



Social Media Usage Habits and Cyberbullying

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ABSTRACT

In today's world everything is getting digitalized, and with COVID 19 in picture, more and more students have access to electronic devices with internet facility. This has led to huge gain in the occurrence of cyberbullying which was already present amongst younger generation. Cyberbullying is a serious problem which has grave effect on the victims. Many factors are associated with cyberbullying and social media usage habits are one of them. Study was done with an aim to examine the association of social media usage habits with cyberbullying. A descriptive research design was selected and study was conducted on 100 students of faculty of nursing, SGT University, using convenience sampling technique. Self-structured questionnaire to collect data regarding socio- demographic variables and social media usage habits were developed. The study revealed that more than 70% students were above 15 years when they used social media for first time. Majority of students i.e., 75% used mobile phone to access social media, There were 47% of students who spent 1-2 hour on social media per day, while 4% spend more than 7 hours per day on social media. A vast number (94%) of student's parent knew about them using social media. A significant association was found between the age when social media was first used, No. of social media sites surfed, purpose for which the social media was used, total no. of hours spent online in a day with cyberbullying. The study concludes that there is a significant association of cyberbullying with age when social media was first used, No. of social media sites surfed, purpose for which the social media was used, total no. of hours spent online in a day. The findings and conclusions of this study have provided data that can help guide future in-depth studies variables which are found to have a significant association with cyberbullying.

Keywords: Cyberbullying, Social Media, Social Media Usage, Habits, Cybervictimization.

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INTRODUCTION

Globally smart phone internet usage has increased drastically leading to rapid communication, information sharing to an individual or masses and learning as well as application of novel technologies within and across populations. In the present century, these global progresses related to the usage of this high end technology have had numerous positive effects on society in the twenty-first century. However, several negative consequences of this technology are unavoidable, and cyberbullying is one of them. [1,2,3,4] Cyberbullying is expressed as any harassment that is directed at the victim with an intention to cause harm via the use of any electronic medium, including but not limited to social media, consequential in insult, public revelation of information that is otherwise private and deliberate emotional anguish towards the target [5]. It is a behavioral pattern that is performed frequently by an individual who is using social media, gaming, and messaging platforms to primarily lower the victims' self-respect. It can be associated with sending and posting cruel texts or images through social media and other digital communication devices with a purpose to damage a target [6]. Cyberbullying has emerged as a new phenomenon that has a socio-psychological impact on adolescents over the last ten years. With the progress in digital technology, youth become more reliant on social media eventually leading to cyberbullying. Today's young generation has become so much dependent on smart devices that their social communication also happens online using social media sites. This usage can have both pros and cons for the involved. Any kind of posts, photos, and messages can be shared amongst friends privately, but it also increases cyberbullying, if other people who have formed forged profiles on the apps are allowed to see this personal information. [7].

It is projected in a report by Digital Around the World that, by July 2021, there will be 4,8000 million people on social media worldwide which is equivalent to nearly 61 percent of the world's total population. Report further says that 7 million new users who join each day have an annual growth rate of 5.7 percent [8]. According to a UNICEF poll, an increase in Cyberbullying is directly proportional to the number of users, more than one third of children in 30 countries worldwide are bullied using the internet

[9].According to media reports, in November 2016, Ooshmal Ullas, a 23-year-old medical undergraduate student at one of the Medical Colleges in Kerala, tried to take his life by jumping after being cyberbullied over a Facebook message and sustained injuries on her spinal column, legs, and skull. [10] In another such incident, on January 9, 2018, a 20-year-old female of Hindu religion in Karnataka committed suicide after getting posts of offensive messages on WhatsApp owing to her friendship with a non-Hindu male.[11] Also, came in media an episode associated with Instagram on 4th May'2020, in which a 15-year-old boy associated with the 'Bois locker room group,' shared pictures of minor girls and passed indecent statements. Eventually he was put in prison by Delhi police [12].In addition tto above instances, a seventeen-year-old girl took her life on June 26, 2014 after her group mates, Satish and Deepak, altered her photos and forwarded them on Facebook alongside her mobile number.[13]A number of cases of such kind are reported each year, and the grave fear is the escalating digits of suicides because of cyberbullying. Although the subject of cyberbullying has been around for almost two decades, studies on cyberbullying in India are relatively new, and studies focused on its victims are even rare. The studies that focus victims are mostly from foreign countries. The topic of exploration around this area of cyberbullyig is limied. Even though college students have come forward to acknowledge cyberbullying victimization, there have been few studies to investigate various factors responsible for inhibit or enhance the exent of cyberbullying and victimization. The researches that focus on cyberbullying in Haryana are very less. Though literature suggest prevalence and types of cyberbullying, a very few if any studies have attempted to explain the behaviour related to social media usage habits with cyberbullying .There is truly an obvious gap in addressing these issues regarding cyberbullying. With severe paucity of research studies about association of social media usage habits and cyberbullying attacks in Haryana, we hope that this research will shed some light about how victim's as well as bully's behavior regarding networking sites might affect cyberbullying A descriptive study to assess the social media usage habits and their association with cyberbullying in 1st year nursing students of SGT University, Gurugram.

