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RESEARCH PAPER

Harassment in the Purview of Social Media: A Cross-Sectional Analysis of Youth in District Dir Lower

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ABSTRACT

The current study was carried out solely to investigate the part social media plays in encouraging youth harassment, which then contributes to deviation from the established social norms. A sample size of 354 respondents was chosen at random to collect primary data for that using a structured questionnaire technique. The primary data was also put into SPSS for additional descriptive and inferential statistical analysis. Based on the study's findings, it was determined that girls in the study area were more likely than men to engage in online harassment and that excessive use of social media among young people can also contribute to physical and verbal abuse. Peer groups also encouraged teens to ignore wrongdoing while failing to properly socialize them at home and in school. With the aforementioned results in mind, the government should immediately implement these policies to resolve the study's premises in order to engage the next generation in more constructive discussion about sustainable development. Parents should also pay attention to their children's development in terms of proper check-and-balance practices on a weekly basis, along with proper socialization, to help them subdue harassment, a tumbling factor in today's society, according to some recommendations made in light of the current study.

Introduction

Social media is an internet platform which makes the users able to share posts, pictures, videos, events and ideas among members of their media (Grazioli, 2000). In addition, social media is a web based services which makes a community people interact with colleagues, family and others through a particular connection, which gives people a forum for sharing ideas, ideas, music, photos and videos on a relevant object or just an online site (Khurana, 2015; Murray &Waller, 2007; Muzaffar, Chohdhry & Afzal, 2019). However, in today world an inappropriate behavior alludes to lead of sexual nature saw as unwanted by the designated individual (Barak, 2005; AAUW, 2001). Majority of teenagers (13–18 years) experienced lustful behavior on the internet and exploitation rates differ altogether, as especially lesbian, gay, sexually unbiased, and transsexual teenagers comprise a danger bunch for inappropriate behavior, while young ladies get more inappropriate behavior in examination with young men (Mitchell et al., 2014).

Increasingly, cyber bullying is a problem of public debate and concern, especially in the context of all-inclusive problems such as cyber bullying (Ashktorab et al., 2016 and Dadvar et al., 2012), hate speech and harassment (Djuric et al. , 2014 and Massanari 2015), and self-harm glorification (Chancellor et al., 2016 and Pater et al 2016). To address these types of problems, the computer research community is focusing on technological and design solutions to address these known problems (Ashktorab et al., 2016 and Dadvar et al., 2012), while lawmakers address similar issues by creating new rules governing behavior (Brown et al. ., 2006 and Meredith 2011).

Literature Review

The abuse itself is complex to describe. Traditionally thought to be a repetitive rash or attack, harassment is often used as an external one, directed at another person (Wolak et al., 2007 and Yin et al., 2009). However, self-harm may also be internal, when a person self-injures and self-destructive behavior (Gilbert and Irons 2005). Moreover, previous research has examined the most common manifestations of cyber bullying and related behaviors perpetrated by others, such as cyber bullying (Dadvar et al., 2012), hate speech (Djuric et al., 2014), and sexual harassment (Panko et al., 2002), as well as those he has committed, such as self-harm, suicide (Lewis et al., 2011), and eating disorders (Pater et al., 2016). This field of activity evaluates these activities within specific circumstances, and seeks to learn more about how specific site-specific policies (such as Terms of Service, Community Guidelines, and other formal site governance) govern these activities (Massanari 2015). Although policy may be as powerful as design agent as a technology (Fiesler et al., 2016), it is often considered as a later consideration in the context of user research and design (Jackson et al., 2014).

