**PSY5004D**

**SOCIAL PSYCHOLOGY**

**PRESS RELEASES/ NEWSPAPER ARTICLES**

**Executive summary**

This study sheds light on the significance of cyber security and the recent scenario of online child grooming in UK society. In this context, the study has also analysed the role of social media in online child grooming along with some strategic intervention by the social media authorities as well as the UK governments. The study has mainly focused on social media platforms, which have increased issues in children’s life by developing social media crimes, such as harassment, malicious communications and other violence. Behavioural theory and Communication Accommodation Theory have been discussed to identify the main issue in the UK and then the study has been concluded with proper results.

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# Question 1:

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| **Contact:------zzzzzz----**  **Phone:------xxxxxx----**  **Email:---yyyyy-------**  **PRESS RELEASE**  **Primary Ethical Responsibility of Social Psychology** Introduction Social psychology is commonly recognised as the study of human interactions, where individuals typically study various different aspects of human behaviour. Individuals studying social psychology often indulge in learning every part of human personality like social interaction, interpersonal influence as well as group relationships. This press release is focused on four primary ethical principles of social psychology. Application of four primary ethical principles **Applying respect**  Respect refers to an integral component in terms of interpersonal relationships as well as personal self-identity. Respect paves the way for individual reinforcing behaviour and therefore giving respect to an individual implies regarding an individual with respect to the worth and abilities that an individual hold. As per the views of Scheepers *et al.* (2019), treating an individual also means giving value to individual feelings as well as viewpoints. Treating an individual means delivering acceptance to individuals on an equal basis while giving those individuals the same consideration as anyone would expect from an individual point of view. Each individual has a different way of coping with respect to the world. From an individual perspective, an individual entity will expect to get respected, listened to and receive the normal treatment. Hence, in terms of accommodating secondary data from an individual, one should make sure to take the consent of that individual, or else it is violating social ethics. This implies that the individual is not getting the amount of respect as the privacy concerns are violated.  On the contrary, a lack of self-confidence and under-valuation of an individual can put a significant negative impact on individual ability. Therefore, an individual suffering from low self-esteem will be less likely to form social relationships with various other individuals in society.  Hence, the psychology student needs to showcase the sense of reliability, such that the individual gains expected treatment. For instance, there is a group discussion going on about a particular topic along with the respective subject teacher. During the conversation, the subject teacher does not need to support the favourable student when that individual is disclosing a vague opinion. Hence, considering the current situation the teacher is giving a biased opinion, which cannot not be done while conducting a research. The presence of bias in an individual research will make the intention of research completely baseless.  There are certain ways to develop respect for an individual with low self-esteem that is improved body language, posture. Since, good body language will reflect better confidence among peer groups; hence that individual will be successful in achieving respect. An individual should also consider having a network of better personalities. An individual also needs to practise to acquire calm assertiveness. An individual has to think about ways which can help to speak while showcasing confidence. An individual has to pictures to put in certain conditions like that make them feel disrespected as well as unvalued. Try to imagine the ways to respond in those situations which show certain qualities like confident, brave and assertive. Followed by imagining a response to that particular situation and continuing to execute these reactions in those situations. Respect in an individual relationship helps to develop the feelings of trust, well- being and safety. Psychologists often prefer the dignity and worth of an individual and also ensure the rights of individuals with respect to confidentiality, self - determination as well as privacy. The principle of respect has to make sure that an individual gets a clear notice of its moral status, interest as well as interests of an individual taken seriously.  **Considering competence**  Social competence includes the ability to assess social situations and determine those things that are required to identify the intentions and feelings of other individuals. Under certain circumstances, social behaviours also work as an ideal in respect of the given context. Social competence is often identified as the ability to leverage meaningful social interactions with other individuals. As per the views of Jabbarov, (2020), social competence can be a necessary factor that contributes towards good health. The mechanism of social competence helps to develop strong social supports with an aim to work effectively with various other individuals simultaneously. The mechanism helps to live sustainably in the complicated and complex world in order to be fast paced. The challenges of social media include staying away from familiar communities as well as extended relatives in order to form social assistance. Hence individuals, struggling for social competence are much more likely to come across certain difficulties to form supportive relationships. Inability to form supportive relationships can affect the outcome of mental health as well as wellbeing in terms of adults. Therefore, individuals acquiring better social competence are much more likely to drive towards career success. There are three different social competencies that are adaptive behaviour, peer acceptance and social skills. There are certain qualities that help in boosting behavioural competencies like better team- work, better problem solving capability, better communication skill and better decision making skill among the peer groups.  Social competence in fundamental research helps in conducting better research about the identification of certain behavioural capabilities. However, if there is a certain biased behaviour in the social competency then this does not add any adequate value to the competition. Social competence comprises various skills like cognitive skills, social skills, emotional skills and behavioural skills in order to successfully adapt towards the challenges. Based on the views of Jost (2019), ability highlights the ability of taking the perspective of an individual while concerning a particular situation which involves learning from previous experiences and its application with respect to the changes in social interaction. Moreover, social competition also inculcates interpersonal communication, social communication and social skills. Competence is directly related to social behaviour like abilities, habits, knowledge, skills and social motives while contributing towards the behavioural development of an individual.  