Impact Of Cyber Bullying On Women Emotional Health

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Article History	Abstract
	The internet has become an increasingly popular medium among youth. Youth in particular, use the internet for communicative purposes and, in addition, one of the emerging risks of communication on the internet for youth is cyber bullying. Cyber bullying is a repeated harm inflicted through the use of computers, cells phones and other electronic devices. It is a systematic abuse of power which occurs through the use of information and communication technologies. The main objective of the study is to findthe level of impact of cyber bullying among the victims and the respondents attitude to overcome from cyber bullying. The various tools used for the study are simple percentage analysis, descriptive analysis, ANOVA, t-Test, and rank analysis. The primary data for the study has been collected from 150 respondents through a structured questionnaire using purposive sampling technique. The analysis practically reveals that majority of the respondents have a moderate impact on stress due to cyber bullying and majority of the respondents will ignore such problem when they come up with cyber bullying.
CC License 	***Keywords: Cyber bullying, Emotional problems ,Internet, Social media.***

Introduction

Cyber-bullying is a contemporary pandemic, a crime known to be associated with the use of technology. The result of lack of awareness and fitting measures against this strain of harassment among the population has led to arise of victim count today. Hacking of personal social media pages, stealing information, and to even

impersonating as someone, the possibilities are infinite for those committing crimes behind a monitor. Cyber bullying takes its various forms such as;

- Flaming, that includes sending rude messages to a person or group;
- Harassment, that includes sending continually offensive messages to a person;
- Cyber stalking, that includes threatening or intimidating a person;
- Denigration, that includes harmful, false, or rude statements;
- Masquerade, including pretending to be someone else to send abusive messages;
- Outing and trickery that includes sending, publishing or disseminating sensitive, humiliating or personal information, or images of a person;
- Exclusion, that includes deliberately excluding a person from an online group.

In addition, the nature of approach of this variant of bullying often forces victims to face distressing and deplorable consequences. It is claimed that cyber-bullying is the pioneer behind the frequent cases of psychological stress such as depression, and anxiety among victims.

Review of Literature

The word "impact" refers to a physical force, an influence or a strong effect on a situation, process or a person. Patchin and Hinduja (2006) describe cyberbullying as a traumatic experience that could havephysical, cognitive, emotional and social consequences in the negative sense. Thus, the traumatic experience of cyber bullying may cause crucial consequences. Psychological damage given to individuals exposed to these kinds of behaviours may lead to lessening self-esteem, failure, anxiety, anger, increased depression, truancy, aggression and even suicide. Similarly, the persons under threat of cyberbullying may have negative effects such as absence from school/college or work, academic failures and social adaptation problems. Ortega, Elipe, Mora-Merchan, Genta, Brighi, Guarini (2012) identified that most of the cyber bullied adolescents experienced some negative emotions such as anger, upset, worry, stress, fear and depressive feelings. Goodman (1997, 2001) identified psychological attributes such as behavioral and emotional symptoms, conduct problems, hyperactivity, peer relationship problems and pro social behavior. Tracy Vaillancourt, Robert Faris, and Faye Mishna (2017) and McDougall, Vaillancourt (2015) found that cyber bullying is associated with significant short- and long-term mental and physical health issues. However, it is the cyber bully/victims that appear to be the most high risk group reporting higher levels of psychological and health issues including post-traumatic stress, mental health impairment, anxiety, self-esteem, academic performance, and depression (Wang et al., 2011; Kowalski and Limber, 2013; Baldry et al., 2018)Victims of cyber bullying report an array of psychopathologicalsymptoms, including internalizing problems such as feelings of loneliness, depression and lack of self-esteem. Moreover, it has been related to social anxiety and isolation as well as to externalizing problems, illicit drug use and conduct problems.

Statement of the Problem

.In recent years, the use of socialmedia,mass media, digital-based social media, e-mail, instant messaging, social network sites, chat rooms,video and photograph sharing applications, and online multiplayercomputer games have started to affect our lives more and more. The desire to keep and share the information,to access information easily and to take advantage of the wide-spread use of internet technologies has turned cyber bullying on the internetinto a significant health care problem among the adolescents. In addition, the nature of approach of cyber bullying forces victims to face distressing and terribleconsequences. It is claimed that cyber-bullying lead the way behindthe frequent cases of psychological stress such as depression, andanxiety among victims. Thus, the researcher is interested in knowing the cyber bullying impact on the emotional health among victims and their attitude to overcome from the problem.

