The Research on Primary Factors and Consequences of Adolescent Cyberbullying on Social Media Platforms

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Abstract: The expanding application of new media in recent years has different degrees of impact on both the mass media industry and society. The widespread using of new media has brought many distinctive possibilities to the mass media industry. However, at the same time, it has also triggered some social events, such as the new media violence. The emergence of new media violence has a significant negative impact on the media industry. New media industry in order to earn some interests, they tend to ignore the truthfulness and authenticity of the information, which leads the decreasing of the industry's credibility. The emergence of teenage cyberbullying is also a crucial issue, which has been expanding in the new media industry in recent years. However, the causes and effects of teenagers cyberviolence are relatively complex. Therefore, this paper aims to discuss and analyze the causes, potential risks, and countermeasures of adolescences 'cyberviolence. This research aims to clarify the factors and consequences of adolescent cyberbullying through using the research reviewing measures. Media network platforms, parenting, and schooling all need to stand out and find the efficient measures to help the teenagers.

Keywords: social media, adolescents, cyberbullying.

1. Introduction

With the rapid development of science and technology, we have entered the new media era. However, the high speed of information dissemination in the new media industry also leads to the circulation of information, which lacks authenticity and validity on social media platforms. This high-level reliance on social media often leads to some undesirable phenomena. The prevalence of cyberviolence is one of the major drawbacks under the new media era. Cyberbullying mainly involves verbal attacks and personal insults against specific people through social media software and networks. In recent years, there have been countless cyberbullying incidents happening among teenagers. Ang believes adolescents tend to engage in cyberbullying because they are at the physical and psychological stages of development [1]. Moreover, they are more likely to fall into the spiral of cyberviolence because they have a tendency in taking risks at this stage. The fundamental causes of youth cyberviolence are complicated, and the increasing use of social networkings has resulted in some instances of teenagers' cyberbullying. In terms of information distribution, the media business currently lacks specific binding laws and regulations. With the increasing speed of information dissemination on the Internet today, also creates many loopholes. Privacy settings are one of the fundamental flaws in social networking platforms. Many teenagers have experienced adverse

physical and psychological repercussions due to the anonymous social networks or social software. Many teens are exposed to some potential risks under the anonymous media platforms, such as mental and physical health. The most common manifestation is depression, anxiety depression, drug addiction, and sleep deprivation. Some experts believe that social media, relevant departments, the government, and parents should all have social and internet obligations to improve the existing precarious position [5]. social media should ensure the authenticity of information dissemination, and parents and schools should emphasize the importance of sentimental guidance and online supervision in teenagers' educational development. The first chapter in this research introduces the fundamental concepts and characteristics of adolescent cyber violence. The second section concerns with the specific causes of adolescent cyberviolence in the new media industry. The final section focuses on the basic antidotes to adolescent cyberviolence. The main purpose of this article wants to investigate the primary constitutive causes, potential harms, and related countermeasures of teenager cyberbullying in the modern new media industry. The article also utilizes the literature reading method to analyze and research the effects and potential harms of cyber violence for adolescents caused by social media.

2. Basic Concept and Characteristics of Adolescent Cyberviolence

2.1. The Basic Concept of Adolescent Cyberbullying

The rise of social media and the Internet has brought many benefits, including a wide range of entertainment options and relaxing experiences. However, as online technology advances and social media becomes more popular, a new type of violence emerges. Calvete et al describe cyberviolence as aggressive and intentional behavior, which conveys to a specific group of people through some electronic devices [6]. Smith et al defined cyberbullying as repetitive hostile behavior that directed towards a vulnerable online users via social media software by a group or an individual. [7]. The proportion of adolescents using electronic devices and social media in the modern online environment is very high due to the necessity of electronic devices for social media and the tense control of electronic devices by adolescents. According to relevant studies and surveys, 80% of American adolescents use a different type of social media. However, teenagers use social media in ways they believe are the primary targets of cyberbullying [2]. The phenomenon of teenage cyberbullying has become a social problem that endangers the social order. The reason is that cyber violence implies an act of verbal harassment, intimidation, and even humiliation of the victim by the bully through social media [3]. Bullying always exist in our daily lives; for example, vulnerable and marginalized groups become the main targets of bullying. The occurrence of cyberviolence among adolescents is becoming increasingly urgent, and it is a more serious social problem nowadays. The harmful effects of cyber violence not only cause physical and psychological harm to adolescents, such as depression, anxiety, and sleep deprivation. Some teenagers even tend to self-harm and suicide, which are harmful to their psychological health.

