DEVELOPMENT OF CYBERBULLY COPING STRATEGY FRAMEWORK: AN EXPLORATORY STUDY

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ARTICLE INFO	ABSTRACT
	Several studies on cyberbullying have been conducted by scholars including in Malaysia to understand and evaluate the trend of cyberbullying phenomenon among the higher learning institutions' students. Most of the articles on cyberbullying comes from psychological and counselling researcher but there is a need to look it from the Information Communication Technology (ICT) sides as it will provide a holistic view on this matter. Being able to create cross disciplines between various fields of knowledge will probably provide better understanding and hopefully could formulate solutions in coping this situation. The definitions, theoretical motivation and cyberbully coping model have been explored with the investigation of security and privacy features in social media and the legal aspect for better understanding of coping strategy for cyberbully. Therefore, conceptual framework for cyberbully coping strategy has been proposed in coping of cyberbully.

1.0   INTRODUCTION

Social media has become a means of connecting people anywhere at any time with a range of purposes. Connecting friend and families around the globe without barriers making the use of social media important for all ages. Unfortunately, in certain occasion social media has been misused as a tool to humiliating, harassing and flaming others. These acts may sometimes be being interpreted as a joke for some people but making fun of others publicly using the Information Communication Technology (ICT) platform is considered bully in cyberspace. There is a lot more abusing act that the social networking sites could offers. Evidenced from the reported cases, cyberbullying or harassment is in the third dangerous threat in Malaysia [1]. Studies on cyberbully have been done by a lot of scholars to understand and evaluate the trend of this phenomenon among the university's students including Malaysia [2]. For example, qualitative study has been done on youths' perception towards cyberbullying in Ghazali, et al., (2017); and studies on the online comments and other social media post that contain harassments or threatening elements using tools to analyse [3-4]. Most of the articles on cyberbully comes from psychological and counselling researcher but there is need to look it from the ICT sides as it will provide a holistic view on this matter. Being able to create cross disciplines between various fields of knowledge will probably provide better understanding and hopefully could formulate solutions in coping the situation. Structured interviews and questionnaires should be done to specific groups to design and develop prevention, intervention and coping strategies as suggested of previous researcher [5]. In addition, there are needs to screen upon the privacy and security measures offered by the social media platform if their users are being bullied and the legal matters on Cyberbully in Malaysia. Therefore, this study will explore the articles which contributes to the study on coping of cyberbully model in order to understand the actions taken by cyberbully-victims, the social media preventions measures and the legal aspects.

2.0   LITERATURE REVIEW

Cyberbully shares the same basics characteristic with traditional bullying which involves engaging abusive actions purposely to inflict harm and create stress to the victims in a long period of time [6]. However, cyberbully are more harmful as these actions could occur over all times and space with the advanced of the ICT platform [6]. Even though this activity is often perpetrated and experiences at home or college hostels, but the supervision from the educators or lectures were required to ensure that students are protected and did not fall as the victims [6].

2.1   Definition

Various definition of cyberbully have been defined by previous researchers based on their study. Most of the definitions are based on their perspectives during the study as in Table 1.

Table 1. Cyberbully definitions

No	Definition	Authors
1.	The transition of bullying method from traditional to ICT	[7]
2.	The ICT become a medium to bullying peer college for a thousand negative reason.	[7]
3.	The bullying inflicted continuously without barrier by using various online social media.	[6] & [8]
4.	A wilful and repeated harm using electronic text medium.	[8] & [9]
5.	Electronic technology has been used as a tool repeatedly to act in aggressive manner to the other weaknesses colleagues either individual or group.	[10]
6.	Individual's or group using an ICT to deliberate and harass other individual's or group by sending a negative text, photo and video for harmful or threat reason.	[11] & [12]
7.	Extension of traditional bullying with a core feature of intention, aggressiveness, power imbalance and repetition.	[13]

From these definitions, it is evidenced that most of the researcher provides different definitions on cyberbully. As mentioned before, these definitions are based on their study during that time. Hence, from this definition it could be concluded that cyberbully is the act with the intention to harm others through electronic means of ICT in a way that text, photo, audio and video have been used as a medium of harassing the feeling and psychological condition of the victims. With the advancement of the ICT and the vast number of advantages that it offers, the negative impact has also evolved like a double edge sword. The traditional bullying has been shifted to technological approach with the same intention of to continuously harass others. Most of harassment happened amongst peers in schools or universities and most of it are none other than for fun. These acts happened through social media which include text messages, graphics, photos or videos and derivable as cyberbully when it could make the victims feels displeasure, pressure, uncomfortable, shame, annoying and angry. In traditional approach, the bullies bullied their victims using physical approach of face-to-face with either as individual or group but within limited time and location.