MATERIAL AND METHOD

In view of the nature of the problem a quantitative approach with a descriptive design was considered appropriate for the present study. The setting for conducting this research study was Faculty of Nursing, SGT University, Gurugram, Haryana A sample of 100 students from 1st year BSc. Nursing students was selected using convenient sampling technique. The tool was divided into 2 sections including demographic data and social media usage habits. A thorough review of online and offline resources helped investigator to develop tools for data collection. The reliability of tool was computed by Cronbach's alpha method and it was found to be 0.8. A formal administrative approval was obtained from the Dean, Faculty of Nursing. Final study was conducted in the month of March-April 2021 SGT University, Gurugram. Data was collected after explaining the purpose of research to participants and taking written consent from them. Time taken to fill questionnaire was about 20-25 minutes. Both Descriptive as well as inferential statistics were used for data analysis.

RESULTS

Table 1: Frequency and % distribution of students in terms of selected demographic variables (N = 100)

S.no.	Demographic variable	Frequency	Percentage
1.	Age (in years)		
	17-19	75	75
	20-22	25	25
	More than 23	0	0
2.	Gender		
	Male	33	33
	Female	67	67
3.	Type of family		
	Nuclear	51	51
	Joint family	39	39
	Extended family	2	2
	Single parent	6	6
	Other	2	2
4.	Area of Residence		
	Urban	65	65
	Rural	35	35
5.	Family Income		

	Less than 1 lac	31	31
	1-3 lac	36	36
	3-5 lac	21	21
	More than 5 lac	12	12
6.	Current Residence		
	Hostel	8	8
	At home with family	83	83
	Paying guest	8	8
	Other	1	1
7.	Education of Mother		
	Illiterate	6	6
	Elementary	2	2
	Primary	3	3
	Middle	16	16
	Senior Secondary	31	31
	Graduate	36	36
	Post Graduate	6	6
8.	Education of Father		
	Illiterate	0	0
	Elementary	4	4
	Primary	3	3
	Middle	8	8
	Senior Secondary	23	23
	Graduate	42	42
	Post Graduate	20	20
9.	Occupation of mother		
	Government employee	14	14
	Private sector job	1	1
	Business firm	4	3
	House wife	79	79
	Other	2	2
10.	Occupation of father		
	Government employee	34	34
	Private sector job	30	30
	Business firm	19	19
	Farmer	13	13
	Other	4	4

Table 1 shows that majority (75%) of the students belonged from the age group 17-19 years whereas only one-fourth (25%) of them were in the age group 20-22 years. Two thirds (67%) of students were females while only one third of them were males. Half out of total students were from joint family (50%), 39% of them come from nuclear family whereas only a very small number had an extended family (2%), single parent (6%) and others (2%). About two thirds (65%) of them are from urban areas and remaining were from rural area (35%). More than two thirds (81%) came from home while few (8%) lived in hostel and (8%) were staying as a paying guest. Out of all, 31% had annual income of less than 1 lac, 36% had 1-3 lakh, 21% had 3-5 lakh and 12% had more than 5 lakhs. 36% mothers were graduate, 6% were post graduate, 31% passed their senior secondary, 16% had education till middle school while other 6% were illiterate (6%), Elementary passed (2%) and Primary level educated (3%). In case of fathers, 40% were graduate, 20% are post graduate, 23% were senior secondary, 8% were middle level 3% were primary educated and 4% were educated till elementary level. Majority (79%) of mothers were housewives, 14% working in government job while remaining few had private sector job (1%) and business firm (4%). Regarding fathers occupation, 34% were government employee, 30% had job in private company, 19% had their own business, 13% were doing farming and 4% had other jobs.

