ROLE OF INSTAGRAM IN THE CYBERBULLYING OF STUDENTS IN MOUNTAIN TOP UNIVERSITY

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CERTIFICATION

I hereby certify that this research project entitled

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DEDICATION

This dissertation is dedicated to the Almighty GOD for his divine direction and to my father

Dr. Ologundudu, for instilling in me the importance of education, hard work, and perseverance.

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ABSTRACT

Social media is one of the biggest technological advancements. It has served many purposes and has improved our method of communication and united the world. But it also has its downsides, one of which is cyber bullying. Initially, research focused only on cyberbullying in adolescents and teenagers. There have been a lot of reports on cases and incidents of cyberbullying among secondary school children and younger, but literature has begun to emerge showing that cyberbullying occurs even amongst adults. The purpose of this study is to show the relationship between social media and cyberbullying. The dangers of cyberbullying are presented by focusing on adults who may be more prone to it–celebrities. Celebrity bashing has become a norm in Nigeria, but we may have failed to see it as cyberbullying. 181 Instagram users were surveyed to find out their understanding of cyberbullying which was the first research objective. Also, 20 cyberbullying comments made on Instagram posts of Nigerian celebrities were analyzed to show the themes constantly used in cyberbullying posts on social media. The Uses and Gratification theory is proposed as a theoretical framework in this study to explain why different people choose social media and for what reasons. It also explains why the attributes of social media have become attractive to cyber bullies and the ease with which they can use these platforms to attack and bully celebrities online. The Deindividuation theory shows that the anonymity feature in social media can be used to explain why cyberbullies bully. The survey research design was adopted for the study and the population of the study was Instagram users in Mountain Top University. A total of 140 questionnaires were administered but 134 were retrieved. The respondents were selected using Simple random sample technique and the data obtained from the retrieved questionnaires were analyzed using the statistical package for social sciences (SPSS).Tables were used to aid further understanding and clarity. The researcher found out the respondents make use of Instagram, have been victims of Cyberbullying and has adverse effects on them. It also shows the measures they see as Instagram methods of reducing cyberbullying. The study recommends that researchers can continue the study by using more respondents from other geopolitical zones in the country and Social media policy were advised to be reviewed.

KEYWORD: *Instagram, Cyberbullying, Students, Mountain Top University*

<center>**CHAPTER ONE**</center>

<center>**INTRODUCTION**</center>

1.1 BACKGROUND TO THE STUDY

The globe has become more interconnected than ever before as a result of digital technology. Since 2010; the use of mobile phones and the Internet has expanded substantially. Smartphone users worldwide climbed from 62.6 million in 2010 to 224.3 million. The spread of communication technology has connected 2.32 billion people transforming how they interact. 88.5 percent of the U.S. population had access to the internet, with about 324,118,787 million users. Individuals may now keep in contact with friends and family members while meeting new people from all over the globe, thanks to the development of new and better communication tools (Live Internet Stats,2016). However, this high degree of connection also has negative implications, such as the emergence of cyberbullying. As people's access to technology and social media grows, cyberbullying has grown increasingly frequent, particularly among adults(Carter,2015). Some of the hazards of modern communication tools are highlighted by stories of anonymous abuse and its terrible effect on victims.

The young and adults have benefited from the growth of information and communication technology, mainly by providing increased Internet access. They may get information with a single click on their cellphones, tablets, or laptops. There are several benefits as well as drawbacks to using the internet. In contrast to information gained the previous day from the print media, current information is available in minutes and updated often. Furthermore; users may track topics that are trending in real time; nevertheless, they must use caution when deciding what forms of information to accept and reject. With the introduction of the Internet, stories spread faster, and readers are ready to post unfavorable remarks online without correctly reading the article or relying on hearsay. As a result, both the users and the victims may have physical and emotional health issues.

Cyberbullying is described as using online means such as social networking sites and email to commit repeated hostile actions over time. Nowadays, the internet and social media are seen as places where people may vent their frustrations without being held accountable. Adverse effects linked to cyberbullying and online abuse have become an issue for social media users, particularly young people. Cyberbullying is harassing someone on social media or any other online medium by sending or publishing unwelcome comments, generally anonymously or purposefully, using digital devices such as smartphones, tablets, and laptops(Abaido,2019).

Cyberbullying may occur via text messages. However, most culprits are more active online on social media, particularly on Instagram, where they use their accounts or establish false profiles to harass or shame other social media users.

1.2 STATEMENT OF PROBLEM

Cyberbullying has emerged as a result of a societal shift from face-to-face contact toward technology-based interactions. Cyberbullying has risen as a new form of strategy for intimidating and harassing victims who are unable to defend themselves. According to Wikipedia, cyberbullying is when someone bullies or harass others on the Internet and other digital space, particularly on social media sites. The internet has changed how people interact and now makes it easy for people to act anonymously. Many researchers have focused on cyberbullying on children and teenagers since cyberbullying has primarily been associated with them because of how vulnerable they may seem. However, recent research by Pew Research Center (2014) shows that even adults now suffer from cyberbullying, and this area has comparatively little research.

1.3. OBJECTIVES OF THE STUDY

Therefore, the purpose of this research is to study the role of social media in the cyberbullying of adults. Specifically, the objectives of the research are;

•   Investigate the effect of cyberbullying on MTU Instagram users' psyche.

•   The extent to which social media can curb cyberbullying on Instagram.

•   Know which gender is more involved and more affected by bullying on Instagram.

•   To identify the reasons Instagram users are affected by cyberbullying.

1.4. RESEARCH QUESTIONS

1. In what ways does Cyberbullying affect MTU Instagram users' psyche?

2. What measures do MTU Instagram users see as social media methods of curbing cyberbullying?

3. How is bullying on Instagram related to gender?

4. What are the likely reasons MTU Instagram users get affected by cyberbullying?

1.5. SIGNIFICANCE OF THE STUDY

This study is conducted to bring awareness to acts of cyberbullying and show its prevalence in activities involving adults and not just teenagers. The result of this study will underscore the effects of cyberbullying and shed more light on why cyberbullies choose cyberspace. It will also highlight the forms of psychological disturbances that victims of cyberbullying experience

and also various measures social media provides in curbing and discouraging cyberbullying. This study will be an addition to steps aimed at providing a safer online community by reducing cyberbullying or eliminating it.

1.6 SCOPE OF THE STUDY

This work is focused on students in Nigeria who are all Instagram users. This study is also restricted to only undergraduate students at Mountain Top University.