2.2. Manifestations and Fundamental Characteristics of Teenagers' Cyberbullying

2.2.1. Fundamental Characteristics of Teenagers' Cyberbullying

Bullying manifestations are not common in cyberspace, and the root causes of bullying are related to a power imbalance. In addition to power imbalance, the phenomenon of adolescent cyber violence has a unique form of expression. Teenage cyber violence does not generally require physical factors such as physical strength to suppress the other person, but instead attacks and suppresses the victim through words, pictures, and voice [5]. Secondly, because of the anonymity of online communication, social media has become a tool with the extreme speed of dissemination within the scope of online

attacks. Moreover, the perpetrators of cyber violence can rely on this feature to hide their identities and thus make verbal attacks on their victims with a certain degree of moral certainty.

2.2.2. The Basic Manifestations of Adolescents'' Cyberviolence

The phenomenon of cyberbullying has emerged with the rapid development of the new media industry in recent years, giving rise to a variety of manifestations, including more forms of internet verbal violence and human flesh searches, such as prolonged verbal attacks on a specific person or group, or exposing the victim's message and address. Online verbal violence defines as an act in which the bully intimidates, threatens, and insults the victim via virtual cyberspace. Cyber violence attacks the victim with insulting and offensive language, it can directly harm and vilify the victim's mental health and even directly undermine the victim's self-confidence. Adolescence is a critical transitional period in a person's development, in which both physical and mental health play a significant role in the transition from a tender child to a mature adolescent stage. Teenagers' physical and psychological development is rapid and unbalanced at this stage, and their hearts and emotions are sensitive. Therefore, they lack some stability and discernment in judging the nature of things, making teenagers more likely than adults at other stages to have conflicts with Internet users who have different point of views. Adolescents in this process not only act as victims of online verbal violence but also attack others to gain a sense of superiority due to their developmental stage. Human flesh searching is often defined as the behavior of combining the online writing of multiple online users to search for information about a specific individual or a specific topic. Otherwise, the anonymity of online communication and social media, flesh searches are somewhat "protected" and lead to unpredictable online violence. Human flesh search will not only significantly reduce the credibility of new media and mainstream media, but also cause mainstream media platforms to become a medium for spreading false information. In the phenomenon of adolescent cyber violence, due to the factors of physical and psychological characteristics of adolescents, the violence in the form of flesh search will also be generated in online media, especially when adolescents follow stars on the Internet, some idols will be flesh searched by private fans to specific living addresses and activity places, resulting in personal privacy being exposed and information being released to the platform being arbitrarily attacked by online users [24]. Such irrational ways not only deepen the level of online violence, but also violate the privacy rights of others.

3. Major Causes of Teenagers' Cyberbullying

3.1. Mental Maturity and Discernment Ability of Adolescents

Adolescents themselves are responsible for some of the prevalence of online violence among adolescents. According to research, adolescence is a difficult transition period for all teenagers, during which they experience both internal physical changes and external environmental stressors. In terms of internal physical changes, adolescents must deal with not only the unstable hormonal factors, but also the changing brain structures during their developmental years. Adolescents are believed to be the population having tendency in risky activities, and they are prone to receive external blows than children and adults [1]. Aside from physical stressors, emotional instability can also make adolescents more vulnerable to the sensation of online violence. According to research, adolescent emotional instability and negative emotions are heavily related to online violence [10]. Adolescents are irritable, emotional, impulsive, and under constant physical stress during this period. They are more likely to be attacked by cyber violence or use cyber violence to attack other Internet users because they cannot differentiate between right and wrong. Among the external environmental pressures, peer pressure can also contribute to the phenomenon of cyber violence among adolescents. The presence of peer pressure can make already sensitive and emotionally volatile adolescents more

vulnerable. Research by Hongjin and Euikyung supports peer pressure to be associated with cyber violence, which is because peers exert some pressure to change their peers' decisions or attitudes in the decision-making process so that they all make the same decisions or attitudes [11]. Facebook influence model proposed by Moreno and Whitehill also suggested the correlated effects of peer pressure in social media, which laterally reflects that adolescent have some danger and sensitivity in a social media interaction [12].

