

REVIEW ARTICLE

FACTORS INFLUENCING ONLINE VIOLENT BEHAVIORS AND APPROACHES TO EFFECT ONLINE VIOLENT BEHAVIORS

Yi Zhong^{a*}, Mengyu Xiao^b^a Department of Communication & Media, Sookmyung Women's University, Seoul 04310, Korea.^b Department of Media & Communication, College of information engineering, Fuyang Normal University, Fuyang 236000, China.

*Corresponding Author E-mail: minnie_0708@naver.com

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ABSTRACT

With the development of network information technology, the Internet is gradually playing a more and more important role in people's work and life. The Internet brings convenience to people, meanwhile, the network violence behaviors become more and more. The purpose of this essay is to analyze the severe reality of online violence and identify possible related factors. Based on previous studies, this study selected two independent variables, social media experience and community behavior, from two aspects of environment and behavior respectively, and analyzed with online violence tendency as the dependent variable. The analysis results prove that social media experience and community behavior both have a positive effect on the behavioral intention of online violence. In order to curb the occurrence of cyber violence, the following suggestions are proposed based on the conclusions drawn above: (1) Establish a correct social media concept. (2) Strengthen social media moral education. (3) Standardize the personal behavior of Internet users.

KEYWORDS

Online violent, social media, community behavior.

1. INTRODUCTION

In the Internet age, everyone has the right to express his or her opinions on the Internet platform. The social networking platform has integrated into the lives of the public and deeply influenced the public. Rapid development of Internet information wave both in work and life for people with the convenient and efficient, but the excessive freedom of information will have adverse consequences. With the continuous development of Internet technology, people enjoy freedom of speech in cyberspace, but at the same time, they also suffer from the harassment of online violence. Online violence not only causes social disorder and moral anomaly, but also leads to collective loss of thinking and judgment (Lozano-Blasco, 2020). Compared with traditional violence, online violence is more harmful and affects more widely due to its anonymity, interactivity and faster propagation.

The spread of such online violence will not only be extremely destructive to the whole society, but also extremely contagious. The disclosure of the personal information of the parties involved and their relatives by online violence, the fierce and aggressive comments, and even the negative impact on the work and life of the parties involved, not only undermine the healthy development of the network environment, but also affect the stable and harmonious development of the society. The real horror of online violence is that no one cares about the truth, and the perpetrator chooses to avoid the truth, or simply ignore the truth, which is a kind of ubiquitous harm.

A group researchers believe that Internet violence includes at least the following characteristics: subjective intentional harm to the victim, and objective lasting harm to the victim's psychology; It has to be repeated many times in frequency; The power imbalance between the abuser and the victim, the weak in the traditional violence may take advantage of the anonymity of the network media to become the strong party in the online violence (Vandebosch et al. 2008). Online violence mostly occurs between acquaintances, not strangers who initiate online arguments, online teasing, and online virus distribution. Therefore, we can define "online violence" as malicious harassment by using modern communication technology, such as E-mail, computer, mobile phone, camera, etc., which makes the other party unable to carry out effective self-protection and thus causes great harm in both physical and mental aspects. Equality arguments or polemics by multiple people, famous or unknown, are not cyberbullying.

Group psychology refers to the psychological state of individuals gathered into a group, while network group psychology refers to the sum of the same psychology and the same viewpoints gathered in the network, and its biggest characteristic is conformity. In The Crowd: A Study of the Popular Mind, LeBon elaborates on the characteristics of groups and group psychology and points out that isolated individuals have distinct personalized characteristics (Giddings, 2002). Isolated individuals can resist even if they are negatively affected in an environment with only self-influence. However, when individuals integrate into the group, the group

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will give them new power, and the personalized characteristics will disappear quickly, and individual ideas and consciousness will be replaced by the group's thoughts. Compared with isolated individuals, groups are characterized by emotion, unconsciousness and loss of rational judgment, etc. Individuals also show emotion, unconsciousness and loss of reason after integrating into groups. We find that when a certain network event appears, there will always be different network groups, and different groups' views contradict each other, do not allow each other or even attack each other, which will easily lead to the emergence of online violence.