However, with the combination of ICT the cyber-bullies could harass their victims without barriers at anytime and anywhere. Most of cyberbully cases ended with tragic incidents and could be avoided if the cyberbully-victims know their rights and know what to do when being bullied online. There should be a guideline for universities students in coping of cyberbully within their reach as a prevention measure of taking a wrong decision made by them.

2.2   Theoretical motivations

Cyberbully have two distinctions which are Approach motivation that was defined as positive stimuli or direction of behaviour toward; and Avoidance motivation that was referred to negative stimuli or direction of behaviour away from according to Roth & Cohen in [14]. Early scholars since 1890 explained the relations between motivation and psychological theory, followed by others in 1915 through 1960s with the approach-avoidance distinction had been made as central used [14].

Most of the previous studies such as that were done by Roth & Cohen (1986) in [14], Anshel & Brinthaupt (2014) in [15] and Anshel (2000) in [16] identified that the more approach and less avoidance coping will give a more positive impact to the motivation, but in a strategic view under avoidance coping must give more attention to the effectiveness in motivation [8, 17]. An example, cognitive avoidance (refer to not thinking about the problem) and distraction (refer to engage with other activities and avoid think about the problem) are included in avoidance approach [8]. The approach used in the problem solving here refers to coping method that the problem directly responded to such as talking to others such as parents, employer or friend which they trust. In addition, the problem-solving technique had been used to reduce the individual psychological of cyberbullying that identify 25% cyberbully-victims did not get any support from the colleagues or superior [8, 17]. Avoidance coping technique is more towards ignoring about the problem which differs from seeking revenge and mostly associated with an event that may increase individual distress over time.

The implementation of avoidance strategies may assist the individual in managing their stress level, while approach strategy will allow the individual to make an appropriate action in managing their stress. Afterwards, it will give a positive result for the organization goals. Assessing one's goals with respected to it and providing stages in reducing the sense of divergence are the goal pursuit [14, 18]. Practically, approach-avoidance coping strategies discussed about balancing or managing the problem through motor-control goals that increased the values in organization [18]. The Approach-avoidance coping model offers flexible different dimensions across the coping process. It depends on the current situation demand including being embedded in the development of cyberbullying coping model.

3.0 METHODOLOGY

To get the holistic view on Cyberbully this research aims to explore all the preventive measures towards Cyberbully. This research investigates the previous study on Cyberbully coping model, the privacy and security measures offered by the social media platform and the laws and regulations that Malaysia have in combating Cyberbully. This research conceptual framework is based on Figure 1.
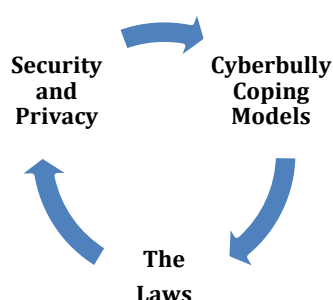

Figure 1. Cyberbully coping strategy conceptual framework

To get the best coping strategy, ten cyberbully coping models have been reviewed. The constructs have been identified and could be used by any researcher that is interested to study cyberbully coping strategy within any samples. For the security and privacy measures that social media provides, this study unable to review the latest or uptrend social media and communication platform from any journal or articles due to unavailable of such information from Google scholar. Other alternative that the researcher choose is to get the information from trusted organization that helps to provide information to cyberbully-victims on what to do when being bullied online depends on the application that being used. For the laws, review on article that study on Malaysian current issue on cyberbully laws and regulation has been made. All of these areas will be briefly explained in the following sections.

3.1 Cyberbully Coping Strategy

In this section, the research gaps are discussed based on literatures which consequently motivate the need for conducting this research. Research on the factors of cyberbully-victims among the school children was conducted using coping strategy [19]. While the used of coping strategy and demography as an independent variable to measure the cyberbully-victims' factor had also been done [20]. Hence, the important element of cyberbully-victim has been validated by the previous scholars and the coping action

is the best approach to be discussed. Table 2 and Table 3 summarize all the strengths and limitations of the models and the construct that it measures.