1.7 OPERATIONAL DEFINITION OF KEY TERMS

Cyberbullying: Any transmission that features harassment, threats, or posting demeaning pictures or memes on websites or text messages.

Aggressor: A person or group of individuals who initiate a hostile action toward another person, creating a verbal or physical conflict that will lead to emotional intimidation, physical injury, or death.

Bullying: A style of aggressive behavior from an individual or group whose intent is to hurt or harm another person resulting from power, dominance, and intimidation.

Bystander: Witnessing bodily violence against another person, hearing threats made by the aggressor, or having screenshot proof of internet threats or harassment are all samples of witnessing a hostile occurrence and having information about somebody's recurring destructive behavior.

Cyberbullying: Inflammatory communication by individuals through electronic means like posting threatening or embarrassing messages which will be vulgar or harmful to the victim's image or emotions.

Harassment: Devious acts or unwanted actions of a person or group, including threats, demands, and blackmail.

Social Media: A group of Internet sites and applications dedicated to community input that enables users to communicate, share information, participate in the discussion, and interact in digital networking.

Target: An individual or object selected as the focus of a specific verbal or physical attack.

Victim: An individual attacked by another person, resulting in an unpleasant event.

CHAPTER TWO

This chapter attempts to review the literature on the subject as available from books, articles, and journals. Also, communication theories relating to cyberbullying will be used to explain and analyze the research topic.

The concepts to be reviewed to enhance further knowledge on the subject of the study are;

Overview of social media

Concept of cyberbullying

Cyberbullying of Instagram Celebrities

Cyberbullying Behavior on social media

Effects of cyberbullying on social media users

Social media is a collective term for websites and applications focusing on communication, community-based input, interaction, content-sharing, and collaboration. People use social media to stay in touch and interact with friends, family, and various communities. Businesses use social applications to market and promote their products and track customer concerns. Social media has enormous traction globally. Mobile applications make these platforms easily accessible. Some famous examples of available social media platforms include Twitter, Facebook, and LinkedIn ((Ben Lutkevich, tech target). Social media are interactive digital channels that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. The term "social" regarding media suggests that platforms are user-centric and enable communal activity. As such, social media can be viewed as online facilitators or enhancers of human networks—webs of individuals who enhance social connectivity. Users usually access social media services through web-based apps on desktops or download services that offer social media functionality to their mobile devices (e.g., smartphones and tablets). As users engage with these electronic services, they create highly interactive platforms in which individuals,

communities, and organizations can share, co-create, discuss, participate, and modify user-generated or self-curated content posted online. Additionally, social media is used to document memories, learn about and explore things, advertise oneself, and form friendships along with the growth of ideas from the creation of blogs, podcasts, videos, and gaming sites. This changing relationship between humans and technology is the focus of the emerging field of technological self-studies. Social media outlets differ from traditional media (e.g., print magazines and newspapers, TV, and radio broadcasting) in many ways, including quality, frequency, usability, relevancy, and permanence. Additionally, social media outlets operate in a dialogic transmission system, i.e., many sources to many receivers, while traditional media outlets operate under a monologic transmission model (i.e., one source to many receivers). For instance, a newspaper is delivered to many subscribers, and a radio station broadcasts the same programs to an entire city (Wikipedia). More than 4.5 billion people use social media as of October 2021(Maya, 2021).

2.1.2 CONCEPT OF CYBERBULLYING

The Merriam-Webster dictionary defines cyberbullying as "the electronic posting of mean-spirited messages about a person (such as a student) often done anonymously." At the same time, (stopbullying.gov) says that "cyberbullying is bullying that takes place over digital devices like cell phones, computers, and tablets." Cyberbullying is a new kind of bullying that can occur through text messages, video clips, phone calls, or gaming forums where people can view participate in, or share content (Asanan et al.,2017). According to Johnson et al. (2019), threats, name-calling, social isolation spreading rumors, and exposing private information are all forms of cyberbullying. Moreno (2004) defined cyberbullying as "an aggressive, intentional act or behavior carried out by a group or an individual, using electronic forms of contact, repeatedly and over time against a victim who cannot easily defend him or herself.

With the prevalence of social media and digital forums, comments, photos, posts, and content shared by individuals can often be viewed by strangers as well as acquaintances. The content an individual shares online, both their content as well as any negative, mean, or hurtful content creates a kind of permanent public record of their views, activities, and behavior. This public record can be considered an online reputation, which may be accessible to schools, employers, colleges, clubs, and others who may be researching an individual now or in the future. Cyberbullying can harm the online reputations of everyone involved – not just the person being bullied, but those doing it or participating in it (stopbullying.gov). One of the causes is that people who have been bullied in the past want to do the same with others. When these victims have experienced bullying, they may seek revenge; in other words, they want someone weaker than them to suffer their trauma. In addition, this action is a justification for the time when cyberbullying victims have been tormented and harassed. By cyberbullying others, they may feel better about themselves, but that is just a temporary sense of relief. Also, the motivation of online bullying is to ease boredom. It may not be surprising that the minority of perpetrators see this cruelty as a source of entertainment, and others are too cowed to protest. Some other causes of cyberbullying may include; revenge, boredom, peer pressure, craving for popularity, self-loathing, and addiction. It is an unpleasant irony that something supposed to be "social" can lead to social isolation and depression.

2.1.3 CYBERBULLYING OF INSTAGRAM CELEBRITIES

Whenever cyberbullying is mentioned, our minds usually associate the topic with children or teenagers. Much has been said about cyberbullying by psychologists, organizations, public figures, and other concerned parties. However, we often fail to realize that adults can be

the victims of cyberbullying. If you think that adults being victims is an overstatement, just look at the comments on social media posts of celebrities, athletes, or even politicians.

Celebrities are popular subject matters for internet trolls according to a 2017 Statista carried out in the United States. Gabler (2001) defined celebrities as well-known people who capture our interest and the media's interest with their narratives. He explained, however, that not all well-known people are celebrities. For example, Wole Soyinka is a famous playwright and poet but cannot be considered a celebrity. Also, former Nigerian president Olusegun Obasanjo is well-known but cannot be considered a celebrity. Gabler distinguishes these sets from celebrities by their narrative, which he claims captures our interest and that of the media while entertaining us. Celebrities are much more likely to be the Centre of attraction to be sued, stalked, or attacked, and this they can use to generate a narrative. You say: "Those are public figures; they should be able to handle it!" As far as constructive criticism is concerned, yes, by all means. Nevertheless, when does criticism cross the line and turn into cyberbullying? Cyberbullying is not limited to just public figures. Any one of us can be targeted, but it is more rampant among public figures because they spend the most time on social media. Celebrities must connect with their followers and fan base on social media every day. Although this is good for them, some encounters, such as bullying may have a long-term detrimental impact on them.