This group psychology is especially evident in social media. Social Media refers to the content production and exchange platform based on user relationship on the Internet (Mangold and Faulds, 2009). It is a tool and platform used by people to share opinions, opinions, experiences and opinions with each other. The Internet is an open, huge and vast virtual world connecting all corners of the world, in which individual power will be annihilated at any time. Online violence emerge in endlessly is based on Internet large user groups, groups of individuals gathered by netizens, constantly expand the scale of the group in the carnival atmosphere heats up, the mob makes this group became the irrational, the collective power to make event development, the situation gradually, finally formed a powerful power boost the development of the online violence.

At the same time, online violence is a kind of verbal behavior that takes place in online communities. According to the media construction thought, any actor's performance in the media is the result of the interaction between the actor himself and the media reality and the social reality of the actor's life. Adoni & Mane proposed a model of interactive construction between media reality (or symbolic reality), social objective reality and individual subjective reality (Adoni and Mane, 1984). Compared with the real world, the "symbolic reality" constructed by netizens through interaction presents a more colorful and dramatic scene.

The objective reality is the real environment of the family, school and society in which the participants of online violence live, while the individual reality is the psychological reality based on the natural development of individual physiology. Three kinds of reality are the premises of each other, and the interaction ultimately affects the individual. A single factor cannot contribute to the network violence of the group. Therefore, community behavior is crucial to the development of online violence. The idea that an individual's propensity for violence may be closely related to the behavior he or she exhibits in a community has been supported in several studies (Luyben, 2009). At the same time, the impact of community behavior on individuals also plays a significant role.

Therefore, this essay will analyze the serious social phenomenon of network violence. First of all, the essay will review and summarize the existing research status, then it will introduce the research methods adopted, with Internet violence as the dependent variable and online social media experience and community behaviors as independent variables, establish a model and analyze the relationship among the three, in the hope of providing a reasonable explanation for this social phenomenon and pointing out the direction of follow-up research.

2. LITERATURE REVIEW

Unlike traditional face-to-face bullying, cyber bullying perpetrators can hide their identities online and constantly target victims, regardless of location or time. Compared with traditional bullying, there is still a lack of reports about cyber-bullying, so the survey on the incidence of cyber-bullying is very complicated. Teachers believe that cyber-bullying may be more serious than face-to-face bullying because there are always new ways for children to bully online through new applications and technologies, which makes it more difficult to identify and deal with cyberbullying (Stern, 1992). However, it is difficult for us to really assess the extent of cyber bullying. Studies have shown that few children take the initiative to report cyber bullying because they are worried about the consequences.

Children's concerns include that telling someone about the situation will make the situation worse or lead to the confiscation of their electronic devices. Children also don't know what the consequences of reporting cyber bullying will be. The study may justify the findings in a recent report by the British Communications Authority (Ofcom) (Williams and Godfrey, 2011). The report found that children between the ages of 12 and 15 were as likely to be bullied face-to-face in real life as they were on social media. Children between the ages of 8 and 11 are more likely to suffer traditional bullying (14%) than cyberbullying (8%). These data show that bullying in real life is more common and obvious, and it is easier to be noticed by teachers and parents in school and family environment. However, it is not so easy to notice and identify cyber bullying.

It turns out that bystanders in bullying are crucial to stopping bullying. Similarly, there are differences between traditional bullying and cyber bullying (Slee et al., 2011). Children report that bystanders in cyberbullying are less likely to prevent bullying than real-life bullying. The reason is that authority figures actually exist in real life, while this is not the case in cyber bullying. Social psychology research shows that when there is an emergency, if other people are present, then the responsibility shared by those present will be reduced. "Others will be willing to help, so I don't need help". This is the theory of "diffusion of responsibility". In cyber bullying, the greater the number of potential virtual bystanders, the less likely people are to prevent intervention. The death of Canadian 14-year-old Carson Crimini (Carson Crimeni) was broadcast on the Internet, which is a tragic example.