For instance, a swimming competition is going on among 12 different individuals and a biased decision is taken to select the winner in the competition. This implies that the competition does not properly reflect the values of social competencies. Such instances indicate complexity in research which implies that it will be hard to allocate the behavioural nature of the potential competitive candidate in the competition. It will become hard for the research student to find appropriate behavioural competencies in the competition. Additionally, the actual outcome of research showcasing potential competency will be hidden to an individual research student. An individual has to showcase competency in the specialised area of expertise as being incompetent lies certain drawbacks. Incompetence ability is referred to as interference in thinking ability which results in the inability to judge properly and leads to certain abnormalities in behaviour like hoarding or squandering. Moreover, it can be stated that competency in an individual has to be an individual's responsibility. One has to enact competent nature in the early phase of development in order to showcase potential competency.  **Focusing on responsibility**  Responsibility involves the idea of ascertaining a better alternative in order to be proactive towards a difficulty in comparison showing the reactive approach to solve a problem. Social responsibility is commonly identified as the means of eradicating corruption or showing unethical behaviour which aims to harm the community. An important aspect of social psychology varies on the areas of psychotherapy as well as mental health (Wang *et al.,* 2020). Social psychology is often regarded as a part of behavioural sciences, which provides the application of basic psychological knowledge for the prevention and cure of individual behavioural disorder. Additionally, responsibility is also important in psychology as it tends to increase an individual's awareness in accordance to the ways in which people behave along with actions. Learning more about the applications of social psychology also might help to enrich the understanding of an individual along with the surrounding world. Hence, learning more about an individual's opinion in viewing others will help to develop awareness on the influence of societal relationships in influencing the functioning of an individual.  One's responsibility should not be manipulated on account of various other actions as it might put on a negative impact in finding reality. Manipulating others' relationships will result in originating artificial reality which will be clearly reflected in the overall research process. Hence, the overall outcome of an individual research will go in vain as the data accumulated in the research is the manipulated data. An individual student has to make sure to incorporate real data, while avoiding aunty intervention in accumulation in data. Additionally, an individual student does not need to manipulate data or show biased outcomes of an individual research.  **Applying integrity**  The major elements of research integrity include rigour, honesty, accountability, transparency which helps in encouraging open communication. Research integrity is often regarded as conducting research in such a way that enables the individuals to build confidence and trust in the findings as well as procedures of conducting research (Lai *et al.,* 2020). Research integrity relates to both the scientific integrities of conducting research with respect to the expertise integrity of research professionals. Additionally, the elements of research integrity also include respect as well as care for all the individuals who participated. Research ethics is often regarded as the main criteria for the process of research integrity. The findings of research can be utilised in order to inform public policy while treating humans and also finds potential opportunities to conduct future research. Certain research has showcased a strong relationship between life satisfaction and increased self-esteem.  Integrity plays a vital role in promoting emotional stability as well as mental health. Integrity in an individual research will ensure that the research is authentic and there is no use of biased information in the research. Integrity helps to include trust, honesty, and responsibility along with accountability to make sure that the data used in the research is accurate. Integrity is often regarded as the guiding force to make necessary decisions that get aligned with societal values and personal values at the same time. There are various benefits to integrity which includes gaining reputation, self-respect and peace of mind. Integrity shows that an individual can be trusted in order to be responsible and honest in every aspect of life. Integrity results in showing respect to others, while admiring one's character at the same time.  Constant demonstration of integrity will help in gaining a positive reputation for an individual. Hence, a group of individuals interpreting an individual to be the one with integrity as well as honesty will interpret as an individual with better character. An individual with self-respect will often be identified as an individual with integrity. Keeping integrity also helps in building stronger relationships with various other individuals appreciating honesty along with trustworthiness. Integrity helps an individual to acquire peace of mind while indulging in the decision making process without even worrying about the consequences reflecting improper conduct or dishonesty. An individual can feel confident by means of actions leading towards the outcome of positive events during the long run. Moreover, there might also be certain benefits in the short run. Hence, integrity can be clearly recognised as a vital element that adds values to the life of an individual while considering it as a remarkable trait. Integrity also shows trustworthiness and adds reliability at the same time. Conclusion The three different key aspects of social psychology are social behaviour, social thinking and social influence. The major research areas of social psychology are attitudes, social cognition, social identity, social influence, discrimination and prejudice, group behaviour, violence and aggression, prosaically behaviour, and interpersonal relationships. The press release focuses on four different key aspects of social psychology. Manipulation in the responsibility can put a significant negative impact on the research. Integrity element ensures the level of accuracy in the data while conducting a thorough research on something. Competency as well as responsibility is relatively similar and sometimes both the elements can complement each other in terms of social psychology.  **XYZ**  **Authority of Arden University** |