An example of a Celebrity that has been a victim of cyberbullying is the BBNaija star, Queen. In a clip, queen stormed the market with bodyguards and was seen giving N500 notes to a pap and akara seller. The seller looked in disbelief and wondered if it was a joke. Also, on her charity outreach, queen went to another stall and gave another yam roaster seller a bundle of N500 notes. The people around cheered in excitement. queens' generosity raised lots of mixed reactions on social media. While some praised her, others said she should not have published it. Here are some of their comments;

Afro_mira: *"She needs to make videos, so others that want to help too, can reach out to her…you that want to help without making videos, go ahead and stop whining in the comment section."*

Iamyonnie: *"For it to be on camera like this, means it was planned."*

Sanser.san: *"I hope she is not forcing a fake celebrity life n cry after."*

Asakeh: *"It is a lie, let them take videos because it is you people that will still come and say they have money and they are not using it to help people."*

Kayg301: *"It is a good gesture but I feel it is staged."*

Cyndyoriel: *"What is the need to record it and post it? Clout chasing."*

Melin.daj: *"God bless you, queen. But trust me, render help without the cameras except you are just using it for business."*

Another victim was Damilola Adekoya popularly known as Princess, who is a Nigerian actress, and comedian. In 2018, the plus-size comedian got her share of body shaming. Ironically, it was on her wedding day. She claimed that body shaming and cyberbullying contributed to the crash of her marriage, which lasted for only two weeks. She said that on the morning of her wedding.   some internet trolls took to the comment section of her Instagram page to say she was ugly. I wonder how a sane person could tell someone on her wedding day that she is ugly. That is the height of insensitivity. Internet trolling kept the social media abuzz all year long and has spared no one including, Jim Iyke who always has the perfect clap back for them. 'Bad comments" is Jim Iyke's latest debut movie production that addresses the impact of cyberbullying. He said that whether we have been victims of online trolling or have watched people become victims, it is clear that the internet has encouraged an appetite for trolling. His

movie created awareness about the dark world of cyberbullying, something he has experienced firsthand.

Biodun Okeowo is another victim who is a Nigerian Actress, entrepreneur, and brand influencer. She got her bitter share of body shaming sometime back. She was body shamed after a troll took to her social media page to say that her arms look like water yam! In her response, the actress said she loves her arms and that brands pay millions just to have her market their clothes on her body. In her words," She woke up to a comment where a lady body shamed me that my arms look like Isu Ewura (water yam). Arms that brands pay millions to wear their clothes etc. Lord, I am grateful." And so many more like Mo Abudu of Ebony life, Eniola Badmus, Reality Tv star, Tacha, Nigerian Actress, Uche Ogodo, Nigerian Singer, Waje, and many more.

2.1.4 CYBERBULLYING BEHAVIOURS ON SOCIAL MEDIA

Social media is currently the most popular platform for social interaction and communication. Cyberbullying supports destructive behavior both online and off. The average person spends a minimum of two hours on social media, where there is a 30% risk of individuals demonstrating negative behavior (Duffet,2017). Cyberbullies prefer to use social media sites and instant message platforms to spread rumors to display some form of power and dominance (Hinduja&Patchin,2019). Cyberbullying can assume different forms, such as:

1. Flaming: Flaming is sending angry online messages with vulgar content, which could be an attempt by the perpetrator to secure the victim's attention (Alias et al.,2017).

2. Masquerading: Masquerading is using another person's identity to destroy their reputation.

3. Trickery: Trickery is the act of deceiving someone to acquire sensitive and personal information, and sharing it with a large audience. This behavior is also known as phishing or spoofing, in which the victim is lured to a false website to retrieve sensitive information (Bauman & Campbell,2018).

4. Outing: Outing is the act -intentional or otherwise -of revealing details of an individual's private life without that individual's explicit consent. The outing includes sharing intimate secrets about someone in an online forum including explicit pictures, private documents, and videos (Beran&Li,2017).

5. Trolling: Trolling refers to using insults or inflammatory language on social networking sites and message boards as a deliberate act of provocation(Hardaker,2020).

2.1.5 EFFECTS OF CYBERBULLYING

The effects of cyberbullying are enormous and can have long-lasting after effects. Victims of cyberbullying may experience depression, anxiety, paranoia, anger, and isolation as well as decreased academic performance and increased thoughts of suicide(Mitchell,2017). The emotional damage of cyberbullying is just as painful for an adult as it is for children and teenagers. Actress Adesua Etomi -Wellington shared her experience with cyberbullying on an episode of a YouTube show, Seriously Speaking, in 2017. According to her, her words during an interview were misinterpreted by a blog, which in turn caused serious backlash from comments under the blog post.

Understanding what these cyberbullies stand to gain from bashing celebrities may give an idea of how to tackle them. Some cyberbullies seek the target's attention and assume that provoking him or her will get the desired result. Nollywood actress Kate Henshaw 2017 shared her experience with a cyberbully who made a hateful comment under her post on Instagram and

then proceeded to send her a private message apologizing for the comment made after the actress called her out.

2.2. THEORETICAL FRAMEWORK

To further understand why cyberbullies behave the way they do, the researcher analyzed the framework of two theories. The **'Deindividuation theory'** and **'Uses and Gratification theory** offer explanations on why individuals engage in cyberbullying and why the perpetrators choose to carry out the act on social media.

2.2.1 Uses and Gratification theory.

The Uses and Gratification theory is a communication theory propounded in 1974 by Jay Blumer and Elihu Katz in their article *"The Uses of Mass Communication: Current Perspectives and Gratification Research."* The theory claims that the media user actively seeks out the media that suits and fulfills his needs; and that a medium will be chosen and used more if it brings satisfaction to the user(Momoh,2015). This would explain the popularity of social media applications like Instagram which was created in October 2010 as a photo-sharing app and by December of the same year, had already grown to one million users; and that number has continuously grown yearly making it the go-to app for photo and video sharing. While this theory was, originally, used to explain the uses of different forms of traditional mass communication, it is also relevant to the approach of social media because social media users derive different forms of gratification from it. Some of these uses include seeking information, interaction, relaxation, entertainment, etc. Although social media have many positive uses, some individuals may use the platforms to abuse and harass others. This is termed cyberbullying.

