

ROLE PREVALENCE IN CYBER-BULLYING AND ITS CONNECTION WITH INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)

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The root of human interaction is communication between the involved parties. The establishment of a common code between two or more human beings is needed to succeed in communicating. These codes can be written, visual or oral.

Evolution and the technological revolution mean that communication processes, which were originally performed face-to-face, are mediated by the existing bounty of media and technological resources

Removing ICTs from everyday life is by now unthinkable; they are entrenched in every type of professional, familiar, leisure, and routine action, of any person. Because they are always present, we have become the society of communication. Therefore, as claimed by Del Río, Sábada, and Bringué (2010), we are witnessing the first interactive generation: well-equipped, precocious, mobile, and independent multitaskers.

Nevertheless, every action requires a reaction; every superhero comes equipped with a villain, and the evolution of the ICTs was not less. From the moment we started interacting with each other, bullying dynamics have existed. The big fish eats the little one... And the ICT generation has also seen the appearance of cyber-bullying. According to Garaigordobil (2011), this harm of the 21st century is formed by the malicious usage of the Internet and the mobile phone connectivity for the creation of relationships of psychological abuse. In line with Kowalski, Limber, and Agatston (2010), cyber-bullying can appear in eight different ways: flaming, denigration, exclusion, outing, trickery, impersonation, harassment, and cyberstalking.

The most common ICTs used in cyber-bullying situations are changing along with general technology, above all because of the changes in email devices, multimedia mobiles, content distribution apps and social media networks. In this way, a means of

communication with which to send and receive messages (text, audio, images...) with belittling and threatening content is created so can be done anonymously or by impersonating another user.

The effect these cyberbullying actions have on people is varied, even reaching dire extremes. ICT's own nature allows not only the bully and the victim to be part of these derogatory acts, but also for the acts themselves to be shared with other people without any time delay.

Who is responsible for these events? We are all responsible; we allow social media to access our information, what we do, where we do it, the place where we are, our job, what we eat, what we read, what we study, when we celebrate our birthday, our physical activity, mood, health, relationship, mobile phone number, civil status... and not only regarding our present situation, but also our future wishes...

We have moved on from fighting for our privacy to being public beings which need to show off through WhatsApp, Facebook, Instagram, Pinterest, Twitter, Youtube, Tuenti, Skype, Badoo, Messenger, Skype... we are beings looking for and needing Likes as the foundation for our self-concept, self-worth and popularity.

To offer answers to the questions created by this situation among our students, which tools they use, the part they play in cyberbullying situations, the emotions they feel, who supervises them, the degree of interdependence, etc., in a national or international context, many studies have been conducted. Research is outlining, determining and allowing for addressing this issue so it does not become an unstoppable pandemic. It is the responsibility of researchers to share the results in every forum they have access to, and in this way make people aware of the impact they might have in the present and the future society.