On the other hand, the online environment provides children with more anonymity and autonomy. Studies have shown that children themselves are more likely to intervene in cyber bullying than traditional bullying (Sapouna et al., 2015). The study also found that children were more likely to intervene in cyber-bullying when the incident was serious, suggesting that the "spread of responsibility" may also be affected by the severity of the incident. Although people are worried about the impact of cyber-bullying on children, children generally lack the knowledge of how to keep the Internet safe. A recent study in the UK found that children are complacent about the problem. Children think that they know how to surf the Internet safely, but it is very difficult to talk about the actual safe operation. This may make children more vulnerable.

Teachers and parents may also lack the skills to deal with cyber bullying correctly. The study found that many people realize that this is a problem and think they have a responsibility to solve it and educate their children about cyber security correctly. But few people are confident about how to solve the problem. The Alliance against Child abuse and the Diana Award have teamed up to launch a national campaign called Stop, Speak, Support (stop, say and support) to encourage children to think critically and judge rationally and "speak up" about the online behavior they see (Amp and Steffgen, 2014). The Ofcom report found that about 1/5 of children between the ages of 8 and 15 are suffering from some form of bullying. In order to protect our children from bullying, we need to promote intervention. Those who witness bullying, as well as teachers and parents, should be encouraged to take responsibility for addressing bullying in real life and in the online world (Subrahmanyam and Šmahel, 2011). In recent years, the following two theoretical systems have been formed on the causes of online violence.

3. TERNARY RECIPROCAL DETERMINISM THEORY

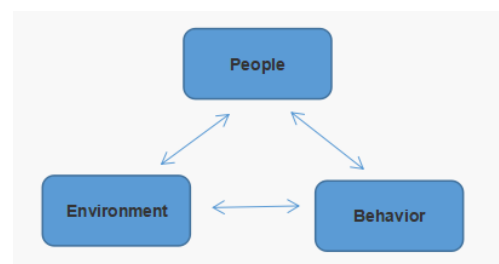


Figure 1: Ternary reciprocal determinism theory

Bandura, a famous scholar, proposed the reciprocal determinism theory that individuals, behaviors and environment interact in real life, as shown in Figure 1 (Bandura, 1978). Environmental factors refer to the elements that can interact with the environment in an organization's activities or behaviors. We live in the environment, and the environment of various factors will always affect our lives. People, environment and behavior interact with each other. Scholar Bandura's generalization of subject includes three aspects of human cognitive ability, emotional regulation ability and self-regulation ability. In this essay, the factors in the ternary interaction theory specifically refers to: actual behavior, Internet environment, Internet users. Internet users, Internet environment and actual behaviors in Internet violence interact with each other. The Internet environment has an impact on the cognitive ability and behavior style of the Internet users. The Internet users have an impact on the Internet environment, and the Internet environment will have an impact on the Internet users. At the same time, the two will have an interactive impact on the actual behavior of the Internet users, and the actual behavior of the Internet users will have an impact on the Internet users and the Internet environment. In the event of online violence, the Internet environment, Internet users and the actual behavior of online violence constitute the ternary interaction theory.

4. THE THEORY OF REASONED ACTION

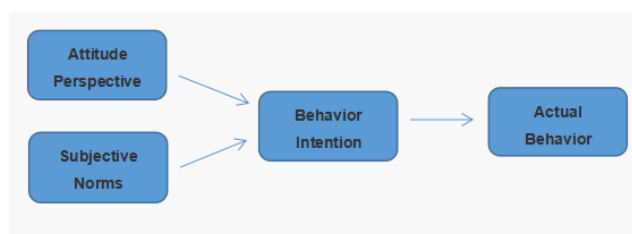


Figure 2: Theory of reasoned action

The Theory of Reasoned Action, also known as the Theory of Rational Behavior, was put forward by American scholars Fishbein and Ajzen in 1975 (Fishbein, 1980). It is mainly used to analyze how opinions and attitudes affect individual behaviors and is one of the earliest theories to study human actual behaviors. This theory holds that to some extent, the actual behavior of an individual in real life is determined by his behavioral intention, and the variable of behavioral intention is jointly determined by the variable attitude perspective and subjective norms. Behavioral intention refers to an individual's willingness to do certain behaviors. In this essay, behavioral intention specifically refers to the possibility that Internet users will commit cyber violence under the influence of external environment. Attitudinal views refer to people's subjective feelings towards something and their subjective opinions towards an event, as well as people's emotional expressions towards an event.