For Instagram users, the gratification they get from social media may be different from other social media users. They use social media to build and rebuild their brand, grow and interact with their fan base and stay current (Cohen,2013). They achieve this by sharing their plans, activities, and different aspects of their lives daily through photos, tweets, and videos on various social media platforms. If an Instagram user is unable to keep up with all of these activities, they may become irrelevant(Williams,2016). This then explains why Instagram users have a higher social media presence than other social media users and why they may be prone to attack because their daily lives and activities are out in the open for every social media user to see. In a 2017 article by People magazine, some Hollywood actors shared why they do not use social media. Julia Roberts, said, *"there's, anonymity on social media that makes people feel safe to participate in hatefulness…"* Mila Kunis mentioned she avoids social media for security reasons and privacy sake; while Amy Poehler said *"I'm not a social media person, I try not to read too much online because I always get my feelings hurt".* Benedict Cumberbatch said he does not use social media because it would just *"consume him"* and that he finds it *"toxic"* and finally George Clooney, believes famous people should not be on social media as it makes them *"more available"* and everything they do can be easily shared and escalated on social media.

2.2.2 Deindividuation theory.

In 1895, Gustav Le Bon's deindividuation theory looked critically at the relationship between anonymity and social norms. He argued that people's behaviors are strongly influenced by the state of anonymity in a group and this anonymity encourages anti-normative behavior. Similarly, a series of experiments by Zimbardo (1969) showed that people tend to be more aggressive and violent when they are anonymous or cannot be identified by nametags. In 1971, the psychologist(Zimbardo)created an experiment termed the Stanford Prison Experiment

which later on became the best known in the history of psychology (Cherry,2019). In the experiment, a group of people were selected and randomly assigned to act as guards and prisoners in a simulated prison. The deindividuation process occurred when the prisoners were assigned identification numbers to be anonymous while all the guards dressed in identical uniforms and sunglasses specially made to avoid eye contact with the prisoners (McLeod,2018). As Zimbardo observed, he realized that majority of the guards became unnecessarily aggressive and in less than 2 days some of the prisoners began suffering from acute emotional disturbances like rage, thinking, and uncontrollable crying causing the experiment to be cut short.

Deindividuation is a concept that may explain why cyberbullying occurs. Studies have established anonymity as a dominant feature of social networking sites (SNS). SNS users, therefore, may lose inner restraints when they cannot be personally identified. This, then, may transgress social norms in virtual environments and cause individuals to display negative online behavior –like cheating in virtual games, cyberbullying, etc.

2.3 EMPIRICAL REVIEW

Existing research (Pyzalski,2012; Oyeuwsi et. al,2014; Okoiye et. al,2015) has mostly concentrated on cyberbullying among teenagers and adolescents and calls on parents and schools to help address the issue. Okoiye(2015) suggested that in cyberbullying cases, the victim and perpetrator are peers and may know each other but(Pyzalski,2012) disagreed. His work showed that cyberbullies target both peers, celebrities, and other individuals online who, are unknown to them. However, Okorie & Ekeanyanwu's(2014) work focused on adults being bullied online. The research methods used in the four works mentioned above; will be reviewed in this study.

In Benin, Edo state, Okoiye et. al(2015) surveyed 300 students from 15 secondary schools that were randomly selected. This sample consists of both males and females in SS3 classes. The prevalence Questionnaire (CBPQ) was used to gather data. Copies of the questionnaire were administered to the students face-to-face. Other instruments of data collection used by the researchers were Rosenberg's self-esteem scale (RSE), Self-Concept Clarity scale, and General Self-Efficacy (GSE) scale. Results from their research which focused on the effect of cyberbullying on the psychological well-being of adolescent students showed that students were being bullied on the internet and social media platforms like Facebook. It also showed that cyberbullying causes victims to have low esteem and also affects their self-efficacy. Pyzalski (2012) also used the survey method. 2143 respondents from schools in Poland aged 15 were randomly selected. A questionnaire was used to collect data and it comprised of scales that measured electronic aggression and cyberbullying. The questions revealed that potential victims included peers known to the cyberbully, as well as random and vulnerable people.

In the research carried out by Oyewusi and Orolade (2014), a sample of 240 was surveyed. The respondents who were students of both public and private secondary schools in South-West Nigeria were restricted to senior secondary school students who were purposively selected because of their ownership of mobile phones.

Okorie & Ekeanyanwu (2014) surveyed 100 Nigerian Twitter users who were purposively selected. The criteria for the selection were based on how "active" these users were on the platform. Copies of the questionnaire were distributed to the respondents as instruments for data collection and 97 copies were returned. Data gotten was analyzed using the SPSS software version 15. The techniques used by the researchers for analysis were univariate and bivariate analyses and descriptive statistical methods were used to present the data.

2.4 CONCLUSION

This chapter reviewed relevant works to provide a better understanding of what cyberbullying means and what role the elements of social media play in the act. The Uses and Gratification and deindividuation theories were applied to explain the causes and process of bullying on social media. The theories explain what social media offers and why it is attractive to cyber bullies and the Gratification Theory specifically explained that both the victims and bullies choose social media because of the gratification they get from using the platforms. This chapter also provided a comprehensive conceptual framework that explained the meaning of cyberbullying and the effects of cyberbullying on its users. Lastly, secondary data from related works were reviewed and provided grounds for developing an accurate research design and methodology to answer the research questions.

CHAPTER THREE

METHODOLOGY

3.0 INTRODUCTION

This chapter is concerned with the approach adopted in carrying out the work as regards the research methods. It contains the area of study, type of research design used for this study,

population, sample size and sampling techniques, the sources of data, research instrument, and the data analysis procedure.

3.1 RESEARCH DESIGN

To achieve the objective of this study, a survey research design was employed to examine the role of social media in the cyberbullying of adults: A study of MTU Instagram Users. The technique was adopted because of its advantages over other methods in terms of coverage of a relatively high population and the generalization of the sample selected to the population. The method is seen as having the highest level of dependence to get useful and relevant information from the designated union under study. Research design is in two forms, quantitative and qualitative design. For this research, a descriptive survey design was used.

3.2 POPULATION OF STUDY

The population of this study will be the entire students of Mountain Top University in Ibafo, Ogun state which is 1265 in number.

3.3 SAMPLING TECHNIQUE

A simple random sampling technique is adopted for this study because it is not biased and it gives equal chance to every member of a population being included in the sample.

3.4 SAMPLE SIZE

Sample size is precisely a part of the population in social science research, a sample is used in place of population, especially when the particular population is large.