The unprecedented increase in cybercrime among young people has been accompanied by an increase in the incidence of cyberbullying. Indeed, national surveys show that rates of cyber bullying have nearly doubled from 6 to 11% over the past decade (Madden et al. 2013 and Jones et al. 2013). Although the terms of cyber bullying are commonly used interchangeably, bullying is a more serious form of harassment involving repeated acts of violence (Ybarra et al. 2006, 2007 and Wolak et al. 2007). Using a preventative approach, current research focuses on cyber bullying, a key precursor to serious forms of bullying (Wolak et al. 2007), defined as " sending email or text messages aimed at embarrassing or harassing peers " and identifies parenting strategies that can help reduce risk of cyberbullying among teenagers (David-Ferdon and Hertz 2007). Although the accumulation is present in development trends and precursors associated with traditional / face-to-face abuse and forms of online harassment (Jose et al. 2012 and Ybarra et al. 2007). The negative effects associated with the latter are often much higher given the anonymity associated with anonymity provided. Is an online perpetrator and an opportunity for the rapid spread of information to large numbers of peers (Kowalski and Limber 2013 and Livingstone and Smith 2014). Teens who have experienced cyber bullying report high levels of depression (Ybarra et al. 2006), depressive symptoms and suicidal thoughts and higher levels of education (Bonanno and Hymel 2013; Schneider et al. 2012 and van Geel et al. 2014). Disengagement and crime than those exposed to face-to-face abuse (Ybarra et al. 2007).

Previous research has identified total time spent online (Korchmaros et al. 2014 and Mitchell et al. 2007), including daily time spent on social networking websites (Lenhart et al. 2011; Mesch 2009 and Ybarra et al. 2006) to be important

predictions of online harassment. These are risk factors that we should focus on when considering that more than 95% of teens in the United States have access to and use the Internet regularly (Madden et al. 2013), and approximately 50% spend at least an hour on social networking sites on a daily basis. (Espinoza and Juvonen 2011 and Rideout et al. 2010). Additionally, although cyberbullying is often studied by peers and school conditions, little is known about the role families can play in protecting young people from abusive online experiences (Bradshaw 2014). Emerging evidence suggests that parental monitoring of their children's behavior and strategies to control child online use (i.e., online restrictions) may help reduce cyberbullying (Livingstone and Helsper 2008; Shapka and Law 2013 and Ybarra and Mitchell 2004). Parental Internet restrictions include strategies that parents use to control their child's time spent online and to access a variety of content (Livingstone and Helsper 2008; Valkenburg et al. 1999). These processes can include both active monitoring (i.e., tracking time spent online) and setting rules (i.e., limiting access by setting rules regarding Internet time and content). The effectiveness of these strategies in protecting online forms of abuse, however, may vary depending on a number of factors, including adolescent age and the quality of parent-child relationships (Livingstone and Helsper 2008; Padilla-Walker et al. 2012).

One way parents can reduce the risk of online abuse is through traditional monitoring and awareness of the child's whereabouts. This strategy has been found to be effective in preventing face-to-face methods of torture (Pepler et al. 2008). Given the striking similarity between the predictions of traditional and online bullying (Juvonen and Gross 2008; Raskauskas and Stoltz 2007), parental monitoring can also be effective in reducing the risk of cyberbullying. Indeed, some studies have reported a lack of parental supervision as a major risk factor for both cyber bullying and harassment (Korchmaros et al. 2014; Ybarra and Mitchell 2004). It is important to note that, like other researchers (e.g., Kiesner et al. 2009), we view parental monitoring as a collaborative process that leads to greater parental awareness of children's activities through a combination of child expression and parental requests (Kerr et 2010). Despite the complaint of parental monitoring as a targeted intervention, much remains to be learned about specific mechanisms where the monitoring process contributes to cyber bullying (Bradshaw 2014).

Cyber bullying involves a course of action in which one adult or groups of people use digital media to cause another person to suffer emotionally (Bocij 2004). Many people are victims of cyberbullying. In the United States alone, estimates indicate that more than half a million people 18 years of age or older have been the victims of cyberbullying (Baum et al. 2009). Not only has cyberbullying affected social media, with victims frequently leaving the service (Avery 2010; Martin and Smith 2008), but the emotional stress of cyberbullying can also cause victims to take their own lives (Parker 2012)). For example, an 18-year-old student at a U.S. university committed suicide after finding his roommate checking on a machine and whispering to him on Twitter. Ironically, social media users often view the use of these tools as an unnecessary intervention that limits the rich disclosure of their online identity. Previous research confirms that the impact of these unwanted interventions is a growing topic of debate (Reitsma et al. 2011; Sledgianowski and Kulviwat 2009). In this debate, critics of network provider providers often argue that it leads to the manifestation of Orwellian truth and that users feel strongly about blocking such interventions because they express their identity through social media (Brunk 2012; Pruitt 2003).