In this paper, they specifically refer to netizens' attitudes towards the event and the parties involved in the incident when the cyber violence occurs. Internet users' positive or negative views and attitudes towards hot Internet events will make them have behavioral intentions towards online violence incidents, which will promote the occurrence of online violence incidents. Subjective norms refer to the influence of people's surroundings or important individuals and groups on their decisions when they make some actual behaviors. In the Internet world, the influence of subjective norms on behavioral intention is mainly reflected in the direction of public opinion induced by some mass media hoping to obtain commercial value. Attitudes and subjective norms are combined to form the behavioral intention. As an intermediate variable, behavioral intention influences the actual behavior and finally leads to the actual behavior, as shown in Figure 2.

5. RESEARCH HYPOTHESES

The model built in this paper is based on the relevant theories mentioned above and introduces the relevant external variables through the integration of reciprocal determinism theory, theory of reasoned action, attribution theory and spiral theory of silence. Finally, the model of

influencing factors of online violence behavior is completed. The independent variables included in the model include social media experience and community behavioral intention, and the dependent variables include intention of network violence behavior. As shown in Figure 3.

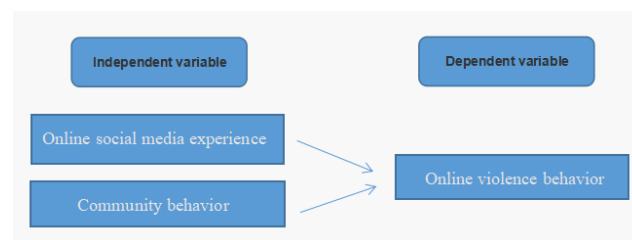


Figure 3: Research model

5.1 Social media experience

With the continuous popularization of Internet technology, the development of the Internet shows a disorderly state, which leads to the actual behavior of social media violence, which has a certain impact on the social economy. Social media environment not only refers to the place where social media resources and social media tools work, but also includes non-physical forms such as learning atmosphere and learners' motivation state. Cyber violence in the social media environment is carried out according to the anonymity and low threshold of the social media. Some netizens use the virtual space of the social media to harm and slander others and advocate more netizens to maintain their "truth", which has caused irreversible consequences for both the society and individuals. As a result of the characteristics of the Internet, people will swear, exclaim and spread rumors on the Internet due to their different views, thus forming the group violence on the Internet. At the same time, in the social media environment with frequent social applications, the mass mainstream media also plays a very important role in guiding public opinion, and the social media media's indiscretions and responsibilities have an impact on the social media violence. The social media links netizens with netizens, netizens with the social media platform, netizens with hot events and hot comments on the social media, and the comments, attitudes of the mass mainstream media have a strong guiding role for netizens. Based on this, the social media environment in the process of social media violence is defined as: the influence of the characteristics of social media environment on the occurrence of social media violence. Therefore, many factors of social media environment have an impact on social media violence (Huesmann and Taylor, 2006).

To sum up, relevant hypothesis is proposed in this essay:

H1: Social media experience has a positive effect on the behavioral intention of online violence.

5.2 Community behavior

Participants of cyber violence are not only related to online communities and individual experiences, but also directly related to the family and social environment in which they live. Cyber violence is a group behavior, LeBon has made a detailed explanation of the group psychology. He believed that although each individual has a different personality and the quality of its members varies from place to place, when each individual gathers together to form a group, its individual heterogeneity will be homogenized. Under the influence of the group's unconsciousness, individuals will stick to the consistent emotional tendency, and the group will easily lose personality consciousness and fall into an irrational state due to the emotional infection and suggestion. Conformity psychology makes the group lose self-control, lowers individual wisdom to the level of the group, and even becomes the puppet of emotions. Looking back at previous incidents of cyber violence, the conformity mentality of this group is evident. The resentment of a certain person or a certain thing in the group constantly hint and infection, eventually prompted the masses of Internet users to attack it. Therefore, we have reason to suspect that the behavior pattern in the group can imply the occurrence of individual cyber violence (Armstead et al., 2018).

