

# Chapter 1

## Cyber Bullying

**Swaroop S. Sonone**

 <https://orcid.org/0000-0002-3358-348X>

*Government Institute of Forensic Science, Aurangabad, India*

**Mahipal Singh Sankhla**

*Galgotias University, India*

**Rajeev Kumar**

*Galgotias University, India*

### ABSTRACT

*Cyberbullying is the usage of computerized transmission to threaten an individual, typically by forwarding messages of an intimidating or menacing nature. Digital devices and electronic media have been a boon for humanity but have also resulted in the disadvantages of various cybercrimes, of which cyberbullying is the most prominent and one of the fastest growing. Cyberbullying in teens and adolescents has been proved to be a reason for various mental disorders, alterations in behaviour, and abuse. Bullying on digital platforms is one of the major issues of concern today. It is vital to keep a check on oneself to prevent cyberbullying and restrain its consequences.*

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## **INTRODUCTION**

The exponential growth of electronic and computer-based communication and information sharing during the last decade has drastically altered individuals' social interactions, learning strategies, and choice of entertainment. In particular, there is a rapid rise of social networking on the Internet created by the growing access and use of electronic communication tools such as e-mail, websites, instant messaging, webcams, chat rooms, social networking sites, blogs, and text messages (Hinduja et al., 2014; Palfrey et al., 2011; Schrock et al., 2008). The Internet has been described as transforming society by providing person-to-person communication, similar to the telegraph and telephone; as well as operating as a mass medium, like radio and television before it (Bargh et al., 2004). The use of new technology such as the Internet and cell phones has increased dramatically in recent years. In education, the increasing access to new technology can increase student's social interaction and enhance collaborative learning experiences. Substantial research studies have shown that computers in classrooms can have positive effects on learning of all subjects. The introduction of electronic communication into classrooms, however, also brings problems that deserve our attention. One such issue concerns the increasing serious cyberbullying problem in schools, i.e., the use of electronic communication devices to bully others (Li, et al., 2007). A new method of bullying has emerged, known as cyberbullying. This form of aggression involves the use of information and communication technology such as mobile phones, video cameras, e-mails, and web pages to post or send harassing or embarrassing messages to another person (Ybarra et al., 2004). The nature of cyberspace may facilitate both low affective and low cognitive empathy in individuals, and the ease and effectiveness of bullying in cyberspace emboldens cyberbullies to affect their antagonistic agenda. Computer-mediated communication allows individuals to be anonymous, and when perceived to be unidentifiable, individuals are not motivated to manage their impressions and are inclined to display disinhibited behaviours characteristic of reduced public awareness and self-regulation (Joinson, 1998). Studies have revealed that individuals involved in traditional forms of harassment also tend to become involved in cyber-harassment (Hemphill et al., 2012).

## **CONCEPT OF CYBERBULLYING**

Bullying is generally seen as intentional behaviour to harm another, repeatedly, where it is difficult for the victim to defend himself or herself (Smith, P. K et.al., 1999); it is based on an imbalance of power; and can be defined as systematic abuse of power (Rigby, 2002; Smith et al., 1994). By extending the definition from traditional

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