The sampling frame is the complete list of members of the population. There are two colleges at Mountain Top University: the College of Basic and Applied Sciences (CBAS) and the College of Humanities, Management, and Social Sciences (CHMS). There are 17 departments

under the college and the sample size is 140 out of 1265 students which is the total population of the students in MTU.

College of Basic and Applied Sciences

Department of Biochemistry

Department of Biological Sciences

Department of Chemical Sciences

Department of Computer Science and Mathematics

Department of Food Science and Technology

Department of Geosciences

Department of Physics

College of Humanities, Management and Social Sciences

Department of Accounting and Finance

Department of Business Administration

Department of Economics

Department of Fine and Applied Arts

Department of Languages

Department of Mass Communication

Department of Music

Department of Philosophy and Religion

All the departments were listed and chosen from each college by separation of two spaces. Three departments were picked from CBAS – Departments of Biological Sciences, Computer Science & Mathematics, and Geosciences while four departments were picked from CHMS – Departments of Business Administration, Fine and Applied Arts, Mass Communication and Philosophy and Religion.

3.5 RESEARCH INSTRUMENT

The method of data collection adopted for this research is the primary source via a well-structured questionnaire. The questionnaire was divided into two (3) sections (sections A, B, and C). Section A seeks to obtain detail on the socio-demographic details of respondents. Section B and C of the questionnaire contain sixteen (14) operational questions. These details were measured on a 5-point Likert scale with opinions which include strongly agree, agree, strongly disagree, disagree, and Neutral.

3.6 VALIDITY AND RELIABILITY OF RESEARCH

To verify and assure the dependability of the instruments, the research instruments: questionnaire items were examined by the supervisor, who ensured that the instrument satisfied the material validity requirements.

3.7 METHOD OF DATA COLLECTION

The researcher employed the use of a questionnaire as a data collecting instrument. The questionnaire was structured in paper format and was administered physically to the available respondents.

3.8 METHOD OF DATA ANALYSIS

This study used descriptive statistics in analyzing the data gotten. For the qualitative data gotten, analysis was done with the aid of the Statistical Package for Social Sciences (SPSS) as it is convenient for this type of research. Data collected was arranged, sorted, and collated, and the findings were presented using simple frequency tables and percentages through which a conclusion will be drawn.

The qualitative data gathered provided general discussions on cyberbullying and the effects of this act on MTU Instagram users.

3.9 CONCLUSION

This chapter clearly defines the research method, design, and instruments adopted by the researcher for this study.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, AND DISCUSSION

4.0 INTRODUCTION

This chapter presents the data retrieved from the field survey. The frequency table and the percentage table were used in the presentation of data. A total of one hundred and forty (140)

copies of questionnaires were administered; one hundred and thirty-four (134) copies were filled and retrieved.

4.1 PRESENTATION OF DATA

SOCIO-DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

Table 1: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
	male	67	50.0	50.0	50.0
Valid	Female	67	50.0	50.0	100.0
	Total	134	100.0	100.0	

Source: Field Survey, 2022.

The table above indicated that 50% of the respondents are male and the other 50% are female.

This implies that there is a balance in the shared questionnaire.

Table 2: Age					
		Frequency	Percent	Valid Percent	
Valid	18-24 years	104	77.6	77.6	
	25-30 years	30	22.4	22.4	
	Total	134	100.0	100.0	

Source: Field Survey, 2022.

The table above indicated that 77.6% of the respondents are aged from 18-24 years, 22.4% are 25-30 years.

Table 3: Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	132	98.5	98.5	94.0

		Frequency	Percent	Valid Percent	Cumulative Percent
	Others	2	1.5	1.5	100.0
	Total	134	100.0	100.0	

Source: Field Survey, 2022.

The table above indicated that 98.5% of the respondents are single, and the remaining 1.5% are neither single nor married. This implies that the majority of the respondents are single.

Table 4: Educational Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSCE	86	64.2	64.2	64.2
	OND/NCE	48	35.8	35.8	35.8
	B.Sc/HND				
	M.Sc/MBA				
	Total	134	100.0	100.0	

Source: Field Survey, 2022.

The table above indicated that 64.2% of the respondents are SSCE holders, 35.8% are OND/NCE holders. This implies that the majority of the respondents are educated.

Table 5: Department

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Computer Science	20	14.9	14.9	14.9
	Geoscience	19	14.2	14.2	29.1
	Mass communication	20	14.9	14.9	44.0
	Biological science	20	14.9	14.9	59.0

Philosophy and Religion	18	13.4	13.4	72.4
Fine arts	17	12.7	12.7	85.1
Business Administration	20	14.9	14.9	100.0
Total	134	100.0	100.0	

Source: Field Survey, 2022.

The table above indicated that 14.9% of the respondents are from the department of computer science, 14.2 are from Geosciences, 14.9% are from mass communication, 14.9% are from biological sciences, 13.4% are from philosophy and religion, 12.7% are from fine arts and the remaining 14.9% are from business administration.

4.3: Respondents' Views on Cyberbullying among Instagram users

Table 6: Are you on Instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	83	61.9	61.9	61.9
Valid	No	51	38.1	38.1	100.0
	Total	134	100.0	100.0	

Source: Field Survey, 2022.

The table above indicated that 61.9% of the respondents are on Instagram and the remaining 38.1% are not on Instagram. This implies that the majority of the respondents are on Instagram.

Table 7: How long have you used Instagram?

		Frequency	Percent	Valid Percent	Cumulative Percent
	1-3 years	90	67.2	67.2	67.2
	4-6 years	28	20.9	20.9	88.1
Valid	7-9 years	11	8.2	8.2	96.3
	9 years and above	5	3.7	3.7	100.0
	Total	134	100.0	100.0	

The table above indicated that 67.2% of the respondents have used Instagram for 1-3 years, 20.9% have been there for 4-6 years, 8.2% have been there for 7-9 years and the remaining 3.7% have been there for 9 years and above.

Table 8: Have you ever been a victim of cyberbullying?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	89	66.4	66.4	66.4
Valid	No	45	33.6	33.6	100.0
	Total	134	100.0	100.0	

The table above indicated that 66.4% have been a victim of cyberbullying, and 33.6% have never been a victim.