# Question 2:

# Introduction

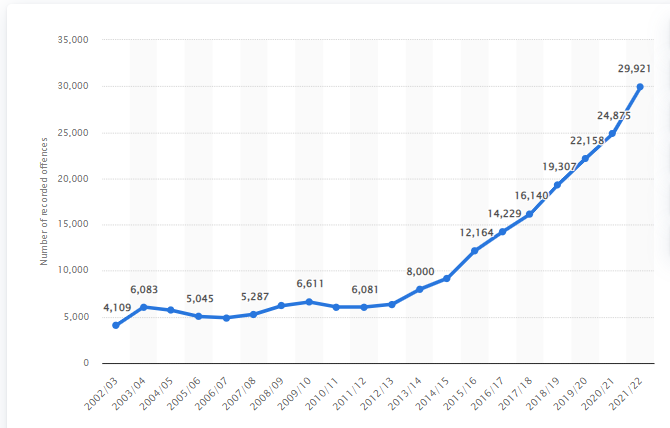
Social media crime by using fake names and images is a common factor in the UK. This crime has increased in the present era, which is the main focus of this study. The crime factor has decreased the social value of the UK, which has been analysed by mentioning two relevant theories.

# Recording the number of online child grooming crimes in the UK in the last three years

Based on the present days, technology plays a crucial role in an individual's life which sometimes makes some adverse impacts on society. For instance, due to the use of technology like social media, messages, and online streaming platforms in an unethical manner, sometimes cybercriminals do unethical activities with these technologies. In this context, child grooming crimes have made the most adverse impacts in the UK due to the use of technologies in an unethical manner.

Using technologies like digital platforms, criminals do different unethical works like abuse and exploit private pictures, and videos through online platforms which sometimes take the lives of children due to their suicidal tendency. Based on empirical evidence, in the year 2021, 56 arrests have been made by child protection officers in the UK market which has increased by 19% from the past years (Bbc, 2023). As a result of this, 22% of child protection officers have been increased by the UK government which helps the country to combat online child grooming crimes from society. In the year 2022, more or less 83 convictions were noticed in the respective country regarding child grooming crime which raises a question mark on the child protection infrastructure of the UK (Bbc, 2023). From the year 2021 to the present year approximately, 38% of child grooming crimes have increased which reduces the value of UK laws and legislation regarding child protection (Bbc, 2023). Hence, by using social media in an unethical or unlawful way, criminals do different abusive work with children in order to blackmail them which unstable child psychology in an adverse manner.

The UK is one of the countries which has faced a maximum number of child grooming incidents. Another empirical evidence depicts that, in the year 2022, approximately 63,050 cases have been reported regarding child grooming (Internet Watch Foundation, 2023). In this context, children who belong between the age of 7-10 are mostly affected by the crimes. From 33,050 cases, more or less 27.550 incidents depict that, in many cases, children are affected through "groomed, coerced, or tricked into performing sexual acts on camera by an online predator" (Internet Watch Foundation, 2023). These incidents not only raise a question on child protection and cyber security but also reduce the stability of child psychology. As per ***“Section 15a of the Sexual Offences Act (2003)”***, it is quite illegal if any adult has sexually abused individuals who are under 16 years old and blackmailed them by imposing secretive photos and videos (Stop It Now, 2023). Based on this legislation, UK individuals have combated child grooming crimes which helps the society to maintain stability.



