

DEPARTMENT OF COMPUTER SCIENCE

MPhil Degree Oral Presentation

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Time:	15 July 2013 (Monday) 2:30 pm – 4:30 pm (35 mins presentation and 15 mins Q & A)
Venue:	OEM904, Oen Hall Main Bldg., HSH Campus

“UNDERSTANDING CYBER-BULLYING: AN EMPIRICAL INVESTIGATION”

Abstract

The Internet has provided a fertile ground for cyber-bullying, defined as bullying through the use of electronic media. Rising incidents of and tragedies from cyber-bullying have alerted researchers, educators, government officials, and parents to the severe consequence of this new form of bullying. Yet, cyber-bullying research is still limited in scope and depth. Given the paucity of research in this area, this research aims to advance the understanding of cyber-bullying and its antecedents and consequences from the perspectives of both perpetrator and victim.

To fulfill the research gaps in cyber-bullying, a thorough overview of literature on is first presented to provide general concepts of and understanding toward cyber-bullying. The review also serves as the conceptual foundation for the following two empirical studies. In this thesis, a survey study and an experimental study were conducted to examine the factors associated with cyber-bullying among university students and to investigate the effect of cyber-bullying incident, cognition and negative affects on victims' coping responses respectively.

This research offers a comprehensive view of cyber-bullying by analyzing the definition and characteristics of cyber-bullying, examining factors associated with cyber-bullying perpetration and investigating victims' coping responses, which not only enriches our understanding of the cyber-bullying phenomenon but also provides valuable insights for educators, government officials and parents in their effort to tackle cyber-bullying.

***** ALL INTERESTED ARE WELCOME*****