Table 9: What form of cyberbullying have you experienced?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Trolling	78	58.2	58.2	58.2
	Stalking	24	17.9	17.9	76.1
Valid	Blackmail	24	17.9	17.9	94.0
	Others	8	6.0	6.0	100.0
	Total	134	100.0	100.0	

The table above indicated that 58.2% of the respondents have been trolled before on social media, 17.9% have been stalked, 17.9% have been blackmailed and 6% have experienced other forms of cyberbullying. And it was noted that 21.6% of the respondents were affected psychologically by these cyberbullying acts and 78.4% do not get affected psychologically.

Table 10: How would you say it affected you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Depression	16	11.9	11.9	11.9
	Low self esteem	60	44.8	44.8	56.7
	Anxiety	15	11.2	11.2	67.9
	Paranoia	15	11.2	11.2	79.1
	Isolation	22	16.4	16.4	95.5
	Others	6	4.5	4.5	100.0
	Total	134	100.0	100.0	

Source: Field Survey, 2022.

The table above indicated that 11.9% of the respondents got depressed when cyberbullying hits, them, 44.8% had low self-esteem, 11.2% have anxiety, 11.2% are paranoid, 16.4% are in isolation and 4.5% get affected in other ways.

Table 11: What Instagram Features do you make use of when bullied?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shadow-ban	15	11.2	11.2	11.2
	Report	52	38.8	38.8	50.0
	Block	42	31.3	31.3	81.3
	Restrict features	13	9.7	9.7	91.0
	Others	12	9.0	9.0	100.0
	Total	134	100.0	100.0	

Source: Field Survey, 2022.

The table above indicated that 11.2% of the respondent's shadow ban people who bully them, 38.8% report the accounts, 31.3% block the account, 9.7% use the restrict features and 9% use other features of the app when bullied.

Table 12: What is the average time you spend on Instagram daily?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 hours	77	57.5	57.5	57.5
	3-4 hours	49	36.6	36.6	94.0
	5-6 hours	6	4.5	4.5	98.5
	Others	2	1.5	1.5	100.0
	Total	134	100.0	100.0	

Source: Field Survey, 2022.

The table above indicated that 57.5% of the respondents spend 1-2 hours on the app daily, 36.6% spend 3-4 hours, 4.5% spend 5-6 hours and the remaining 1.5% spend more than 6 hours daily.

Table 13: Do you follow other Nigerian Instagram users?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	53	39.6	39.6	39.6
	No	81	60.4	60.4	100.0
	Total	134	100.0	100.0	

Source: Field Survey, 2022.

The table above indicated that 39.6% of the respondents follow other Nigerian Instagram users and 60.4% do not follow them.

Table 14: How often do you see Nigerian Instagram users being cyberbullied?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	5	3.7	3.7	3.7
	Often	94	70.1	70.1	73.9
	Sometimes	11	8.2	8.2	82.1
	Rarely	19	14.2	14.2	96.3

		Frequency	Percent	Valid Percent	Cumulative Percent
	Never	5	3.7	3.7	100.0
	Total	134	100.0	100.0	

The table above indicated that 3.7% of the respondents always see Nigerian Instagram users being cyberbullied, 70.1% often, 8.2% sometimes, 14.2% rarely and 3.7% have never seen it.

Table 15: Have you ever cyberbullied anyone?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	33	24.6	24.6	24.6
	No	90	67.2	67.2	91.8
Valid	I don't know	11	8.2	8.2	100.0
	Total	134	100.0	100.0	

The table above indicated that 24.6% of the respondents have cyberbullied someone before, 67.2% have never and 8.2% do not know if they have or not.

Table 16: Do you know anyone that has been cyberbullied online?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	34	25.4	25.4	25.4
	No	84	62.7	62.7	88.1
Valid	I don't know	16	11.9	11.9	100.0
	Total	134	100.0	100.0	

The table above indicated that 25.4% of the respondents know someone who has been cyberbullied, 62.7% do not know and 11.9% are not sure if they know or not.

Table 17: Do you think being too active on Instagram can make you a target of cyberbullies?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	34	25.4	25.4	25.4
	No	82	61.2	61.2	86.6
	I don't know	18	13.4	13.4	100.0
	Total	134	100.0	100.0	

Source: Field Survey, 2022.

The table above indicated that 25.4% of the respondents think being too active on Instagram can make them a target of cyberbullies, 61.2% do not think so and 13.4% are not sure of their thoughts.

Table18: OPERATIONAL DATA

S/N	STATEMENTS		SA	A	N	D	SD	Total
Q1.	Cyberbullying affects the psyche of its users	F	68	35	20	4	7	134
		%	50.7	26.1	14.9	3	5.2	100
Q2.	Social media policy review is a way of taking measures against cyber bullying	F	72	48	8	3	3	134
		%	53.7	35.8	6	2.2	2.2	100
Q3.	Reporting hate comments is one of the numerous measures that can be taken in curbing cyber bullying	F	60	38	31	5	-	134
		%	44.8	28.4	23.1	3.7	-	100
Q4.	I am a victim of a cyberbully	F	54	44	17	12	7	134
		%	40.3	32.8	12.7	9	5.2	100
Q5.	Being against any form of vulgar/Hate speech is one of the numerous measures that can be taken in curbing cyber bullying	F	53	54	13	11	3	134
		%	39.5	40.3	9.7	8.2	2.2	100
Q6.	Gender discrimination is one of the things that aid cyber bullying	F	66	55	11	2	-	134
		%	49.3	41	8.2	1.5	-	100
Q7.	Male gender is mostly the target of cyberbullying	F	57	51	21	5	-	134
		%	42.5	38.1	15.7	3.7	-	100
Q8.	Female gender is mostly the target of cyberbullying	F	63	46	24	1	-	134
		%	47	34.3	17.9	.7	-	100
Q9.	Cyberbullying has an adverse effect on me	F	71	46	17	-	-	134
		%	53	34.3	12.7	-	-	100
Q10.	Cyberbullying causes depression	F	54	51	25	4	-	134
		%	40.3	38.1	18.7	3	-	100
Q11.	Cyberbullying can lead to death	F	67	48	18	1	-	134
		%	50	35.8	13.4	.7	-	100
Q12.	Cyberbullying causes anxiety	F	77	38	18	1	-	134

			%	57.5	28.4	13.4	.7	-	100
Q13.	Social media plays a role in curbing cyberbullying	**F**	82	39	12	1	-	**134**
		%	61.2	29.1	9	.7	-	**100**
Q14.	Being too active on Instagram can make you a target of cyberbullies	**F**	68	48	17	1	-	**134**
		%	50.7	35.8	12.7	.7	-	**100**

Source: Field Survey, 2022.