Scope of the study

Awareness is the knowledge that everyone should possess regarding a process, situation or a problem. Lack of awareness on cyber bullying has led to a great increase in the victim countglobally.As the various research studies say that the female population tend to be the mere victims of cyber bullying whereas the male population are the perpetrators of cyber bullying. Thus the study further extended to study the level of impact that victims of cyber bullying face which would distract them from their routine life and disturb their emotional health and well being.

Objectives of the study

• To study the impact of cyber bullying on emotional health of women.
• To analyse the respondents attitude towards overcome from cyber bullying

Research Methodology

In this study, the victim's impact on the cyber bullying incidents that affected their emotional health and well being has been obtained from the respondents who are residing in Coimbatore city.

Sources of data
Data has been collected from two sources. Primary data has been collected using a well structured questionnaire issued through Google forms to the respondents who are the victims of cyber bullying. Secondary data has been obtained from various journals, articles and websites.

Analysis and Interpretation
Table.1 Demographic profile of the respondents - simple percentage analysis

Demographic factors	Particulars	No. of respondents	Percentage (%)
Age	Below 20 years	26	17.3
	21-25 years	**53**	**35.3**
	26-30 years	41	27.3
	Above 30 years	30	20.0
Marital status	**Unmarried**	**85**	**56.7**
	Married	65	43.3
Educational qualification	Upto school level	32	21.3
	Diploma/Graduate	43	28.7
	Postgraduate	**51**	**34.0**
	Professional degree	24	16.0
Occupational status	Student	46	30.7
	Salaried employee	**52**	**34.7**
	Home Maker	36	24.0
	Self employed	16	10.7
Residential area	Urban	52	34.7
	Semi-urban	**70**	**46.7**
	Rural	28	18.7
Time spent over the internet	Less than 2 hours	33	22.0
	2-4 hours	39	26.0
	4-6 hours	**45**	**30.0**
	More than 6 hours	33	22.0
Total			**100**

Source: Primary data

Interpretation:
The above table predicts that 35.3% of the respondents belong to the age group of 21-25 years. 56.7% of the respondents are unmarried.34% of the respondents are post graduates.34.7% of the respondents are salaried employees.46.7% of the respondents are from semi-urban area.30% of the respondents spend 4-6 hours over the internet.

Table.2 Descriptive statistics for the level of impact on cyber bullying

Impact	Maximum	Minimum	Mean	Standard Deviation
Low Self-Esteem	1	3	1.28	.520
Depression	1	3	1.83	.549
Tension	1	3	2.07	.852
Anger	1	3	1.85	.621
Insomnia	1	3	1.67	.737

Absenteeism	1	3	1.81	.628
Stress	1	3	2.08	.790
Loss Of Focus	1	3	1.81	.595
Anxiety	1	3	1.56	.680
Frustration	1	3	1.87	.652
Conflicts	1	3	1.95	.789
Social Fear/ Anxiety	1	3	1.79	.669
Physical Ailments	1	3	1.68	.689
Suicidal Ideation/ Thoughts	1	3	1.73	.672
Self Harm	1	3	1.85	.739
Loss Of Trust	1	3	1.91	.675
Loneliness	1	3	1.73	.704

Source: Primary data

Interpretation

The above table predicts that, among the impacts on cyber bullying, most of the respondents have moderate impact on Stress with the mean score of 2.08, followed by 2.07 mean score for Tension. The least mean score of 1.28 for low self-esteem indicates that most of the respondents have least impact on it.

Table.3 Comparison and ANOVA for the level of impact of cyber bullying among demographic profile of the respondents

Factor	Classification	N	Mean	SD	F	Sig.	Inference
Age	Below 20 years	26	1.7846	.35297	.173	.915	NS
	21-25 years	53	1.7679	.43728			
	26-30 years	41	1.8217	.37579			
	Above 30 years	30	1.8053	.26190			
Educational Qualification	Upto school level	32	1.7572	.33871	2.082	.105	NS
	Diploma/Graduate	43	1.7565	.38381			
	Postgraduate	51	1.8933	.31630			
	Professional degree	24	1.6929	.47418			
Occupational Status	Student	46	1.8104	.44762	.106	.956	NS
	Salaried employee	52	1.8006	.34674			
	Home Maker	36	1.7725	.33831			
	Self employed	16	1.7644	.32354			
Residential Area	Urban	52	1.7869	.42337	.050	.951	NS
	Semi-urban	70	1.8030	.32842			
	Rural	28	1.7793	.39306			
Time Spent over the Internet	Less than 2 hours	33	1.6912	.37562	5.097	.002	S
	2-4 hours	39	1.6915	.38730			
	4-6 hours	45	1.9580	.36351			
	More than 6 hours	33	1.7897	.29429			

Source: Computed data

Significance at 5 per cent level of significance
Hypothesis

The demographic factors of the respondents do not differ significantly among the level of impact on cyber bullying.