Table 2 Frequency and percentage distribution of social media usage habits

S.no.	Social media usage habits	Frequency	Percentage
1.	Age when used the social media for the first time (in years)		
	Less than 9		
	9-11	0	0
	12-14	5	5%
	15-17	22	22%
2.	Device used to access social media		
	Mobile	75	75%
	Laptop	0	0%
	University Library computers	2	2%
	Internet Café and mobile	7	7%
3.	No. of Social media sites used		
	One	24	24%
	Two	13	13%
	Three	17	17%
	More than three	46	46%
4.	Purpose of using Social media		
	Academic	6	6%
	Socialization	10	10%
	Entertainment	7	7%
	Information (News)	3	3%
5.	Hours spent on social media per day (in hour)		
	Less than 1 hour		
	1-2	17	17%
	3-4	47	47%
	5-6	26	26%
6.	Parents know about using social media		
	Yes	94	94%
	No	6	6%

Data presented in table 2 depicts that 38% students were above 17 years when they used social media for first time, 35% were between 15-17 years, 22% were between 12-14 years and 5% were between 9-11 years of age. Majority of students i.e., 75% used mobile phone to access social media, 2% uses library computers, 7% uses internet café and mobile phone while 16% uses both laptop and mobile phone. A Total of 46% of students surfed more than three social media websites, 24% surfed one while 13% used two social media sites and 17% accessed three social media sites. There were 47% of students who spent 1-2 hour on social media per day, 26% spent 3-4 hours per day, 17% spent less than 1 hour per day, 5% spent 5-6 hours per day while 4% spend more than 7 hours per day on social media. A vast number (94%) of student's parent knew about them using social media while there were only 6% whose parents were not aware of their wards use of social media.

Table 3Level of association between Social media usage habits and cyberbullying

Social media usage habits	Mean	f/t	Df	P value
Age at first social media use				
< 10 years	0			
10-12 years	1			
13-15	0.18	0.8	96	0.042*
15-17	0.54			
> 17 years	0.3			
Device used to access social media				
One	0.2			
Two	0.8			
More than two	1	1.23	92	0.54
No. of social media sites used				
One	0.3			
Two	0.4			
Three	0.23			
>three	0.41	3.6	72	0.039*
Purpose of using social media				
Academic	0.2			
Socialization	0.42			
Information	0.12			
Entertainment	0.62		94	0.04*
All of above	0.87	3.2		
No. of hours spent on social media				
Less than one	0.11			
1-2	0.3			
3-4	0.5			
5-6	1	2.41	99	0.048*
> 7 hours	0.8			
Parents know about using social media use				
Yes	0.59			
No	0.67	2.7	94	0.34

The data in table 3 depicts computation of ANOVA and respective ' values to assess the association between cyberbullying and social media usage habits. The value of p was found significant for age when social media was first used, No. of social media sites surfed, purpose for which the social media was used, total no. of hours spent online in a day and respective p value was found to be 0.042, 0.039, 0.04, 0.048. These values were found to be significant at 0.5 level of significance.

However, for other variables, no statistically significant values were obtained. The variables found non-significant were: devices used to access social media and parent's knowledge about their wards usage of social media.

DISCUSSION

The study results of this research revealed that around students were above the age of 15 years when they used social media for first time, Majority of students i.e., 75% used mobile phone to access social media. Around half of the students surfed more than three social media websites and nearly same

number of students 47% spent 1-2 hour on social media per day, and only 4% spend more than 7 hours per day on social media. A vast number (94%) of student's parent knew about them using social media while there were only 6% whose parents were not aware of their wards use of social media.

Also, a significant association of cyberbullying was found with some variables like age when social media was first used, No. of social media sites surfed, purpose for which the social media was used, total no. of hours spent online in a day. Research studies of Sampasa (2015) concludes that the use of Social networking sites was associated with an increased risk of cyberbullying victimization in a dose-response manner and it is aligned with the finding of this study which reveals an association with the number of hours spent on the internet [14]. Research by Rodriguez et al [15] concluded that that social networking time was not significantly associated with cybervictimization. On the contrary, this study suggests that there is a significant association of cyberbullying with number of hours spent on the sites.

According to a study by Mukherjee Saswati et al. (2019), in late teens, number who were cyberbullied was around 10 out of 100 whereas in this study around 70% were being cyberbullied at the age of 15 years. [16]

CONCLUSION

There were significant association between cyberbullying and age when social media usage habits. The Findings and conclusions of this study have provided data that can help guide future studies research regarding cyberbullying victimization and personality traits.

CONFLICT OF INTEREST

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