Table 2. Cyberbully coping model

Ref	Measures	Motivation/limitation
[19]	Retaliation or confronting through technical solutions, avoidant and emotion-focused strategies.	Discussed the coping strategies influenced cyberbullying phenomenon.
[20]	Coping through avoidance and ignoring such as technological coping, retaliation, confronting the bully, seeking support.	Identify the most effective strategies to stop cyberbullying.
[20]	Helplessness and/or self-blame, active ignoring and retaliation, technical coping, distal advice, close support & assertiveness.	Items need to be accessed in each construct and some of them have the same meaning.
[21]	Approach avoidance items; and active and passive items.	Develop a coping strategy to solving the cyberbullying phenomenon.
[21]	Applied demographic and coping strategy with five factor to measuring traditional and cyber-victimization among the school children.	Exploring the younger pupil's motivation towards their action in reporting the cyberbullying cases to the police or other authorities and blocking messages/identities.
[17]	To determine the relations between genders, geography, mental health and socioeconomic status with predicted cyberbullying victimization, perpetration and patterns of coping.	Identify the how youth cope with cyberbullying during distress.
[22]	The coping strategies were adopted and emerge from the cyberbully situation due to inadequate responses seen as determinants that increase its negative effects.	To understand through analyses on this perspective, the teachers and students have some sort of causes to cyberbully. They do become attribute to cyberbullying and the strategies of intervention and coping actions that they employed.
[23]	The items were in four coping approaches of moving inward, moving against, moving away and moving outward. Three items on the avoidant approach, and two items each on the aggressive, passive, and active approaches.	To study different victim coping approaches which are based on the implications of different psychological, familial and school.
[24]	To explore the types of coping strategies university students intended to use using 11 questionnaire items if being bullied. Even though, there are coping scales available could be adopted but no coping scale has been developed for cyberbullying for university students.	This is an exploratory examination of the types of coping strategies university students intend to use if being cyberbullied. The influences of gender and victimization status on coping strategy intentions was also accessed.
[25]	There are four subscales that measures cognitive, social, passive and confrontational coping respectively.	Concern on the awareness of cyberbullying, this program increased students' knowledge through social dynamic of cyberbullying. This will make their awareness increased on the interplay among the different roles involved in this phenomenon.

All the researchers identified the constructs that were related to the coping action and strategies made by the Cyberbully-victims. All the constructs will be discussed in the next section of results and discussion.

4.0 RESULTS AND DISCUSSION

There are various factors identified from previous studies of coping on cyberbully. However, such factors can be summarized into two, namely problem-focused and emotional-focused (coping strategy) [14].

Table 3. Construct according to authors in Table 2

Construct	Authors as P									
	1	2	3	4	5	6	7	8	9	10
Demography		√	√			√	√	√	√	
Victimization	√	√	√		√	√		√	√	√
Distal Advice		√	√	√	√	√	√	√	√	√

Construct	Authors as P									
	1	2	3	4	5	6	7	8	9	10
Close Support	√		√	√	√	√	√		√	
Assertiveness		√	√	√	√	√	√		√	
Helplessness		√		√	√	√	√			√
Retaliation	√	√	√	√	√	√	√	√	√	√
Active Ignoring	√	√	√	√	√	√	√	√	√	
Technical Coping	√	√	√	√	√		√	√	√	

The construct in Table 3 is based on the sequence number of authors in Table 2. From the matrix table in Table 3, it is evidenced that the most used construct by all the researcher is 'Retaliation' with 100% accessed. 'Distal advice' and 'Active Ignoring' have 90% accessed; 'Technical Coping' and 'Victimization' have 80% accessed, 'Close Support' and 'Assertiveness' have 70% of used in the constructs. The 'Helplessness' and 'Demography' have 60% used in the construct from all of the authors. This evidenced that all the construct is the most accessed by authors that study Cyberbully coping actions or strategies.

Based on this research, much attention had been given to examine the relationship between the factors and cyberbully-victims only but not coping action for purposed. In other words, there are lack of study that emphasis on coping action in every angle of cyberbully-victim's context. These gaps lead us to improve the coping action of cyberbully-victims. Hence, this study attempts to fulfil the gaps by diversifying the factors studied in cyberbully-victims. Based on the previous models in the field of cyberbully-victims and coping action, there are seven factors that are suitable to be used as constructs in identifying the factors influencing cyberbully-victims through coping action in enhancing organizational performances. The factors that have been identified are 'distal advice' [20], 'close support' [17, 21], 'assertiveness' [20], 'helplessness' [21], 'retaliation' [17], 'active ignoring' [21] and 'technical coping' [20]. This evidenced the most accessed construct that could be used by researchers interested in studying Cyberbully coping actions or strategy.

4.1 Security And Privacy

Social media has always been a popular platform for cyberbully in [26] along with any other communication media. There are needs to investigate the security and privacy features that the social media provides to secure their users and to look into social media prevention measures for cyberbully. Disclosing our own information including sensitive information could be seen as a common practice by social media users. Many people are lack of privacy knowledge and awareness or did not bother to secure their own information when posting through social media. Uploading personal photos and videos could become an issue of privacy and security matters as the dissemination of these information could provide for when and where it was taken.

Since the technical knowledge of users could be accessed through the items in 'Technical coping', the social media site's privacy and security features should also be accessed. Based on the Norton tips of protecting our privacy when using social media there are 9 tips. These tips have been deliberately to: 1. Always read the social media site's privacy policy or statements; and read their terms and condition 2. Do not share any personally identifiable information (PII); sensitive information and/or private information 3. Think twice if you want to share your photos and videos as you will not be able to take back anything that have been posted online because someone might have downloaded it   4. Review the social media's privacy settings and adjust accordingly 5. Make sure you know and aware of what information about you the social media have or collect 6. Be aware of your personal details that you provide in the profile 7. Always increase your awareness on current news especially that highlighted on privacy concern 8. Sometimes we do regret after we have post something, to avoid that feeling always consider the effect of your posting 9. There are tools/application that have been developed to keep your personal information private online, you can consider of using these tools [27].

