CyBIC:
THE PERSUASIVE TECHNOLOGY PROJECT TO RAISE CYBERBULLYING AWARENESS

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ABSTRAK

Di masa lalu pembuli selalu mengganggu pelajar di sekolah dan di mana pun mereka boleh. Kini, pembuli mempunyai alternatif baru untuk membuli: ruangan siber. Perkataan berbaur lucah disebar melalui e-mel, yang dipasang pada Laman Jaringan Sosial (SNS) dan dihantar sebagai mesej teks. Kegiatan-kegiatan negatif tersebut dikenali sebagai *cyberbullying*. Disebabkan ini merupakan trend baru khususnya di Malaysia, fokus utama dari kajian ini adalah untuk meningkatkan kesedaran pelajar tentang *cyberbullying* dengan menggunakan *Persuasive Technology*. Kajian ini ditujukan untuk pelajar sekolah menengah. Metodologi yang akan digunakan adalah tinjauan (persoalan kajian), *Facebook Group* "CyBIC" (sebagai *Persuasive Technology*), dan forum yang melibatkan pensyarah dan pendidik, pelajar UUM, pelajar sekolah, pakar IT (Cyber Security Malaysia) dan kaunselor. Harapan dari projek ini adalah bahawa kesedaran fenomena *cyberbullying* akan diperluaskan ke sekolah-sekolah di Malaysia serta institusi pendidikan lain juga.

Kata kunci: *cyberbullying*, *Persuasive Technology*, perilaku, Laman Jaringan Sosial (SNS), Facebook

ABSTRACT

In the past bullies always disturb children in schools and wherever they can. Presently, bullies have a new site for bullying: cyber space. Nasty chat are spread through e-mail, posted on Social Networking Sites and sent as text messages. These negative activities are known as cyber bullying. Since this is a new trend especially in Malaysia, the main focus of this research is to raise the awareness of students concerning cyberbullying by using Persuasive Technology. It is aimed at secondary school students. The methodologies that will be used are survey (questionnaire), Facebook group ***CyBIC*** (as Persuasive Technology), and a forum (involving lecturers and educators, UUM students, school students, IT expert (Cyber Security Malaysia) and counsellor). The expectation of this project is that the awareness of cyberbullying phenomenon will be raised in Malaysian schools and perhaps other educational institutions as well.

Keywords: cyberbullying, persuasive technology, behaviour, social networking sites, Facebook

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CHAPTER ONE

INTRODUCTION

1.0 Introduction of the Study

First and foremost, this study provides an inclusive overview of cyberbullying; the problems caused by cyberbullies on the Internet and mobile phones. This study also holds ample background explanations of the research, problem statements, and research questions along with its objectives, significance of the research, research scope, problems, limitations and suggestion for future research. All the subtopics will be described in an overall review of this particular chapter. Together with that, this study simultaneously discovers persuasive technology, a new area of research that has the potential to assist in raising awareness of cyberbullying and other educational related issues as well. Persuasive computing technology is a computing system, device, or application intentionally designed to change a person's attitude or behaviour in a predetermined way (Fogg, 2003). For introduction, we will have a look at the web, Web 2.0, Social Networking, Social Network Sites and cyberbullying problem.

In 1989, Tim Berners-Lee invented the web and began the modern Internet era. The Internet is viewed as an 'irreversible innovation' of enhanced digital connectivity (Hoffman, 2004). The Internet refers to the entire connection of interconnected networks around the world that share a common addressing scheme (Fomenkov, at el.,

The contents of the thesis is for internal user only

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