

Case Study of Cyberbully among Effeminate Male Students in Public University

Abstract

Social media is a worldwide trend and it has been used by everyone regardless of their age and background. The benefits of social media to consumers are the fast-paced functions of information delivery worldwide. However, social media has its own cost such as cyberbullying which involves the unknown disguised perpetrator and the poor victim. The issue of cyberbullying is a phenomenon that takes place on an internet platform and it has a profound impact on the victim. Cyberbullying is a form of deviant behavior of irresponsible individuals. This case study was conducted to understand the effects of cyberbullying among effeminate male university students. The subjects of the study consisted of four students at two public universities in the northern part of Malaysia. The methodology of research is a qualitative method by using in-depth interviews. The findings show that the main factor for cyberbullying to happen is the feminine character and the content of feminine posts such as fashion and makeup. Furthermore, the subjects are also affected emotionally, academically and in some aspects of their lives. In conclusion, the symptoms of cyberbullying are increasingly widespread and can happen to anyone. Various parties need to work together to control and mitigate these symptoms from continuously damaging the well-being of the community.