According to the Family Lives UK survey, there are no action taken to 91% of reported cyberbully cases which suggested the cyberbully-victims should take other options by making a complaint about it [28]. The breach of terms and conditions could be evidenced by taking the screenshot of the incidents and prompt the sites to take appropriate actions about it and cyberbully-victims should learn how to change the settings to block and control certain users by visiting the social media safety centres [28].

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Accordingly, there were guidelines for actions to be taken by cyberbully-victims and how to report cyberbully incidents which have been listed in Table 4.

Table 4. Social media guidelines adopted from Bullying UK (2021)

Sites	Guidelines
Facebook	Facebook provides links to report anything that make you uncomfortable which appear near to the content. Normally it is in the drop-down arrow that give you options to report the image, post or comments
Twitter	In Tweeter, there are options that you could unfollow the tweet or reply that you don't like. Other options are to block the account by clicking the icon in their profile. If the incidents are persistent you can report to Twitter directly. Twitter also provides an advice page for step-by-step help.
YouTube	YouTube provides little flag bottom on the right to report on any inappropriate videos. Another reporting tool is through the link page of https://support.google.com/youtube/answer if the bullied happened at the comment.
Instagram	In Instagram users could block or unfollow any account that you feel discomfort with. If the incidents are persistent you can use in-app reporting tools of https://help.instagram.com.
Snapchat	In Snapchat you can block the account that you don't like or delete it from the "My Friends" list. This could be done even if you didn't add the user as your friend. Search their name in the "Resent" if they have sent you a message recently. You can fill in the online form at https://support.snapchat.com/en-US/i-need-help if you have been bullied.
TikTok	In TikTok, user must have checked the privacy and security setting and ensure that it was in private rather than public. This will allow you to deny or approve any follower that wants to view your contents. If you don't want someone to view your contents you could also block them. Report could also be done through: https://www.tiktok.com/safety/en/bullying-prevention.
WhatsApp	Even though WhatsApp is an end-to-end encryption communication application, the user can block and delete the contact if they don't want someone to be in your contact list. If you feel that report should be made you can do so through email at support@whatssap.com.

All the social media platform provides privacy and security features for their users. These features could be used as one of the mechanisms in handling cyberbully. The most important thing to do when being bullied is to make sure that the evidence was saved to ensure a secure of proof.

4.2   The Laws On Cyberbully

It is essential to look at the legal aspect when discussing about coping of cyberbully. Even though, there are no specific legislation on cyberbully in Malaysia but there is some provision from various statues that being used in [29] to ensure justice for victims and commensurate punishment to the perpetrator.

i.   Communication and Multimedia Act 1998

The relevant provision for cyberbully are in Section 211 and 233 of Communication and Multimedia Act 1998. Section 211 is relevant for intermediaries while 233 is applicable for end users deals with improper use of network facilities or network service or applications service [29]. Through Section 233 of Communication and Multimedia Act 1998:
" …….. communication which is obscene, indecent, false, menacing or offensive in character; or initiates any communication using any applications service, whether continuously, repeatedly or otherwise…."

ii.   Penal Code

Cyberbully offender may also be charged under section 506 for criminal intimidation and section 507 could be charged for criminal intimidation by an anonymous communication in addition to section 509 of the Penal Code [29]:
"……… the victim can see or listen or even intrude upon the privacy of such person in order to insult the modesty of a person. This provision may equally be applicable for offences committed online as well."

5.0   CONCLUSION

This study provides a framework on cyberbully coping strategy. The definitions, theoretical motivation and cyberbully coping model have been explored with the investigation of security and privacy features in social media and the legal aspect for better understanding of coping strategy for cyberbully. Conceptual framework for coping strategy for cyberbully has been developed using the information given. The dimensions and constructs used have also been identified for understanding of previous research on coping strategy models for cyberbully. Limitation of this research are that the various items used to access the construct and the need to do survey to verify and validate the model. In the future, surveys to verify and validate the model could be done to respective respondents such as higher institutions' students to access the items through their selection of coping actions; interview to law enforcement officers such as police officer and lawyers to get their feedback of cyberbully laws and regulations in Malaysia; and interview to psychology officers in the university regarding policies or guidelines on cyberbully. The study on coping actions or strategy could formulate a better coping strategy for cyberbully especially for higher institutions students and formulate guidelines for them.

6.0   ACKNOWLEDGMENT

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