Material and Methods

In district Dir lower KPK Pakistan, a cross-sectional study was carried out. Out of a total population of 4468 people, 354 respondents were chosen at random in accordance with Sekaran's (2003) criteria. The core information was gathered from two government colleges, the government girl's degree college (GGDC) in Timergara and the government post graduate college (GPGC), using structured questionnaires. Following data collection, the data was entered into SPSS for statistical analysis to determine the outcomes using descriptive and inferential statistics. Frequency and percentages were obtained from the findings of the univariate analysis, and the chi-square statistic was used to determine the relationship between the dependent variable (youth deviant behaviour) and the independent variable (harassment).

Result and Discussion

Descriptive Statistics Explanation

Table 1 shows that the majority of the sampled respondents—88.7%—used social media sites, and that excessive use of social media contributed to both macro- and micro-level deviance. Additionally, 68.6% of respondents agreed that deviant behaviour on social media contributes to psychological and social disorders. Similarly, when it was stated that media addiction brought on by excessive social media use negatively impacts academic performance, the majority of the sampled respondents — 68.6 percent — agreed. They also agreed that excessive social media use at formal and informal learning settings has a negative impact on students' daily social interactions and that academic performance is weak as a result. These findings concur with those of Nain (2014), who claimed that excessive social media use wastes time and has a negative impact on both the social conduct of young people and their academic performance at school, which contributes to deviance among them. In addition, the majority of respondents (52.5%) disagreed that online harassment of victims causes socio-social dysfunction. These results suggest that online victimization was not widespread in the research area. The current findings, however, did not share the same perspective as those reported by Jose et al. (2012) and Ybarra et al. (2007), who revealed that social media harassment can have harmful effects equivalent to those of face-to-face victimization. Similarly, the majority of respondents (58.5%) agreed that excessive social media use frequently leads to an increase in drug use and other substance abuse in your community, and 66.4%) revealed that juvenile delinquency was a result of excessive social media use by both parents and teachers. These findings suggest that parents' and teachers' excessive use of social media, as opposed to their role to socialize the younger generation in day-to-day living, is hurting young people's careers (Hirschi, 2001).

Table 1
Perception of the Respondents Regarding Dependent Variable (Deviance among Youth)

Statement	Agree (%)	Disagree (%)	Total (%)
Are you using any social media sites?	314(88.7)	40(11.3)	354(100)
Excessive usage of social media provoked to deviant behavior at macro and micro level.	248(70.1)	106(29.9)	354(100)
Deviant behavior on social media creates a psychological and social disorder?	225(63.6)	129(36.4)	354(100)
Media addiction due to excessive usage of social media drastically affects academic performance.	243(68.6)	111(31.4)	354(100)

Academic performance is weak due to excessive usage of social media sites at formal and informal learning setup.	263(74.3)	91(25.7)	354(100)
Do you agree that social media usage had negative effects on student's social behavior in daily life?	267(75.4)	87(24.6)	354(100)
Are you become a victim of any online harassment, which led to socio-psychological dys-functionalism?	168(47.5)	186(52.5)	354(100)
Do you agree that excessive social media often lead toward inclination of drugs and others substance abuse in your area?	207(58.5)	147(41.5)	354(100)
Juvenile delinquency is caused due to excessive usage of social media by parents & teachers.	235(66.4)	119(33.6)	354(100)

Association between Harassment and Deviant Behavior (DB)

A highly significant association (P= 0.000) was found DB and harassment can be caused by the excessive usage of social media sites. These results were not in line with the statement of Madden et al., (2013) and Jones et al, (2013) that the primary growth in internet usage among youth has been comparable to the incensement results in online deviance of harassment, by national survey views that online harassment rate have become doubled from 6 to 11 % last decade. Likewise, a significant association (P=0.008) was found between DB and harassed victims are teenager mostly in your area, as it supported by Mitchell et al., (2014) that majority of teenagers (13–18 years) experienced lustful behavior on the internet and exploitation rates differ altogether, as especially lesbian, gay, sexually unbiased, and transsexual teenagers comprise a danger bunch for inappropriate behavior. Likewise, a significant association (P= 0.010) was found between DB and usage of social media promote online and physical harassment. This statement was supported by Centerwall et al, (2008) that the negative aspect of social media site is the promotion of deviant behavior of youngsters which is facilitated by the usage of social media.