3.2. New Media Communication and Social Media Properties

As social media and traditional media become more widely used, online violence is becoming more prevalent. The optimistic and destructive aspects of the new media industry and social media are both influenced by the rapid development of the new media industry's information dissemination characteristics. The high speed of information dissemination in the media industry allows information to be delivered accurately and quickly to everyone's electronic devices or social software. However, because of this efficient dissemination speed, the accuracy and credibility of new media communication are gradually questioned by the public. There is ample information that hasn't been thoroughly examined and lacks enough authenticity in the dissemination process under the major social media platforms.

Many media sectors have increasingly altered the focus of information dissemination from content to "eyeball economics" and "traffic" to pursue their development interests based on the above characteristics. The benefit of "traffic" is that it can suddenly popularize a specific group of people or information. In addition, the hot spot and the audience's click rates can provide the media platform with the corresponding profit. To continue to make profits, social media may also exaggerate or misinterpret the content of the reports selectively, reversing or influencing the development of online public opinion by exaggerating the facts or distorting the authenticity of events, resulting in the phenomenon of "media hype." Furthermore, the anonymity of social media may encourage and allow Internet users to express their emotions on the platform to relieve stress, thereby increasing the degree of exposure of their personal information on the site [13]. These anonymous social medias not only jeopardize the privacy rights of Internet users but also increases the risk of online aggressiveness.

3.3. Other Factors

In addition to personal factors and the influence of new media and online platforms, other factors also directly or indirectly induce the phenomenon of violence, such as the coping strategies and daily operation mechanisms of government departments, legislatures, schools, and parents to deal with the phenomenon. When the phenomenon of online violence arises, the government's corresponding online platform and supervisory departments fail to find and solve the problem in time, causing social platforms and social software to become the breeding site of cyberbullying problems. When confronted with such cases, legislators must first conduct a legal assessment of the incident and then establish laws and regulations to be imposed and severely enforced in order to avoid the phenomena of teenage cyberviolence from worsening and spreading. Schools and families are where teenagers spend most of their time, and school officials are still failing to adequately educate them about regulating emotional and violence, even though traditional school violence overlaps with online violence. There are still some loopholes in the propaganda and education of teenage cyber violence, which indirectly leads to the occurrence of teenage cyber violence. Family education is also an important factor that affects teenage cyber violence. Parents' concern for their children, network time supervision, and emotional guidance can all lead to the impact of children on cyber violence.

4.   Potential Risks of Teenagers' Cyberbullying and Relayed Countermeasures

4.1.   Potential Risks

Adolescents can experience both positive and negative effects from social media, which provide a relaxing and amusing outlet for teenagers in their spare time while also having negative consequences. Adolescents may suffer from mood disorders, depression, suicidal tendencies, and other problems caused by cyberviolence. Sleeping disorders, psychological stress, and other physical and mental health problems can be induced by adolescent cyberbullying. Moreover, cyberviolence is now identified as a significant public health issue. According to related studies, there is also a correlation between cyberbullying and depression symptoms in teenagers, and these adolescents are more susceptible to be targeted. [14]. A study by Gámez-Guadix and Calvete also showed that adolescents who cyberbully suffer from more emotional problems such as depression [15]. John et al. analyzed and discussed the data by examining people who chose to commit suicide due to cyberbullying from the Google database and google news. Otherwise, they found that 41 cases of suicide in the US, Canada, the UK, and Australia were in the age range of 13-18 years old. Also, 78% of these adolescent cases chose to commit suicide because of cyberbullying, and the rest suffered from some emotional disorder due to cyber violence [17]. In addition, adolescents' sleep disturbance is also one of the effects of cyberbullying. Michele et al. discovered that 97.5% youths b aged 12 to 18 have at least one social networking account, demonstrating adolescents' love for social and digital media [16]. In this case, the impact of cyber violence on adolescents is irreversible and harmful. In order to prevent this sensitive situation, we can establish the responsible parties according to different dimensions to play the role of media networks and education to improve the generation of cyber violence and its effects. In this case, in order to prevent this crucial problem, we can establish the responsible parties according to different dimensions and play the role of media network and education to improve the generation and influence of cyber violence.

