were reported to Cyber Security Malaysia as of October 2007 (McKenna, n.d)

Cyber bullying can be defined as a means of indirect aggression in which peers use electronics medium to criticize, offence, threaten and harass a peer (Raskauskas & Stoltz, 2007). Technology has allowed teens to take the bullying that thrives in school into cyberspace. Young people nowadays are more comfortable in using the online technology as a medium to communicate and keep in touch (O'Brien, 2010). In practice, cyber bullying behaviours are similar to indirect forms of traditional bullying such as harassing and threatening others but they are slightly different because cyber bullying involves the interaction through virtual world while traditional bullying involves physical

CHAPTER 2

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.1   INTRODUCTION

This chapter will provide a throughout review regarding teenager's perception of cyber bullying together with the conceptual framework. First and most, the overview on the background of the research will be highlighted. The further discussion will focus on the assumption of the theories relevant to the research question and followed by the conceptual framework model and also hypothesis.

2.2   CYBER BULLYING

Cyber bullying is a form of bullying that takes place on the using of internet through new electronic media such as cell phones, Android devices, iPad, tablets and personal computers and so other technological gadgets. It takes place on-line via websites, text messaging or chat-rooms instead of happening face-to-face and involves physical interaction. The cyber bully may send the target victims via threatening emails take their personal pictures or video of them and post them on line through Facebook, MySpace or YouTube without permission (UNICEF, 2007). Say mean things about the victim in a chat room also one of the cyber bullying. There are 8 forms of cyber bullying which are first is via chartrooms. The offender sends a mean or threatening message to the people which are available for everyone to see in a chat room. Second is IMing or Text Messaging or E-mailing. Send a mean or threatening message and include forward an e-mail without the original sender's permission. Thirdly, stealing passwords of another person's account or cell phone without authorization to send those harassing and intimidate message. Next, is the impersonation act where the uses of internet or cell

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH METHOD

In this study, the researcher will use descriptive quantitative method. By using this method, it helps to identify the patterns in a situation. Through this method, it converts and manipulated the data so the data can easily readable. Descriptive quantitative method provided by frequencies distribution, which in this study includes gender, age, and education level of the respondents. For example, the means, standard deviation and variance in the descriptive statistic were used to measure the independent and dependent variable.

3.2 RESEARCH DESIGN

Research design is a model to provide and help the researcher to draw relationship between the two variables for the studies. The research design is a tactical strategy and studies in order to obtain answers the research question problem. Research design will help the researchers to write the hypothesis and their operational implications to the final analysis (Kerliner, 1986).

The researchers conducted this study by focusing more on descriptive study and quantitative as the nature of study. Descriptive analysis is a tool that helps to identify the patterns in a situation. Descriptive study helps in write hypothesis and its different elements. Descriptive study helps in comprise hypothesis and it additionally describe data and characteristic concerning the populace or phenomenon that being studied. The description is utilized for averages, frequencies and supplementary statistical