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| WOX7001 Research Methodology |
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# Research Intent 1

a)

# Research problem

Cyberbullying has increasingly appeared in the students' lifetime, some students in a primary and secondary school in Malaysia may have experienced or had seen their peers who were cyberbullied when they are using social media. The problem faced by most young students is that cyberbullying messages such as harassment are harmful to them because it may affect their psychology and have negative consequences, such as depression or even suicide. Seriously, with the popularity of social media, such as Twitter, Instagram, or Facebook, cyberbullying has become a quite common phenomenon among Malaysian young students. Although some researchers in Austria or the United States have researched cyberbullying related to youth cyberbullying on social media, few studies have pointed out the gender differences in this issue in Malaysia. There may also be reports of cyberbullying in Malaysia, and gender differences in cyberbullying among young students may also become a noteworthy issue. The deficiencies may prevent people from identifying gender groups who are more likely to be victims and harmed on social media.

## Research Objective

Base on the research problem and deficiencies mentioned above, we propose our three research objectives:

1. To investigate whether there are social media cyberbullying in gender differences in Malaysian primary and secondary school students.
2. To find out the gender differences in different age groups in Malaysian students studying primary and secondary school who received more cyberbullying messages.
3. To find out the gender differences in different ethnic groups in Malaysian students studying primary and secondary school who received more cyberbullying messages.

The first objective is to fill the gap that previous researchers had not investigated and our research would conduct the relevant research and find out their relevance in Malaysian primary and secondary school. In the second objective, we would narrow the independent variables and find out the cyberbullying experience on gender differences in each gender group. The final objective is considering the multiple ethnic situations in Malaysia. So we also narrow the research and evaluate the relationship between the different ethnic groups of gender differences who receive more cyberbullying messages.

Overall, the research objective would help fill in previous research deficiencies and identify the main effects that affect social media cyberbullying participants.

## Research Questions

In this research, according to our research objectives, we would focus on this research question:

1. Does female are more easily received cyberbullying harassment in social media than male in Malaysian primary or secondary school?
2. Does Malaysian female students in age group from 6 to 12 are more easily received cyberbullying harassment in social media than male?
3. Does Malaysian Chinese female students are more easily received cyberbullying harassment in social media than male?

Overall, we have proposed three research questions regarding our objectives. The first one is to research the female or male, while in the second question and third question, we would narrow the participants and research the gender differences on age groups and ethnic groups individually.

## Research Output

The research output is aimed at solving our research problem and answering the research questions and identify the impacts on the participants who were cyberbullied. We would find out the correlation between independent variables like gender differences with the dependent variable how many times they receive the cyberbullying messages in their school year. The research output would also help beneficiaries, such as educators, educators, and families notice if social media usage and cyberbullying is a problem in Malaysia and give suggestions and better protection when these youth students are facing cyberbullying.

b )

## Literature Review

A study has conducted to find the gender differences in social media cyberbullying, the researchers

(Kasahara, 2019) has proposed several hypotheses to test whether there are gender differences in the social media cyberbullying and then conducted a survey to the primary and secondary schools in Belize. They collected the survey data and analyzed the survey data using statistical methods. After analyzed the survey data, they gave three results that there are existing a gender differences in social media and cyberbullying.

* Females students tend to use snapchat or Instagram, while the male students are more likely to play game.
* Besides, the media privacy also exits in the research, the female students likes to use permissions to protect their privacy information.
* There little evidence that the female may be more easily cyberbullied on the social media.

According to the study by Balakrishnan(2015), he surveyed the young adults in Malaysia who were cyberbullied . The researched had found that the percentage of female who were cyberbullied that male, while there are little evidence show that the cyberbullying has relationship with the gender differences. But the cyber-victim was more easily to become cyberbullies and there is a positive relevance between them.

## Critical Analysis

* Correlation between gender differences and cyberbullying

Kasahara(2019) has arguments that there is no significant difference between gender differences and cyberbullying, the reason the cited is that the similar culture between Asia and Belize which is different from the research results that the there is a gender difference showed by American and Austrian researchers. The same situation happened also in the study conducted by Balakrishnan (2015), he had found the same evidence using the survey data coming from primary school.