4.2.   Related Countermeasures and Interventions

4.2.1. Mainstream Media and Authoritative Regulatory Platforms

There are still a lot of gaps in media communication and information dissemination targeting. As a result, they must pay close attention to information dissemination integrity and mainstream media communication ethics. Both the mainstream media and related social watchdogs should work to tighten regulations or enact specific legal requirements. According to Li et al. the mainstream media should regulate and lead media opinion behavior. Simultaneously, they should strive to avoid exaggerating or misinterpreting the original content of events to boost professional journalist morale [23].

Second, the mainstream media must recognize the dominance of social opinion. Rumors and inaccurate reports will spread if they fail to dominate at the beginning of the incident, resulting in a loss of social credibility. Furthermore, anonymous media is a potential contributor to online violence. The media should assist users in handling and reducing the disclosure of personal information, for example, by changing the privacy settings of websites and search engines for relevant searches [18]. According to research, reducing a certain level of media anonymity is positively associated with cyber violence [19]. In addition to mainstream media, authoritative regulatory platforms can mitigate the effects of teenagers' online violence effectively. The government and legislature, for example, play a significant role at this time, and the enactment and enforcement of regulations can effectively control or deter the effects of teenagers' online violence. Raphael also believes that teenagers barely talk about their cyberbullying experiences with those around them. State agencies and regulatory

platforms need to continue to expand cyberbullying advice for parents, children, and schools and create platforms to provide emotional guidance or advice on countermeasures.

4.2.2. Parenting and School Education

Adolescent cyberbullying is extensively influenced by family education and parental relationships. Many studies show that adolescents who have positive connections with their parents are less likely to encounter cyberbullying than those who have unfavorable relationships with their parents [20]. This means that the supports and caring given to adolescents by their parents and families has a direct impact on the occurrence of cyber violence among adolescents. Although harsh parenting makes teenagers more vulnerable to bullying, cyberbullying can be effectively prevented if parents monitor and intervene with their children in a relatively relaxed and warm homeschooling atmosphere. This is because teenagers have two primary centers during their daily-life, one at home and the other at school, and schools plays a crucial role in intervening in cyberbullying issues. Moreover, cyberbullying, and traditional bullying have some overlapping, vulnerable populations are typically more prone to verbal or physical assault in the school [21]. The school can seek more intervention with teenagers, which will benefit both cyberbullying and traditional bullying. Furthermore, schools can implement anti-bullying programs such as developing peer help systems and providing relevant curricula. All of these are effective for both cyberbullying and traditional bullying [22].

5. Conclusion

This research investigates the primary causes of adolescent cyber violence as well as some related responses to potential harm. In this case, the phenomenon of teenage cyber violence is worsening, and teenagers' use of social media is increasing. First and foremost, this paper briefly introduces the basic concepts and some basic characteristics of adolescent cyber violence in chapter one. Teenage cyber violence has obvious characteristics, such as power imbalance, anonymity, and repetition of violence. Based on these characteristics, the manifestations of adolescent cyber violence are also complementary, such as human flesh search and online verbal attacks. These manifestations not only violate the privacy of the victims, but also endanger the physical health of adolescents. This research mainly discusses and researches the new media industry and teenagers' body structures, concluding that teenagers have certain deficiencies in their psychological maturity and ability to distinguish right from wrong. The new media industry also contributes directly or indirectly to the formation of teenagers' cyber violence through information dissemination. Otherwise, the potential risk of adolescents' online violence can also devastate their psychological and physical health, with emotional problems and sleep disorders. Although society is aware of the seriousness of adolescent cyber violence, interventions for adolescent cyber violence are limited currently. The potential harms and causes of teenage cyberviolence are complex but significant. Therefore, the new media industry, relevant regulatory authorities, schools and families should prevent adolescent from cyberbullying through some appropriate and efficient measures. Media network platforms need to pay attention to how to reduce the level of user privacy disclosure in their website privacy settings, and reasonably remind users of some recommendations on privacy settings. As a result, the new media industry, relevant regulatory authorities, schools, and families should take appropriate and efficient measures to protect adolescents from cyberbullying. Media network platforms must consider the measures of reducing the level of user privacy disclosure in their website privacy settings and reasonably remind users of some privacy setting recommendations.

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