The table above indicated that 50.7% of the respondents strongly agreed that cyberbullying affects the psyche of its users, 26.1% agreed, 14.9% were neutral, 3% disagree and 5.2% strongly disagree.

The table above indicated that 53.7% of the respondents strongly agree that social media policy review is a way of taking measures against cyberbullying, 35.8% agreed, 6% were neutral, 2.2% disagree and 2.2% strongly disagree.

The table above indicated that 44.8% of the respondents strongly agree that reporting hate comments is one of the ways in curbing cyberbullying, 28.4% agree, 23.1% neutral and 3.7% disagree.

The table above indicated that 40.3% of the respondents strongly agree that they are a victim of a cyberbully, 32.8% agreed, 12.7% are neutral, 9% disagree and 5.2% strongly disagree.

The table above indicated that 39.6% of the respondents strongly agree that being against any form of vulgar/hate speech is a way of curbing cyberbullying, 40.3% agreed, 9.7% were neutral, 8.2% disagree and 2.2% strongly disagree.

The table above indicated that 49.3% of the respondents strongly agreed that gender discrimination is one of the things that aids cyberbullying, 41% agreed, 8.32% were neutral and 1.5% disagree.

The table above indicated that 42.5% of the respondents strongly agree that the male gender is mostly the target of cyberbullying, 38.1% agreed, 15.7% were neutral and 3.7% disagree.

The table above indicated that 47% of the respondents strongly agree that the female gender is the most targeted for cyberbullying, 34.3% agreed, 17.9% were neutral and .7% disagree.

The table above indicated that 53% of the respondents strongly agree that cyberbullying have an adverse effect on them, 34.3% agreed and 12.7% were neutral.

The table above indicated that 40.3% of the respondents strongly agree that cyberbullying causes depression, 38.1% agree, 18.7% are neutral and 3% disagree.

The table above indicated that 50% of the respondents strongly agree that cyberbullying can lead to death, 35.8% agree, 13.4% are neutral and .7% disagree.

The table above indicated that 57.5% of the respondents strongly agree that cyberbullying causes anxiety, 28.4% agree, 13.4% are neutral and .7% strongly disagree.

The table above indicated that 61.2% of the respondents strongly agree that social media plays a role in curbing cyberbullying, 29.1% agree, 9% are neutral and .7% disagree.

The table above indicated that 50.7% of the respondents strongly agree that being too active on Instagram could make one a target for cyberbullies, 35.8% agree, 12.7% neutral and .7% disagree.

4.2 DISCUSSION OF FINDINGS

The study findings revealed the effect of cyberbullying on social media and based it on Instagram. The findings show that Instagram is a social media platform that a lot of people engage themselves in as the majority of the respondents are on the social media site. They spend valuable time on the app daily and a certain number of them have been cyberbullied.

The findings show that Trolling is one of the most used forms of cyberbullying and it affects people negatively, it could result in low self-esteem, isolation, and depression. These are the most ways respondents said they are affected by cyberbullying. Charisse (2014) asserts that

when people are cyberbullied, they tend to be increase in depressive affect, anxiety, loneliness, suicidal behavior, low self-esteem, and somatic symptoms.

The findings further revealed that when people are cyberbullied, they report the account such is coming from and also block such an account. Often times, Nigerian Instagram users are cyberbullied and a reasonable number of people have been cyberbullied. Some of the ways to curb and reduce the rate of cyberbullying can be stated as; changing the social media policies, reporting hate comments, running away from vulgar and hateful comments and avoiding gender discrimination. Gilberto and Velta (2014) asserts to this claim as they opined that all social media accounts that is seen to be posting or sending a message with hateful, vulgar or harassing messages should be barred and not given access to the social media platform again.

The respondents asserted that cyberbullying could lead to loss of life of victim, cause depression and also add increase anxiety level of victims.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.0 INTRODUCTION

In this chapter, the findings of the study were discussed and summarized and recommendations were made based on these findings. Limitations and suggestions for further studies were also made.

5.1 SUMMARY OF STUDY

This study provides insights and an in-depth understanding of the role of cyberbullying in adults. The study targeted the students of Mountain Top University, Ogun state by distributing questionnaires to gather data relating to the problem. Issues that led to carrying out this study include the conflicting or inconclusive results that emanated from previous empirical studies.

This study was structured into five chapters. Chapter one looked into the background of the study stated the problems of the study, the objectives of the study were defined, and research questions to guide the investigation were formulated. The chapter also highlighted the significance of the study and defined the terms used in the study. In summary, the chapter serves as the introduction to the study.

Chapter two dealt with three basic components of the study. These are the conceptual framework that dealt with the concept of social media and cyberbullying; the theoretical framework and empirical review for in-depth knowledge of previous efforts in providing insights and in-depth understanding of the effect of social media and cyberbullying. The review broadened the researcher's knowledge of the scope of the subject matter of study interest and pointed out existing gaps now filled by the current research effort.

Chapter three presented the methodology for the study. Essentially, the chapter discussed the design and population of the study. The sampling technique and sample size were determined and selected using a simple random sampling method. Type and source of data were also discussed, as instruments of data collection and measurement of variables.

In chapter four, the descriptive analysis of the study was provided. The empirical analysis made attempts to understand how cyberbullying on social media affects its users. The findings from the study revealed there is a different form of cyberbullying and the majority of people experience it in one form or another.

5.2 DISCUSSION OF FINDINGS

Based on the study carried out, the following findings were made:

   i.   Trolling is one of the most used forms of cyberbullying and it affects people negatively, it could result in low self-esteem, isolation, and depression. These are the most ways respondents said they are affected by cyberbullying.

   ii. Instagram is a social media platform that a lot of people engage themselves in as the majority of the respondents are on the social media site. They spend valuable time on the app daily and a certain number of them have been cyberbullied.

   iii. When people are cyberbullied, they report the account such is coming from and also block such an account.

   iv. respondents asserted that cyberbullying could lead to loss of life of victim, cause depression and also add increase anxiety level of victims.

5.3 CONCLUSION

The study has derived the following conclusions from the findings. That cyberbullying occurs very often to different people on social media. It is, therefore, seemed that every user of social media with the specification of Instagram is a victim of cyberbullying in one way or another.

From the survey conducted by the researcher, to summarize the various forms in which cyberbullying occurs on social media; it can be said that trolling, stalking, and blackmailing are ways in which cyberbullying occurs on social media, the majority of the respondents have been trolled on social media and some of them have equally been blackmailed. As a result of

this, some of the respondents have learned to isolate themselves and some resulted having low self-esteem, and not being able to interact and relate to people the way they are meant to.

