Muhammad Izham Bin Norhamadi (B032020039)

The article "Social Media Influencer and Cyberbullying: A Lesson Learned from Preliminary Findings" by Syahida Hassan published on July 2018 is an insightful article that explores the categories of cyberbullying faced by social media influencers and the impact of cyberbullying. This article is very informative in learning human motives of committing cyberbullying but lacks a strong argument on the best practices to deal with it due to the limited number of participants in the study.

The article points out that the categories of cyberbullying are harassment, flaming, outing, masquerading, dissing, catfishing, and slandering. Depending on the severity of the cyberbully, the study notes that influencers will generally ignore basic harassments but will take action if its impacting their reputation or job by reporting the case to the police or other authority figures. Other impacts of cyberbullying are lost of opportunities from tarnished business reputation, lost of followers and mental health decline. The intention of cyberbullying may come from a range of reasons, such as disagreement, jealousy, or just for the sake of driving a particular conversation towards a particular direction.

This article is well-written as the main point of the study was made clear early on, that is to explore the categories of cyberbullying face by social media influencers and the best practices on handling the problem. The author laid out the main points in a clear and concise format. The study was written in plain English makes it easy to read and understand. The exhaustive categories of cyberbullying are listed in a table figure along with its characteristics and examples are very informative. Despite that, whether it is a deliberate choice by the author, the article fails to state on the best practices to combat these cyberbullying accidents, but instead only quoting media influencers response to cyberbully. In my opinion, there is a lot to cover here on how as a developer of these social media platforms can help to mitigate cyberbullying that was enabled by the platform in the first place.

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.