To sum up, relevant hypothesis is proposed in this essay:

H2: Community behavior has a positive effect on online violence.

6. METHODS

Based on the problem to be studied, this essay constructs the influencing factor model of social media violence behavior and puts forward the corresponding hypothesis research. In order to verify the hypothesis of the model, this essay will use the method of correlation analysis to study and analyze the hypothesis relation among various latent variables. The measurement scale of the influencing factor model of social media violence in this essay is formed by combing and integrating the mature scale studied in related fields. Specifically speaking, it contains the independent variables of the following parts.

6.1 The dependent variable

6.1.1 The intention of social media language violence

In this study, cyber language violence was used to measure cyber violence. In the four theories of reciprocal determinism theory, theory of reasoned action, attribution theory and spiral theory of silence, the independent variables directly affect the behavior. Since it is difficult to measure behavior directly, the behavior itself can be predicted based on the intent of the behavior. Not only is the behavior itself difficult to measure, but if a subject is asked about his or her attitude at a given point in time, he or she will be asked about his or her past behavior, in which case the present individual psychological factor (attitude or subjective norm) will be used to predict past behavior.

Smith & Swinyard defined behavioral intention as the potential possibility or tendency of attitude objects to take actions, which may include actual behaviors (Smith and Swinyard, 1988). Foreign scholars have also agreed on the concept of behavioral intention. Based on Smith & Swinyard's definition of behavioral intention, this essay holds that variable behavior as intention specifically refers to the possibility that the public netizens have the idea of committing cyberviolence in a certain period of time or place. Actual behavior refers to the specific behavior in the actual life of the public netizens, and behavioral intention is the will to produce actual behavior.

According to the research content, this essay defines the actual behavior of social media violence as the social media violence that will actually participate in the real life in the future. According to relevant studies, there is a significant relationship between behavioral intention and actual behavior. The stronger the behavioral intention is, the more likely it is to do some actual behavior (Wood et al., 2016). Therefore, the intention of cyber violence has a positive effect on cyber violence.

The theory of planned behavior is a theory that predicts future behavioral intention and action by using current attitude, norms and sense of behavioral control. Therefore, this study uses future behavioral intention to replace past actual behavior for measurement (Festl and Quandt, 2013). "In the past year, I published in social media offensive speech", "in the past year, I worked in SNS on exposed the personal information of others", from "completely disagree" to "completely agree" five points scale to measure, the higher the score, the higher the intention to indicate that the social media language violence.

6.2 The independent variable

6.2.1 Social media experience

Through "after reading the story of people sad, to comfort and upload the reply", "by forward or share the story of the people who need help to convey information" and "to share my knowledge to others (Smith-Spark, 2013). I wrote the article in the online encyclopedia dictionary" and other questions, from "completely disagree" to "completely agree" five points scale to measure, the higher the score, explain the past experience of social media more actively.

6.2.2 Community behavior

By "in order to protect the friend I feel quarrel fight these should be", "I quarrel with other people to fight in order to maintain the group's reputation can also" and "belong to the violent group of people, not because of problems caused by the group blamed" and other questions, from "completely disagree" to "completely agree" five points scale to measure, the higher the score, instructions for the higher the violent behavior identity within the community (Nilan et al., 2015).

7. RESULTS

7.1 Descriptive statistical analysis

Table 1: Descriptive variables statistics								
	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Age	400	6.0	18.0	24.0	21.758	.0816	1.6326	2.665
Sex	400	1.0	1.0	2.0	1.500	.0250	.5006	.251
Occupation	400	.0	4.0	4.0	4.000	.0000	.0000	.000
Valid N (listwise)	400							

Descriptive statistical analysis was conducted on the basic information of the sample, as shown in Table 1.

It can be seen that the samples of this study are college students aged between 18 and 24, with an average age of 21.758 years old, which is a good representative of the college students.

