

INFLUENCER AND CYBERBULLYING

AUTHORS

Syahida Hassan, Mohd Idzwan Yacob,
Thuan Nguyen and Suzana



INTRODUCTION

The article “Social Media Influencer and Cyberbullying: A Lesson Learned from Preliminary Findings” by Syahida Hassan is an insightful article that explores the categories of cyberbullying faced by social media influencers and the impact of cyberbullying.

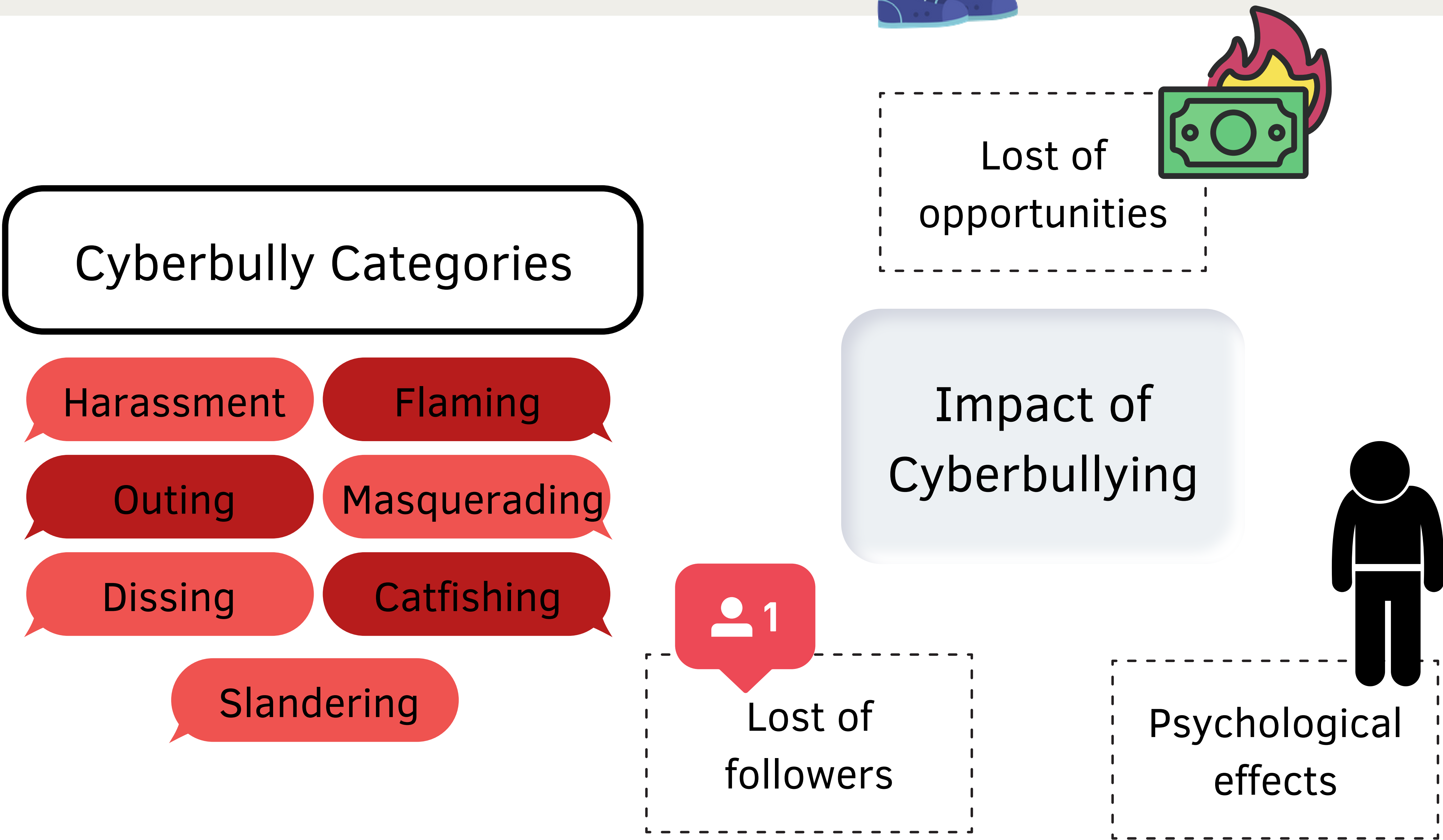
ABSTRACT

The purpose of this study is to explore the categories of cyberbullying faced by influencers. From there the study give insights on the impact of cyberbullying and the responses from influencers as a victim. We can conclude that the article shed on cyberbullying issues can guide the social media influencer newbies in handling cyberbully



ANALYSIS AND RESULTS

The study was conducted through content analysis and interview techniques. By following 20 social media influencers in 2 months the study was able to identify the types of cyberbullying, the frequency of cyberbullying and the reaction of influencers as the victims.



CONCLUSION

There is much to be learned from the article “Social Media Influencer and Cyberbullying: A Lesson Learned from Preliminary Findings” on what types of cyberbullying are being faced by social media influencers today although the study does not go in-depth on how to mitigate these cyberbullying besides ignoring them.