In this research, we could conclude that a lot of Nigerians spend valuable time on Instagram daily and loads of them have been cyberbullied. Trolling people is what is fun to some users. It is best to keep reporting and blocking accounts of people who try cyberbullying as these are the common things respondents do when they are being cyberbullied. Perhaps it is important to note that cyberbullying is not a fun thing to do to people and it could lead to loss of life from suicide and increases the rate of depression as revealed in this body of work. Instagram agencies need to regulate and ensure such a habit or attitude is not promoted and is the norm of the site.

5.4 RECOMMENDATION

Based on the research, the study recommends as follows:

i.   For bullying to stop, the first step to it is identification, it must be identified and the best way is by reporting it, if an account bullies you on Instagram, block the such account and report their behavior, Instagram is obligated to keep its users safe.

ii.   Instagram policymakers should review their policies and ensure certain words and sentences are censored as they hold great meaning and could change one's life.

iii. For people experiencing cyberbullying, it is advisable to talk to a trusted adult, a counselor, or parents. It is one of the most important steps to take. They are often more people who care about you and are willing to help than you might think.

iv.   Instagram users should ensure only people they know and are mutuals can reach out to them and be their friends, do not allow everyone into your space.

5.5 LIMITATION OF STUDY

Limited amount of time to gather data from a large sample, access to online libraries and bulky social media content, and financial constraints were the limitations of this study.

SUGGESTIONS FOR FURTHER FINDINGS

Based on the findings from this study, the following studies have been suggested for further research:

The study recommends further studies on cyberbullying and social media, especially regarding Twitter. The study recommends longitudinal studies to establish the impact of cyberbullying on people over a longer term, which brings into question the representativeness and accuracy of the data. In addition, focusing on one university in Nigeria may only provide results that are not so accurate, as it may not truly represent all the university undergraduates on social media. Similar studies may be conducted in other schools outside MTU, and possibly compare. Increasing the geographical reach of the study to other cities to improve the representativeness and accuracy of the findings was recommended.

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APPENDIX

QUESTIONNAIRE

Dear respondent,
**QUESTIONNAIRE ON THE ROLE OF INSTAFRAM IN CYBERBULLYING OF
STUDENTS: A STUDY OF MTU INSTAGRAM USERS**
I am a final year student at the Mountain Top University researching the topic **"THE ROLE
OF INSTAGRAM IN CYBERBULLYING OF STUDENTS IN MOUNTAIN TOP
UNIVERSITY"**. The research is being carried out in partial fulfillment of the requirements
for the award of a Bachelor of Science (B.Sc.) honor degree in the department of Mass
Communication of Mountain Top University.
You are kindly requested to assist in filling the questionnaire and respond to each item in a
manner that best reflects your opinion. All responses will be treated with the utmost
confidentiality and used solely for the research.

Your cooperation and objective response will be highly appreciated.
Yours faithfully.

SECTION A
DEMOGRAPHIC DATA

INSTRUCTION: please tick in the appropriate box for your responses.
1. **Gender:** Male [ ] Female [   ] Other [   ]
2. **Age:** 18-24yrs [ ] 25-30 [   ] 31 and above [   ]
3. **Marital status:** Single [ ] Married [   ] Divorced [   ] Widower [ ] other [ ]
4. **Educational Qualification:** SSCE [ ] OND/ NCE [   ] B.Sc. / HND [   ] M.Sc. / MBA [   ]

SECTION B

RQ1: In what ways does Cyberbullying affect MTU Instagram users' psyche?
   1.   Are you on Instagram?
       Yes [ ]   No [   ]
   2. How long have you used Instagram?
      1-3yrs [   ] 4-6yrs [   ] 7-9yrs [   ] Others [   ]
   3.   Have you ever been a victim of cyberbullying?
        Yes [   ]   No [   ]
    4. What form of cyberbullying have you experienced?
       Trolling [   ] Stalking [   ] Blackmail [   ] Others [   ]
   5.   Did it affect you negatively?
       Yes [ ]   No [ ]
     6. How would you say it affected you?
       Depression [ ]   Low self-esteem [ ] Anxiety [ ] Paranoia [ ] Isolation [ ] others [ ]

   RQ2. What measures do MTU Instagram users see as social media methods of curbing Cyberbullying?

   7.   What Instagram Features do you make use of when bullied on Instagram?

        Shadow ban [   ] Report [   ] Block [   ]   Restrict feature [   ] others [

RQ3. How is bullying on Instagram related to gender?

   8.   Which gender do you see as often victims of cyberbullying on Instagram?

        Male [   ]   Female [   ] Others [ ]

RQ4. What are the likely reasons MTU Instagram users get affected by cyberbullying?

   9.   What is the average time you spend on Instagram daily?

        1-2hrs [ ] 3-4hrs [ ] 5-6hrs [ ] Others [ ]

   10. Do you follow other Instagram users?

         Yes [ ] No [ ]

   11. How often do you see otherInstagram users being bullied online?

        Always [   ] Often [ ] Sometimes [ ] Rarely [   ] Never [   ]

   12. Have you ever cyberbullied anyone?
            Yes [ ] No [   ] I don't know [   ]

13. Do you know anyone that has been cyberbullied on Instagram?
        Yes [   ] No [   ] I don't know [   ]

14. Do you think being too active on Instagram can make you a target of cyberbullies?
        Yes [   ] No [   ] I don't know [   ]

SECTION C
OPERATIONAL DATA

Please indicate your answers by ticking one of the opinions provided to the following items.
Where SA =Agree, A = Agree, N = Neutral, SD = Strongly Disagree, D = Disagree.

S/N	STATEMENT	SA	A	N	D	SD
1.	Cyberbullying affects the psyche of its users					
2.	A social media policy review is a way of taking measures against Cyberbullying					
3	Reporting hate comments is one of the numerous measures that can be taken in curbing Cyberbullying					
4	I am a victim of cyberbullying					
5	Banning any form of vulgar/Hate speech is one of the numerous measures that can be taken in curbing Cyberbullying					
6	Gender discrimination is one of the things that aid Cyberbullying					
7.	The male gender is mostly the target of cyberbullying					
8.	The female gender is mostly the target of cyberbullying					
9	Cyberbullying hurts me					
10	Cyberbullying causes depression					
11.	Cyberbullying can lead to death					
12	Cyberbullying causes anxiety					
13	Social media plays a role in curbing Cyberbullying					
14	Being too active on Instagram can make you a target of cyberbullies					

Thank You.