**Figure 1: Child abuse offences in the UK from 2002 to 2022**

(Source: Statista, 2023)

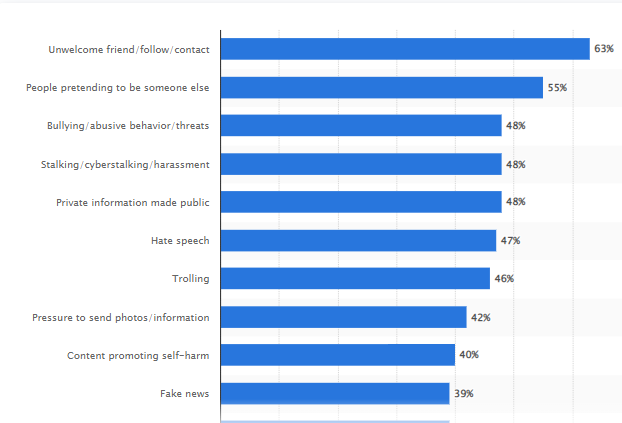
Child grooming is one of the most potential crimes in the UK which reduces the value of society in the present sustainable world. On the other hand, as the above-mentioned picture depicts, the number of child exploitation cases has increased day by day in the UK. For instance, in the year 2020, child abuse offences reached 22,158 and in the year 2021, it has reached 29,921 which is a potential threat to the UK society and its child protection regulation (Statista, 2023). Based on the present year 2023, child grooming and exposure has been reached by 30000 which shows the insecurity of children and makes an unnecessary psychological burden on society (Theguardian, 2023). The other evidence has depicted that, in the UK more or less 48 offences have occurred in a day which are potential threats for the country (Nspcc, 2023). Hence, the UK needs to focus on its child protection regulations which help the country as well as the society to maintain child grooming crimes in a legal and concrete manner.

Based on the present scenario, the UK government has focused on its cyber security along with child protection laws. In order to enrich cyber security, the government has made and promoted some crucial legislation like ***“Section 15a of the Sexual Offences Act (2003)", "Internet Use Act or Digital Economy Act 2010"*** are some of the potential acts which show legal child protection regulation for the country (Stop It Now, 2023). Hence, the UK government tries to reduce child grooming problems in society and due to this reason, the government has dropped by more than £110 million. In this context, due to combating online child grooming from UK society, the government has dropped more or less £16.5 million for maintaining child abuse through modern technologies and social media (End violence against children, 2023). Thus, due to reducing the increasing number of child grooming online and offline, the local government of the UK has tried to make a concrete infrastructure which can reduce child abuse, and sexual exploitation from society and maintain a healthy child psychology.

# The way social media and advanced technology impact identifying performance

Social media plays a crucial role in the present day since social media has helped and provided support to service users to find entertainment and other support from global society. Similarly, social media has made a relationship between global individuals who live in different parts of the globe. On the other hand, based on the present day, using social media pages in an unethical manner, a large number of criminals have done different unethical activities. In this context, child grooming through online platforms like Facebook, Instagram and others, is quite big problem in the present society.

In this context, these online platforms generally support people to find their entertainment and grab different support from the business. On the other hand, cybercriminals try to exploit children regarding their private photos and videos. As a result of this sexual exploitation, children and their guardians need to encounter potential blackmail. Blackmailing with sexual abuse, criminals try to fulfil their financial requirements which make an unstable condition among the family members of a child. As per empirical evidence, based on the year 2021, 24 online grooming has happened through Facebook which raises a question about Facebook cyber security (Greyson et al., 2021). Facebook, Instagram, and Twitter are some of the potential platforms which are extremely helpful and adorable for UK-based individuals. As per other empirical evidence, a maximum number of cyber grooming regarding children has happened on Instagram pages (Shaikh et al., 2021). For instance, in the year 2019, more or less 1,944 online child grooming has occurred which reduces the value and ethics of Instagramin front of social media users (Cnet, 2023). Focusing on these cyber-crimes and combating these crimes in an effective manner, the Instagram authority has made some security infrastructures. In this context, ***the internet watch foundation, and community guidelines*** of Instagram have monitored all the cyber activities among users (Help. Instagram, 2023). In this context, "1.1 million adults aged 16 years and over experienced sexual assault in the year ending March 2022 (798,000 women and 275,000 men)" (Ons.gov, 2023). Hence, using social media like Instagram, Facebook and other social media pages and platforms, cybercriminals have done online child grooming. As per the annual report of Twitter, based on the year 2023, more or less 500,000 online grooming through child abuse, sexual exploitation and other crimes has happened with individuals who are under the age of 18 in England and Wales (Twitter, 2023). Hence, social media and cutting-edge modern technologies not only ease the lifestyles of individuals but also make many unethical activities in the present society.



