

## A STUDY TO ASSESS THE KNOWLEDGE AND AWARENESS REGARDING CYBERBULLYING AMONG MIDDLE AGED PEOPLE AT KOSI KALAN (MATHURA) IN VIEW TO DEVELOP AN INFORMATION BOOKLET

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### ABSTRACT

*INTRODUCTION: Cyberbullying is bullying that takes place over digital devices like cell phones, computers and tablets. Cyberbullying includes sending, posting, or sharing negative, harmful, false or mean content about someone else. METHODOLOGY: A survey research design was conducted among 60 middle aged people at kosi kalan (mathura), participant were selected using a probability random sampling technique. Data collection involved a structured questionnaire that gathered socio-economic information and measured the degree of cyberbullying among middle aged people through a cyber victimization scale and data analysis by inferential statistics. RESULTS: The findings revealed that a majority of the middle aged people 91.6% exhibited mild level of cyberbullying, while 8.3% showed moderate cyberbullying and 0% showed severe cyberbullying. The calculated mean score for cyberbullying was 28.33, indicating a prevalent mild engagement. Hence, the research hypothesis H<sub>0</sub> is accepted while H<sub>1</sub> is rejected. CONCLUSION: The study concludes that while middle aged people are increasingly active online, many still lack sufficient knowledge and awareness about cyberbullying and its consequences. Enhancing digital literacy and promoting awareness programs can significantly reduce their vulnerability to online abuse.*

**Keywords:** Assess, Knowledge, Awareness, Middle age people, Cyberbullying, Booklet.

## INTRODUCTION:

Cyberbullying is bullying that takes place over digital devices like cell phones, computers, and tablets. Cyberbullying can occur through SMS, Text, and apps, or online in social media, forums, or gaming where people can view, participate in, or share content. Cyberbullying includes sending, posting, or sharing negative, harmful, false, or mean content about someone else.<sup>1</sup>

## WHAT IS CYBERBULLYING

Cyberbullying is a type of bullying in which one or more individuals use digital send texts, emails or instant messages; post comments on social media or in chat rooms; or in other ways use private or public forums to attack their victims.<sup>2</sup>

## STATEMET OF TE PROBLEM

“A STUDY TO ASSESS THE KNOWLEDGE AND AWARENESS REGARDING CYBERBULLYING AMONG MIDDLE AGED PEOPLE AT KOSI KALAN (MATHURA) IN VIEW TO DEVELOP AN INFORMATION BOOKLET.”

## OBJECTIVES:

1. To assess the level of knowledge regarding cyberbullying among middle aged people.
2. To find out association between selected demographic variables.

## METHODOLOGY

A survey research design was employed to conduct this study among 60 middle aged people at Kosi Kalan (Mathura). participants were selected using a probability random sampling technique. Data collection involved a structured questionnaire that gathered socio-demographic information and measured the degree pf cyberbullying among middle aged people through a cyber victimization scale.

**RESULT:**

**Table 1. Socio Demographical Variables of Middle Aged People.**

DEMOGRAPHIC VARAIBLES	FREQUENCY	%
<b>1. AGE</b>		
a. 40-45yrs.	42	70
b. 46-50yrs.	10	16.60
c. 51-55yrs.	08	13.30
d. 56-60yrs	00	00
<b>2. GENDER</b>		
a. Male	51	85
b. Female	09	15
c. Transgender	00	00
<b>3. EDUCATION</b>		
a. High school	18	30
b. Secondary high school	10	17
c. Bachelor's degree	14	23
d. Master's degree or higher	18	30
<b>4. EMPLOYMENT STATUS</b>		
a. Private job	42	70
b. Government job	04	7
c. Businessman	09	15
d. Unemployed	05	8
<b>5. MARITAL STATUS</b>		
a. Single	06	10
b. Married	54	90
c. Divorced	00	00
d. Widowed	00	00

<b>6. SOCIO-ECONOMIC BACKGROUND</b>  a. Rural area b. Urban area c. City	36 14 10	60 23 17
<b>7. MOSTLY USED SOCIAL MEDIA PLATFORMS</b>  a. Facebook/ Instagram b. Youtube c. Whatsapp d. All of the above	04 10 05 41	7 17 8 68
<b>8. INCOME (MONTHLY)</b>  a. 15000-24999 b. 25000-34999 c. 35000-44999 d. Above 45000	30 15 09 06	50 25 15 10
<b>9. DAILY USAGE OF SOCIAL MEDIA</b>  a. Less than 1hr. b. Less than 2hr. c. Less than 3hr. d. More than 4hr.	14 21 10 15	23 35 17 25

**Table 2: Degree of cyberbullying among middle aged people.**

Degree of cyberbullying	Range	Frequency	Percentages%
<b>Mild</b>	16-37	55	91.6%
<b>Moderate</b>	38-59	05	8.3%
<b>Severe</b>	60-81	00	0%

**Table 3: Association of degree of cyberbullying with their selected demographic variables.**

S.No.	Demographical Variables	df	Degree of Social Media Addiction Chi-Square
<b>1.</b>	<b>AGE</b>  a) 40-45yrs. b) 46-50yrs. c) 51-55yrs. d) 56-60yrs.	3	2.67 <sup>NS</sup>
<b>2.</b>	<b>GENDER</b>  a) Male b) Female c) Transgender	1	0.007 <sup>NS</sup>
<b>3.</b>	<b>EDUCATION</b>  a) High school b) Secondary high school c) Bachelor’s degree d) Master’s degree or higher	3	1.912 <sup>NS</sup>
<b>4.</b>	<b>EMPLOYMENT STATUS</b>  a) Private job b) Government job c) Businessman d) Unemployed	3	3.17 <sup>NS</sup>

5.	<b>MARITAL STATUS</b>  a) Single b) Married c) Divorced d) Widowed	1	0.606 <sup>NS</sup>
6.	<b>SOCIO-ECONOMIC BACKGROUND</b>  a) Rural area b) Urban area c) City	4	1.55 <sup>NS</sup>
7.	<b>MOSTLY USED SOCIAL MEDIA PLATFORMS</b>  a) Facebook/Instagram b) Youtube c) Whatsapp d) All of the above	6	2.655 <sup>NS</sup>
8.	<b>INCOME (MONTHLY)</b>  a) 15000-24999 b) 25000-34999 c) 35000-44999 d) Above 45000	3	2.11 <sup>NS</sup>
9.	<b>DAILY USAGE OF SOCIAL MEDIA</b>  a) Less than 1hr. b) Less than 2hr. c) Less than 3hr.	6	3.22 <sup>NS</sup>
	d) More than 4hr.		

NS= Not Significant

**Table 4: Show mean, mode, median, standard deviation, mean percentage of cyberbullying among middle aged people.**

S.No	Variables	Mean	Median	Mode	Standard deviation	Mean percentages
1.	Degree of cyberbullying	28.33	27.02	27.5	6.08	33.33%

**DISCUSSION**

Cyberbullying is commonly associated with adolescents and young adults; however, growing evidence indicates that middle-aged adults (approximately 40–60 years) are also increasingly affected. With greater engagement in social media, workplace digital platforms, and online communities, middle-aged individuals face unique forms of cyberbullying that are often overlooked in research and intervention programs.<sup>3</sup>

1. Harassment and repeated abusive messages
2. Public shaming or humiliation
3. Defamation and spreading false information
4. Workplace cyberbullying (e.g., exclusion from online groups, hostile emails).<sup>4</sup>

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