1220032346 吕佳励

Human flesh search in cyber violence

Cyber violence refers to the act of attacking individuals or groups on the internet and social media. The definition of human flesh search is the human flesh search engine (HFSE) is a search engine powered by massive netizens collaboration, both online and offline (Pan, 2010). Human flesh search engines provide people with an effective and accurate search for what they want to search for. Human flesh search is prevalent in China. According to Shen's (2016) research, Chinese internet names spend more time leisure online than American internet names. They have lower mental maturity, are prone to participating in public cursing during human flesh searches, and are easily angered by aggressive language.

About the reason why people conduct human flesh searches. First reason is that people yearn to express their inner sense of justice. As Bu (2013) research mention that “People want to know is to find the identity of the person who has committed a certain crime or violated social behavior on the Internet.”. For example, the events in the movie "Search". According to the news released by the reporter, people thought that Ye Lanqiu should give up her seat to the old man, but she made a flirt with the old man. This behavior is considered unethical by netizens, and they will feel angry and think that Ye Lanqiu is not a good person. Their anger led them to search human flesh to find out who she was and then hurl insults at her. Second reason is because of anonymity. Anonymity in the Internet makes some netizens rampant. They freely conduct human flesh searches on a person, and due to the lack of strict online regulatory systems, they can escape without being punished. According to Zingerle's (2015), human flesh searches conducted by netizens on victims are generally conducted through illegal means and can be very covert. It is difficult for the police to collect evidence of their crimes, and in court it is considered insufficient evidence, and the perpetrators will be released without charge.

Human flesh search will have a negative impact on society. On the one hand, it will cause concerns about their own privacy. According to a study by Heng et al. (2019), people may worry that their or their family members' information will be publicly humiliated, resulting in punitive consequences such as unemployment for themselves or their families. The leakage of privacy not only harms oneself, but also people around oneself may be troubled. On the other hand, human flesh search can easily mislead public opinion. Netizens who conduct a people search and get information usually release it with their personal subjective judgments and emotions. According to Liu (2011) said, “Creating a social atmosphere through value judgment, public opinion influences members’ social values as well as behaviors.” Therefore, if public opinion is negative, then public opinion will lead people's views to be biased towards negativity.

In my opinion, people randomly use human flesh searches will cause great harm to individuals. For one thing, it can easily lead to suicidal tendencies in victims. Human flesh search infringes on personal privacy rights, and information is exposed on the internet. The victim may be subjected to cyber violence attacks, which can cause physical and psychological harm. The victim may be depressed and want to commit suicide. For them, the whole world is dark, and everyone is attacking her. Although it is possible to choose not to look, it is difficult to avoid being affected. Just like in the movie "Search", in the end, Ye Lanqiu chose to commit suicide because she couldn't bear the online violence brought about by human flesh search. Beside, human flesh search can damage an individual's reputation and image. This is demonstrated in the movie 'Search'. After Ye Lanqiu was searched by human flesh, netizens said that she was using her secretary identity to seduce the boss. Her middle school homeroom teacher felt ashamed of it. At this moment, Ye Lanqiu's personal reputation and image were completely tarnished.

There are some suggestions for human flesh search in cyber violence. From a national perspective, the government should strengthen the protection of individual privacy rights, improve relevant laws and regulations, and establish a network supervision system strictly to prevent personal information from being misused by illegal elements who attack others. From a social perspective, Internet service providers should regulate themselves more effectively to protect private information. From a personal perspective, citizens should be more self-disciplined. individuals should strictly abide by the legal system and become law-abiding citizens. Human flesh searches should not be conducted on others. Person should not spread or mislead public opinion at will. When individuals express their opinions, they should think carefully and avoid causing harm to others.

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