* Age group and race

Both articles mentioned and controlled the students' age. Kasahara(2019) chose the participants from 11 to 25 years old. While in the survey conducted by Balakrishnan (2015) mainly focused on school students from 17 to 30 years old. The age group may also have impacted on gender roles. On the other hand, Kasahara stated that the gender differences in cyberbullying in Belize were similar to Asia countries and Balakrishnan also noticed that ethnicity may also a key variable that may impact the gender differences of cyberbullying.

## Research Gap

The previous articles have showed that there were no apparent difference between gender differences who had received cyberbullied and this situation was different from the traditional bullying actions in which females more easily became the victim. There is a research gap among most of the research. The first one is the population and sample problem, the researchers had chosen samples from cities, and they ignored the respondents from rural areas in their country. The second one is that the imbalance data between female and male, as the female are more easily to prevent their privacy and most of the samples were from males.

c )

## Methodology

The methodology for this project is quantitative research methodology.

We justify the methodology from the three aspects:

* Data collected:

The quantitative research is mainly focusing on the structured data. In this project, the data comes from the survey design(quantitative data).

While the qualitative mainly use interviews or case studies (unstructured data)a pproach to analyze the qualitative data.

The mixed mode requires us using both the quantitative and qualitative data. We need analyze qualitative data using qualitative methods, and quantitative data qualitative methods.

* Research Objective & Question

In this research, we propose the hypotheses that need to be confirmed by using measurement methods. It is unbiased and objective.

While the qualitative research will need researchers understand and learning other peoples’ views. It is biased and subjective.

The mixed methods is combination of both methods. We need use the incorporated approach to integrate both methods and minimizing their drawbacks.

* Hypotheses:

In this research, we have proposed our hypotheses that the correlation between independent variable: the gender differences and the dependent variable: how many times they receive the cyberbullying messages in their school year needs to be verified.

While in qualitative research, there are no hypotheses and this methods need researchers to explore the answers.

In the mixed method, we may need to compare different perspectives from interviews and then use the other methods to analyze the data. Or the sequence is versa verse. We’d better use questionnaires to investigate the respondents, and then give an interview to relevant stakeholders to collect qualitative data.

d)

## Data source and Data type

To answer our research questions, we use questionnaires to collect qualitative data from the participants (Malaysian primary and secondary school students). The questionnaires mainly have two parts, the first part is related with basic demographic information and the second part is mainly focus on answering our research hypotheses.

e.g.

Part 1: demographic information

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| **Questions** | **Justifications** |
| How about your gender? | This helps to study the gender differences regarding research hypotheses |
| When was your birthday? | This helps to study the know the age of the participants regarding research hypotheses |
| Are you Malaysian or not? | This helps to limit the site of the research hypotheses |
| What is your race? | This helps to study the race groups regarding research hypotheses |
| Which grade are u studying? | This helps to make sure the participants are Malaysian primary or secondary school students |

Part 2: social media cyberbullying information

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| **Questions** | **Justifications** |
| How long time do you often using social media every day? | This helps to study whether the participants is relevant to social media cyberbullying or not. |
| Have you been cyberbullying using social media? | This helps to study the participants whether he is cyberbullied or not |
| How many times have you been cyberbullied using social media? | This helps to study the which participants is more likely to be cyberbullied |

To conduct our survey, we would utilize some online surveys like Google Form or Monkey Survey to invite the participants to answer the questionnaires. Or we could come to Malaysian primary or secondary should and use leaflet to invite the participants to answers.

After the survey, we could also give them the rewards.

Base on the data source(questionnaires), the data types are numerical and categorical.

**Numerical data Q&A**: “When was your birthday?” , “How long time do you often using social media every day?” and “How many times have you been cyberbullied using social media?”

we do not use age to replace the age the reason is that because different race has different age definitions. Besides, the birthday should be interpreted to numeric data.

**Categorial data Q&A**: “How about your gender?” ,“Are you Malaysian or not?” and “Have you been cyberbullying using social media?”

The categorical data could be easily scaled and analyzed in the next step work.

e)

## Four keywords

Gender differences, Cyberbullying, Social media, Malaysia

f)

## Title

Social media cyberbullying in gender differences for Malaysian school students.

# References

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