

AN EVALUATION OF FACTORS AFFECTING TO SOCIAL MEDIA CYBERBULLYING IN SRI LANKA

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INTRODUCTION

An individual human is a social creature. The information must be provided to people starting on the day they are born. In the past, people communicated with one another through simple methods like knowledge, ideas, experience, and so on (Jayarathne, 2020). Social networking services are thought to be a significant part of daily life. Additionally, it provides a wide range of tools and services. (Vijayakiruthik & Maheswaranathan, 2016).

Online communication has replaced traditional forms, with social media's acceptance causing cyberbullying to become a significant social concern (Gunathillake & Perera, 2020). Bullying is typically understood as persistent, intentional behaviour meant to hurt another person when the victim cannot protect themselves. It can be described as a systematic misuse of authority that is predicated on a power disparity (Sonone, 2020). Ten years ago, we had not even heard of the term cyberbullying. Cyberbullying may spread swiftly because there is such a broad audience and a longer visibility period. Both physical and mental health have suffered greatly as a result (Perera & Fernando, 2021). Many types of cyberbullying occur on social media platforms, including flame, harassment, cyberstalking, defamation, impersonation, and exclusion. This study focuses on denigration, which is when someone posts hurtful or disparaging remarks about another individual (Amali & Jayalal, 2020). Accordingly, the purpose of this research is to evaluate factors that affect the cyberbullying on social media among people in Sri Lanka.

METHODOLOGY

This study applies a dependent variable and four independent variables to research. According to this research, cyberbullying on social media is the dependent variable and the independent variables are social media usage, beliefs, current living environment, and lack of knowledge about social media. The population of this research is all Sri Lankans who use social media in every district. 384 people have been selected as the sample size and the number was decided according to the Morgan table. The Snowball sampling technique was selected by the researcher for this study.

The researcher created directional and causal hypotheses to evaluate the effectiveness of independent factors in explaining cyberbullying on social media.

H1: There is a significant positive impact between social media usage and cyberbullying on social media among people in Sri Lanka.

H2: There is a significant positive impact between beliefs and cyberbullying on social media among people in Sri Lanka.

H3: There is a significant positive impact between the current living environment and cyberbullying on social media among people in Sri Lanka.

H4: There is a significant positive impact between lack of knowledge about social media and cyberbullying on social media among people in Sri Lanka.

This research is designed to collect data on an evaluation of factors that affects social media cyberbullying among people in Sri Lanka. This research has been designed to follow quantitative methods. It is grounded in explanatory type research. SPSS (Statistical Package for Service Solution) software is used to analyse data.

RESULTS AND DISCUSSION

The researcher selected 384 social media users from Sri Lanka for the study, and questionnaires were distributed to them online. As a result, the study's sample size was reduced to 123 participants. All the variables were tested with reliability analysis and values are varied [Table 1] from 0.764 to 0.942. This indicates that the variables are thought to be extremely reliable. The mean value of each variable is greater than 3, indicating moderate agreement.

To check the acceptance of the hypotheses, the researcher performed a multiple regression analysis [Table 2]. The findings revealed that all of the hypotheses were correct. The researcher found a significant positive impact of social media usage and cyberbullying among Sri Lankans. This was followed by beliefs, the current living environment, and lack of knowledge about social media. The study found a significant positive impact of 0.244 on social media usage, 0.223 on beliefs, 0.205 on the current living environment, and 0.336 on the lack of knowledge about social media.

The Pearson correlation coefficient shows a moderate and positive relationship between social media usage and cyberbullying on social media. The relationship is statistically significant at the 0.05 level, with a sig. value of 0.000. The relationship also shows a strong positive relationship between the current living environment and cyberbullying on social media. Additionally, the relationship shows a positive relationship between lack of knowledge about social media and cyberbullying on social media.

The study shows a high level of agreement among respondents with social media usage, beliefs, current living environment, lack of knowledge about social media, and cyberbullying as social media.

CONCLUSION AND IMPLICATIONS

This study evaluates factors affecting social media cyberbullying in Sri Lanka. It finds that social media use has a significant positive effect on cyberbullying, with users with the highest frequency and time spent on social media being more likely to be cyberbullied. The study also highlights the influence of users' beliefs on cyberbullying, particularly religious ideologies and astronomical beliefs. As religious bias increases, cyberbullying becomes more prevalent on social media, leading to severe consequences.

Cyberbullying is more likely to occur in users' living environments, which are divided into urban, semi-urban, and rural areas. People face various facilities and challenges, including public transport and waste disposal, which can lead to cyberbullying. Legal knowledge is also a significant factor in cyberbullying, with those lacking civil legal knowledge being more likely to fall victim to cyberbullying. Experience on social media also plays a role in cyberbullying, with more experienced users being less likely to be cyberbullied.

This study examines cyberbullying on social media in Sri Lanka, providing insights into user behaviour and its impact. The researcher offers recommendations for victims and perpetrators of cyberbullying. Victims should use social media only when necessary and be aware of essential rules. Protagonists should avoid causing harm and create accounts only on desired

social media platforms. Protagonists should avoid abuse and follow social media rules, while social media agencies should guide anger control.

Keywords: Cyberbullying, Facebook, snowball sampling, social media

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TABLES AND FIGURES**Table 1***Reliability Analysis*

Variables	No. of Items	Cronbach's Alpha
Social media usage	3	0.872
Beliefs	7	0.874
Current living environment	9	0.927
Knowledge about SM	3	0.764
Cyberbullying on SM	13	0.942

Table 2*Descriptive Statistics Analysis*

	Mean Statistic	SD Statistic	Skewness Statistic	Std. Error Statistic	Kurtosis Statistic	Std. Error Statistic
Social media usage	4.146	0.875	-1.537	0.218	2.041	0.433
Beliefs	3.744	0.872	-0.957	0.218	0.043	0.433
Current living environment	3.841	0.864	-1.239	0.218	0.978	0.433
Knowledge about social media	3.579	0.872	-0.43	0.218	0.086	0.433
Cyberbullying on social media	3.915	0.781	-1.673	0.218	2.907	0.433

Table 3*Regression Analysis*

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	β	Std. Error	β		
(Constant)	0.476	0.202		2.359	0.020
Social media usage	0.218	0.071	0.244	3.058	0.002
Beliefs	0.199	0.071	0.223	2.818	0.006
Current living environment	0.185	0.077	0.205	2.416	0.017
Lack of knowledge about social media	0.301	0.054	0.336	5.325	0.000

Figure 1
Conceptual Framework