Age

The above table predicts that the respondents in the age group of 26-30 years have moderate impact on cyber bullying with the mean score of 1.821 compared to the age group of above 30 years with the mean score of 1.805 and below 20 years with the mean score of 1.784.

One way ANOVA is applied to find whether the mean score on the level of impact on cyber bullying differ significantly among the age group of the respondents. It is inferred from the ANOVA table that the significant value is 0.915 and the p value is greater than the level of significance p>0.05. It is considered that

the level of impact on cyber bullying do not differ significantly among the age group of the respondents. Hence hypothesis is accepted.

Educational Qualification

The above table predicts that the respondents having postgraduate educational qualification have moderate impact on cyber bullying with the mean score of 1.893 compared to the respondents qualified upto their school level with the mean score of 1.757 and Diploma/Graduate with the mean score of 1.756.

One way ANOVA is applied to find whether the mean score on the level of impact of cyber bullying among the educational qualification of the respondents. It is inferred from the ANOVA table that the significant value is 0.105 and the p value is greater than the level of significance $p>0.05$. It is considered that the level of impact on cyber bullying do not differ significantly among the educational qualification of the respondents. Hence hypothesis is accepted.

Occupational status

The above table interprets that the students have moderate impact on cyber bullying with the mean score of 1.810 compared to salaried employees with the mean score of 1.800 and home makers with the mean score of 1.772.

One way ANOVA is applied to find whether the mean score on the level of impact on cyber bullying differ significantly among the occupational status of the respondents. It is inferred from the ANOVA table that the significant value is 0.956 and the p value is greater than the level of significance $p>0.05$. It is considered that the level of impact on cyber bullying do not differ significantly among the occupational status of the respondents. Hence hypothesis is accepted.

Residential area

The above table interprets that the respondents residing in semi-urban area have moderate impact on cyber bullying with the mean score of 1.803 compared to respondents residing in urban area with the mean score of 1.786 and respondents in rural area with the mean score of 1.779.

One way ANOVA is applied to find whether the mean score on the level of impact on cyber bullying differ significantly among the residential area of the respondents. It is inferred from the ANOVA table that the significant value is 0.951 and the p value is greater to the level of significance $p>0.05$. It is considered that the level of impact on cyber bullying do not differ significantly among the residential area of the respondents. Hence hypothesis is accepted.

Time spent over the internet

The above table interprets that the respondents spending 4-6 hours in the internet have moderate impact on cyber bullying with the mean score of 1.958 compared to respondents spending more than 6 hours with the mean score of 1.789 and respondents spending 2-4 hours with the mean score of 1.691.

One way ANOVA is applied to find whether the mean score on the level of impact on cyber bullying among the time spent over the internet by the respondents. It is inferred from the ANOVA table that the significant value is 0.002 and the p value is lesser than the level of significance $p<0.05$. It is considered that the level of impact on cyber bullying differ significantly among the time spent over the internet by the respondents. Hence hypothesis is rejected.

Table.4 Comparison of descriptive and independent sample t-test for the level of impact on cyber bullying among marital status of the respondents

Factor	Classification	N	Mean	SD	T	Sig.	NS/S
Impact	Unmarried	85	1.8225	.38587	1.106	.270	NS
	Married	65	1.7545	.35558			

Source: Computed data

Significance at 5 per cent level of significance
Level of impact on cyber bullying
Hypothesis
The marital status of the respondents does not differ significantly among the level of impact on cyber bullying.

Interpretation

The above table interprets that the unmarried respondents have moderate impact on cyber bullying with the mean score of 1.822, followed by married respondents with the mean score of 1.754.

Independent sample t-test has been applied to find whether the mean score on the level of impact on cyber bullying differ significantly among the marital status of the respondents. It is inferred from the t-test table that the significant value is 0.270 and the p value is greater than the level of significance $p>0.05$. It is considered that the level of impact on cyber bullying do not differ significantly among the marital status of the respondents. Hence hypothesis is accepted.

Table.5 Friedman's Ranking Analysis

The table reveals that the respondents preference towards overcome from cyber bullying.