**Figure 2: Leading harm on children through social media**

(Source: Statista, 2023)

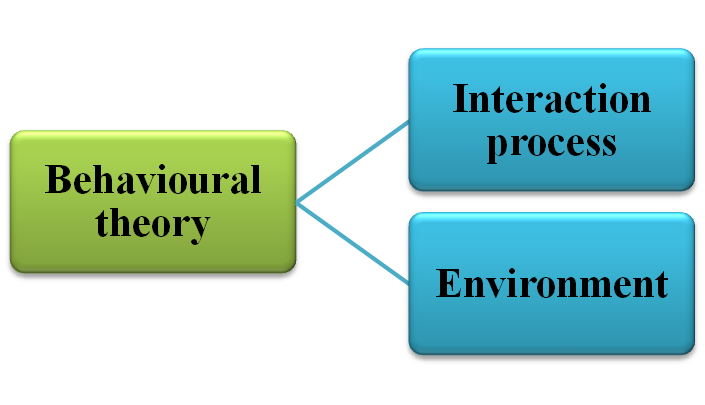
Based on the above statistical evidence, it depicts that different crimes have happened through online platforms like trolling, pressure in order to send photos, content promoting, fake news, hate speech, abusive threats, unwelcome and others. For instance, 63% of unwelcome or unfollow issues and 55% of pending to be someone else and others (Statista, 2023). Apart from that, 42% of individuals have faced pressure in order to send photos and 39% encountered fake news (Statista, 2023). Due to using social media pages in an unlawful manner, individuals as wellas children need to encounter potential threats which affects the psychology of children (Anderson and Rees, 2023). Hence, the UK government needs to focus on cyber security and social media groups need to make guidelines of ethics for using social pages in an ethical manner. As a result of these legal and ethical conditions, the country can reduce the chances of increasing online child grooming the society and can present a safe society for each child in the UK.

Social media platforms have put both positive and negative impacts on individuals and Children have faced the negative impact most. Everyday use of social media has increased in this present era. A total of ***57.1 million*** individuals in the UK used various social media platforms in January in 2023 (Statista, 2023). At present, children are also addicted to social media and the negative factors mainly affect their everyday schedule. It is noted that ***91% of children 15 to 16 years*** old used the social media platforms the most (Statista, 2023). Harassment, threatening violence and malicious communications are listed in social media crimes.

# Two theories of identify

***Behavioural theory***

The theory has provided importance to the ***interaction process and environment*** as both factors have impacted an individual’s behaviour. According to the opinion of Gilal *et al.* (2019), Behavioural theory informs that an individual’s behaviour has depended on ***mindset and behaviour learning process***. The crimes have been developed for the gap in the behavioural learning process. Social media crime in the UK has increased for not applying Behavioural theory in the society management process. The victims have been affected by this negative impact of not learning proper behaviour. The unlawful environment has influenced to the increase in social media crime in the UK.



**Figure 1: Behavioural theory**

(Source: Created by author)

A proper behaviour learning process can minimise the crime mindset of an individual. The theory has mainly focused on the environment as it has measured the individual’s activities. Based on the view of Waller *et al.* (2020), a positive environment has always delivered a good lesson, which has been reflected in the individual’s behaviour. Following the increasing crime rate in the UK, most individuals have not taken proper lessons about behavioural theory as they have not experienced a good environment. In addition, the interaction process is also an important factor for measuring interaction quality. The social media platform has not supported face-to-face interaction, which has increased issues of communicating with unknown persons.

***Communication Accommodation Theory***

Different types of communication have been analysed by this theory, which has been related to the present social media crime issue in the UK. Based on the view of Chachu (2022), the Communication Accommodation Theory gas discussed both interpersonal and intergroup communication. The social media platform offers both interpersonal and intergroup communication, but crime has occurred in the interpersonal communication process. Children have used social media platforms and are trapped by fake accounts. Interpersonal communication on the social media platform between a child and an unknown person has affected the child or teenager. The Communication Accommodation Theory has suggested improving all communications by developing their topics and mindset. The children of the UK have been affected by the negative mindsets of criminals. Following the Communication Accommodation Theory, the children of the UK have to be concerned about the negative mindset of the criminals.

# Conclusion

After analysing the issues related to social media crime in the children of the UK, it can be concluded that the children of the UK have to aware of the negative impact of social media. Restricting interpersonal communication between children and criminals and developing individual behaviour, can decrease social media crimes in the selected country.

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