

## Chapter 15

# Empowering Technology Use to Promote Virtual Violence Prevention in Higher Education Context

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### ABSTRACT

*This chapter aims to explore the pattern to use technology as an attempt to promote virtual violence prevention. A literature review from referred journals and books was conducted. The findings reveal that technology use, in particular an effort to solve the emerging issues of violence promotes the solution with an innovative approach designed in HE. With technology use in attempting violence prevention insights, an innovative way to strengthen technology use wisely with underlying the compassionate skills to promote the preventive action of violent forms is needed. Attempts to promote virtual violence prevention in higher education should be combined with empowering technology use to focus comprehensively on encouraging diverse learners with personal and social awareness in digital interaction. This chapter is expected to contribute in dealing with exploring the systematic approach in nurturing the self-awareness and social concern in digital interaction to be potentially applied in HE.*

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## **INTRODUCTION**

In the last decade, the recent feature of communication device has been developed in following the trends adopted across the world. Among them which can be viewed include smartphone application such as WhatsApp, telegram, Facebook and others. Generated with the featured generations of communication, the patterns of delivering information with sophisticated process and more convenient way have been shifted using the new technologies' enhancement. It can be seen in the attempt to enhance the demand for social presence, it is necessary to strengthen digital-mediated communication including WhatsApp, Facebook, telegram, and Instagram with more convenient way to enjoy connecting with other users in the variety of purposes. This particular view points out the design feature to enable individual personality to have the interpersonal relationship which is basically derived from face to face-based communication through the digital model (Huda et al., 2017a). Referring to live interaction tendency, adopting the new paradigm shift with virtual means will lead to the process mode into more efficiency. In terms of the initiative with a rapid development to facilitate the communication patterns, the systematic basis is usually engaged with computer-mediated communication (CMC) for instance (Thurlow, Lengel, & Tomic, 2004) or Instant Messaging (IM) where both will benefit to increase the particular approach to enable the communication basis into interpersonal relationships (Chung & Nam, 2007). As an attempt to utilise the technology tools simultaneously with such benefits like helping the students learning and innovative teaching (Anshari et al, 2017; Ahad & Anshari, 2017; Huda et al, 2017b).

However, since there have been challenging issues such as lack of humanity which comes from the lack of affection in the messages (Berson & Berson, 2005), the orientation basis in addressing the interaction strength refers to the extent that the systematic approach to be applied among the individuals with others should be taken into consideration by addressing the potential values to underlie the interaction basis. Although it has both chances and challenges, especially in the digital age based communication pattern, an entire improvement of technology innovation generated into the particular tools in both visual and audio contents should be simultaneously transmitted with the balance of ethical responsibility (Huda et al., 2017b). This is because the convenient service provided from the certain feature design in the smartphone device would potentially lead to the immoral behaviour such as the pattern risky activities, disclosing personal information where this refers to the problematic online practices (Berson & Berson, 2005). With regard to the impact of such worrying problematic issues, promoting the sense of the way to communicate with others is required necessarily to take concern into morality engaged in the virtual basis. It becomes entirely a pivotal role to deliver the sense of social presence to address the ethical responsibility in underlying the social presence in order to operate the instrument among the users. In the effort to performing the interaction mode basis from live interaction to virtual interaction, the initiative to deliver the information by enabling the medium of social affection within the sense of presence of face-to-face communication refers to the various types belonging to the invention of instant messaging software applications for instance. By proposing a model with the innovative way to empowering technology use to promote virtual violence prevention in higher education context, this chapter attempts to elucidate the stages employed amidst the users in empowering technology use through nurturing innovative approach. It attempts to deal with strengthening awareness of personal and social basis referring to the collaborative skills associated with empathy as the foundation in digital interaction to be framework model of violence actions prevention in the Higher education (HE) setting.

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