Preference to overcome cyber bullying	Mean value	Rank
Ignore the situation	2.79	1
Respond to the bully	3.51	2
Report to the elders	3.83	3
Report on social media	4.54	4
Stay away from social media	5.23	5
Change the social media platform	6.04	6
Trust and share with a friend	6.29	7
Delete the person	7.01	8
Block the person	7.53	9
Change phone number	8.24	10

Source: Computed data

Interpretation

It is found that 'ignore the situation' is given the highest rank (mean value 2.79), followed by 'respond to bully' (mean value 3.51). 'Report to the elders' (mean value 3.83) is the next preference to overcome cyber bullying. 'Report on social media' scored mean value of 4.54 follows the next rank. 'Stay away from social media' (mean value 5.23) is the next preference of the respondents, followed by 'Change the social media platform' (mean value 6.04). 'Trust and share with a friend' scored mean value of 6.29 follows the next rank. 'Delete the person' (mean value 7.01) is the next preference of the respondents, followed by 'Block the person' (mean value 7.53). 'Change phone number' (mean value 8.24) is the last preference of the respondents to overcome cyber bullying.

Kendall's Coefficient of Concordance

Kendall's W(a)	0.363

Kendall's Coefficient of Concordance (W) is used to find the similarity in the order of assigning the ranks by the respondents. Kendall's (W) ranges between 0-1. Higher the value of W shows more is the similarity on order of assigning the ranks by the respondents.

Kendall's Coefficient has been applied to test the preference to overcome cyber bullying by the respondents. The Kendall's value (W) 0.363 which lies between the concordance values, ranges between 0-1. This indicates that there is low similarity among the respondents in assigning the ranks. The respondents have considered 'ignore the situation' as the main preference for overcoming the cyber bullying incidents.

Findings

The following are the important findings of "A study on awareness and perception of cyber bullying and its impact on emotional health among women".

➢ 35.3 per cent of the respondents belong to the age group of 21-25 years.
➢ 56.7 per cent of the respondents are unmarried.
➢ 34 per cent of the respondents are postgraduates.
➢ 34.7 per cent of the respondents are salaried employees.
➢ 46.7 per cent of the respondents reside in semi-urban area.
➢ 30 per cent of the respondents spend 4-6 hours over the internet.

Descriptive statistics for the level of impact on cyber bullying
- It is inferred that the respondents have moderate impact on stress with a mean score obtained for the level of impact on cyber bullying is 2.08.
- Respondents in the age group of 26-30 years have a moderate impact on cyber bullying compared to the age group of above 30 years and below 20 years.
- Respondents having educational qualification in postgraduate degree have a moderate impact on cyber bullying compared to respondents qualified upto their school level and diploma/graduates.
- Students have a moderate impact on cyber bullying compared to salaried employees and home makers.
- Respondents residing in semi-urban area have a moderate impact on cyber bullying compared to urban area and rural area.
- Respondents spending 4-6 hours in the internet have a moderate impact on cyber bullying compared to respondents spending more than 6 hours and respondents spending 2-4 hours.
- Unmarried respondents have a moderate impact on cyber bullying compared to married respondents.

Analysis of Variance (ANOVA) for the level of impact on cyber bullying
- ANOVA results shows that there is a significant difference between the level of impact on cyber bullying and the time spent over the internet by the respondents.

Rank analysis
- It is inferred that the preference of the respondents as 'ignore the situation' to overcome cyber bullying with a mean value obtained for the preference of overcoming cyber bullying incidents is 2.79.

Suggestions
- The victims of cyber bullying should save screenshot and print all the messages sent by cyber bullies as a proof and evidence and tell an adult immediately to solve the problem and get rid of it.
- Victims should be made aware of the incorporate internet safety measures.
- Cyber bullying is classified to be a crime and the victims can contact the law enforcement for the cases of severe bullying activities.

Conclusion

With the growth of technology and the increasing number of social networking forums, grows the menace of cyber bullying. On one hand, their volatility can be seen in enabling an open flow of information. On the other hand, communication in social networks can be used in a negative way and presents certain dangers such as online threats called cyber bullying. Cyber bullying is the use of the internet to perpetrate deliberate, repeated, and hostile behavior by an individual or group that is intended to harm another person or others. People use social networks as a medium of exchanging thoughts, sharing ideas and etc; also, the frequency of using mobile phones and networked computers increase among the people, the threat of cyber bullying also increases. Though the impact of cyber bullying in the study is not as devastating as how it is in the rest of the country or the world, it is necessary to take precautionary actions so that it does not cause too much harm among the population. Strategies have to be developed and awareness has to be spread on this matter as most people think that it is not a concern worth worrying and spending time and resources on. Since cyber bullying is a sensitive issue, ways on handling it delicately must be found. The results show that the stress and tension has a significant impact on the cyber bullying incidents.

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