7.2 Correlation analysis between online violence and variables

Based on the theoretical background that influences online violence, the relative influence of established variables and the explanatory power of the model were investigated. Before multiple regression analysis, the correlation between variables was investigated, and the results were given in Table 2.

Table 2: Correlation analysis between online violence and variables				
	Online Violence	Social media frequency	Social media experience	Community behavior
Online violence	1			
Social media frequency	.059	1		
Social media experience	.289**	.043	1	
Community behavior	.634**	-.016	.239**	1
**. Correlation is significant at the 0.01 level (2-tailed).				

The analysis results showed that there was no correlation between online violence and frequency of social media use ($P>0.05$). However, online violence was significantly correlated with social media experience and social behavior ($P<0.001$). At the same time, correlations were found between social media experiences and social behavior ($P<0.001$).

7.3 Regression analysis between online violence and variables

Table 3: Regression model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.651 ^a	.424	.419	6.2395	.424	72.805	4	395	.000

a. Predictors: (Constant), Community Behavior, Age, Sex, Social Media Experience
b. Dependent Variable: Online Violence

Table 4: Regression analysis between online violence and variables

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error				Lower Bound	Upper Bound
1	(Constant)	-9.482	4.935		-1.921	0.055	-19.184	0.22
	Age	0.034	0.193	-0.007	0.175	0.861	-0.413	0.346
	Sex	0.904	0.649	-0.055	1.393	0.164	-2.18	0.372
	Social Media Experience	0.083	0.021	0.155	3.897	0	0.041	0.125
	Community Behavior	0.231	0.016	0.586	14.494	0	0.2	0.262

a. Dependent Variable: Online Violence

The male and female variables were set as 1 and 2, together with Age, Social Media Experience and Community Behavior were taken as independent variables, online violence as dependent variables to establish a linear regression model (Table 3) (Ybarra et al., 2012; Blumer, 1971).

The results (Table 4) show that the influence of social media experience and social behavior on it is positively correlated ($P < 0.001$). In other words, the more social media experience they have in the past and the higher their sense of identity with violent behaviors in the community, the more likely they are to commit online violence (Giddings, 2002; Rasler and Karen, 1996).

8. CONCLUSIONS

The purpose of this essay is to analyze the severe reality of online violence and identify possible related factors. Based on previous studies, this study selected two independent variables, social media experience and community behavior, from two aspects of environment and behavior respectively, and analyzed with online violence tendency as the dependent variable. The results are as follows. First of all, the study selected college students between the ages of 18 and 24 years old, male and female are equally, which is a good representative of this group. The correlation analysis shows that all the selected variables, social media experience and community behavior, are significantly correlated with online violence, and the two independent variables, social media and community behavior, are

also correlated. Finally, through the establishment of linear regression analysis model, it is found that independent variables social media experience and community behavior and dependent variables are positively correlated, the results are very significant.

Research by Ybarra et al. pointed out that cyberbullying is an aggressive interaction rather than an individualized behavior, which varies according to social presence and other characteristics of digital media. Online communication can be asynchronous, permanent, public, and anonymous, with the potential to reach a wide audience and get comments from known and unknown bystanders to the victim. The phenomenon of cyberbullying has drawn public attention, and social media sites have also come under criticism for the anonymity provided by the attackers and the lack of intervention on the part of the sites in documented cases of suicide after cyberbullying. In Festl and Quandt's study, harassment on social media accounted for more than half of all reports of cyberbullying. Previous studies have suggested that anonymity and the ability to deny being an attacker on social media may encourage users to post offensive information online. These studies are consistent with the findings of this essay, namely, social media and the occurrence of online violence are inseparable. Furthermore, we can make a reasonable guess that the emergence of this phenomenon has a great relationship with the anonymity of social media. The more anonymous the social media environment is, the more likely online violence will occur. In the next research, we can test this hypothesis.