Moreover, the table further highlights that a significant association (P= 0.030) was found with the statement that peer group indulged others teenagers to avert the good from bad i.e., harassment, as stated by Duggan (2014) that lewd behavior frequently happens on since social networking sites use is omnipresent among teenagers and an enormous piece of their social action has been moved to this setting. Furthermore a significant association (P=0.005) was found with the statement that improper socialization by the parents at familial and teachers at school level led teenagers towards online harassment inclination. The same statement was not in line with the statement of Bradshaw (2014) that The focus of parents are playing an important role in socialization of children and kept away them from online harassment, while lack of focus can affect them at social level.

Similarly a non-significant association (P=0.210) was found with the statement that Inconsistent form of policies and intervention by the government surge the issue of harassment at national and local level, the same statement by Mitchell et al., (2005) that due to lack of government rules and laws the latest effective imports of DB and social media become dominant and proved that deviancy in social media destroy and violate the norms from their expectation. Furthermore a significant association (P=0.008) was found with the statement that harassment is considered as a tool of revenge in Pashtun's society. Moreover a non-significant association (P= 0.908) was found with the statement that administrative failures and

teacher's politics surge the girl's harassment at academic institution. A significant association (P= 0.003) was found with the statement that they believe that girls are more prone towards sexual harassment than boys at academic institution. In the next statement of the table a significant association (P= 0.010) was found with the statement that they agree that patriarchy is responsible tool for harassment of girls surging in your area.

Table 2
Association between independent variable (Harassment) with dependent variable deviant behavior

Statement	Dependent variable	Chi-square & P value
Harassment can be caused by the excessive usage of social media sites.		x^2= 28.274 P= (0.000)
Majority of the harassed victims are teenager mostly in your area.		x^2= 6.957 P= (0.008)
Does the usage of social media promote online and physical harassment?	Deviant Behavior among youth	x^2= 6.963 P= (0.010)
Peer group indulged others teenagers to avert the good from bad i.e., harassment.		x^2= 4.994 P= (0.030)
Improper socialization by the parents at familial and teachers at school level led teenagers towards online harassment inclination.		x^2= 8.306 P= (0.005)
Inconsistent form of policies and intervention by the government surge the issue of harassment at national and local level.		x^2= 1.669 P= (0.210)
Harassment is considered as a tool of revenge in Pashtun's society.		x^2= 1.669 P= (0.210)
Administrative failures and teacher's politics surge the girl's harassment at academic institution.		x^2= .037 P= (0.908)
Do you believe that girls are more prone to sexual harassment than boys at an academic institution?		x^2= 9.359 P= (0.003)
Do you agree that patriarchy is a responsible tool for the harassment of girls surging in your area?		x^2= 7.067 P= (0.010)

Conclusion

The study concluded that deviant behavior can be caused by the excessive usage of social media by teenagers. Due to the excessive usage of social media online physical harassment, cyberbullying, cyber deception media addiction, and much more crimes are promoted by peer groups and other teenagers. The studies also dig out that improper socialization and lack of parental focus at familial and teachers at the school level lead towards deviant behavior inclination. However, harassment is considered a tool of revenge in Pashtun society which further deteriorates the existing societal equilibrium at the macro and micro levels. Lastly, the study found that majority of the harassed victims is girls as compared to boys at the administrative and institutional level due to the application of social media usage. Therefore, parents should encourage their children to use the internet and other media only for educational purposes, and teachers in educational institutions must encourage students to advance their knowledge online regardless of participation in the sites that foster harassment, which is the global cry of the day. An appropriate check and balance by parents in family life and instructors in educational life will positively

contribute to the resolution of the growing problem of harassment. Last but not least, the government should enforce existing laws against harassment more strictly and outlaw websites that encourage harassment.

Recommendations

1. All stakeholders especially the Pakistan communications commission and the need for network providers to come up with ways to filter information that reaches young people through social media. This will help to minimize exposure to pornography and other unwanted items.
2. Families should not give youth and teenagers cell phones. Young people should be encouraged to supervise and analyze what they see in media, if use then should be limited to less than 1 to 2 hours a day.
3. Government should provide young people with useful tools to assist parents and schools in blocking inappropriate internet sites as well as funding alternative appropriate social and physical activities in the community and other creative activities such as internet use options.

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