As a form of collective action, violent protest has been studied by many theorists. LeBon from the perspective of social psychology to explain the irrational factors in the collective action, that person as an individual is rational, educated, literate, but with the development of the group, the individual way of thinking and action will gradually be brutal and non-rational, people sometimes ruthless, the whole crowd behavior will tend to be an irrational way, collective behavior is primarily a product of the irrational. On the basis of LeBon's theory, Blumer created the theory of cyclic reaction. He believes that there are three stages in the process of cyclic reaction: collective running-in, collective excitement and social infection.

Rasler analyzed from the perspective of time series and believed that repression was effective in the early stage and non-violent conflict would not turn into violent conflict, but it was ineffective in the later stage and would cause violent conflict. Therefore, the behavior in a group can predict the occurrence of violence to some extent. Social media society is such a society that due to the easy aggregation of groups; it is easy to have extremes in views. The logic of either black or white is maximized, and too much emotionality also maximizes the irrational of the whole, leading to abnormal behaviors, such as online violence. In conclusion, the analysis results prove that hypothesis H1 and hypothesis H2 are both valid. Social media experience and community behavior both have a positive effect on the behavioral intention of online violence.

COUNTERMEASURES AND SUGGESTIONS

In order to curb the occurrence of cyber violence, the following suggestions are proposed based on the conclusions drawn above:

(1) Establish a correct social media concept. The convenience, privacy, interactivity, anonymity, borderless and other characteristics of the social media, coupled with the behavior pattern of the personality of the contemporary young people, make the access to social media information more complex, with many unpredictable risks and crises hidden, bringing many social problems. To strengthen the social media education, so that Internet users to establish a correct use of the habit of the social media. Help every netizen to avoid the negative impact of the social media, establish a positive and correct attitude to use, and avoid and prevent the harm brought by the social media. First of all, the relevant concept of the rule of law and social media ethics should be incorporated into the teaching content of ideological and political theory courses in schools to cultivate the legal awareness and self-discipline awareness of social media behaviors. Secondly, relevant government departments and the social media platform should strengthen the correct guidance of moral public

opinion, establish a distinctive and attractive social media activity platform, and build a guiding and welcoming social media culture. Finally, to improve the information processing ability of Internet users, they can exchange information quickly and effectively through interactive tools of the social media, hold a rational and critical attitude towards social media information, and can consciously resist the invasion and interference of various harmful and negative information.

(2) Strengthen social media moral education. Under the influence of social pressure, the psychological problems of Internet users are also one of the causes of Internet violence, which is often caused by the negative emotions around them in their life and work. Moral emotions produce significant effect to the actual behavior of social media violence, therefore must carry out moral education, especially the targeted social media moral education, through shaping healthy civilization harmonious social media environment, help the social media moral internalization, at all levels, and enhance the level of citizen's quality education targeted moral judgments, construction conform to the scientific system of social media moral education.

(3) Standardize the personal behavior of Internet users. Netizens forwarding unverified remarks and posting false information about others on the Internet without the consent of others is a manifestation of netizens' irresponsibility towards others and a lack of moral responsibility in the Internet. Therefore, in order to ensure the harmonious and healthy development of the environment in the future, relevant institutions not only need to effectively supervise and manage netizens' improper behaviors in cyberspace, but also need to effectively regulate netizens' personal behaviors on the Internet. To improve the legislation of the social media, social media real-name system, through the government enact laws to regulate the constraint of Internet users in the online world, set a good example, in casual spread false information to others on the social media behavior punishment, make both netizens personal and mass media should attach importance to their words and deeds in the social media, the Internet users really recognize their behavior will cause harm to others, to regulate Internet users on the social media behavior, improve the social media moral responsibility consciousness.

FUTURES

In the future analysis and research in related fields, more and more perfect relevant theories and empirical evidence should be combined to study cyber violence from a more subtle and innovative perspective. The follow-up research can be carried out from the following aspects.

First, by referring to other research models and comprehensively considering many factors affecting cyber violence, a more comprehensive research model should be constructed to explore the key factors affecting cyber violence. Second, in terms of data collection, subsequent studies can conduct data crawlers through comments on network violence, etc., to collect more real and effective data, so as to verify the validity of relevant models and research conclusions.

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