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## GENDER SENSITIVITY AND ELECTRONIC MEDIA REPRESENTATIONS.

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### **ABSTRACT:**

*Present study focuses on the privacy concerns on internet. Digital media has grown to its heights where it deals with various personal information access of its users. It provides us with many facilities and at home access to various platforms but the privacy issues with it are still questionable. Online victimization and account hacking are some of its example. Moreover we should not forget that our social media accounts are searchable and even after doing the privacy settings, it is possible to find out our personal information. In this study researcher has tried to analyze the social media behavior of its users and what they do to maintain their privacy on internet and what kind of victimization they have faced on it. With the new technologies that support the internet, those who cannot adjust rapidly, and that is all of us, are at risk from those who can and will deploy technology as a criminal weapon (Hinduja, S., Patchin, J.W., 2007). The reason to analyze the variables like online victimization and cyber-bullying is to point out the reason behind it, because privacy on internet is somewhat linked to whole family and various victimization cases have often led to the unveiling the credentials related to whole family. Privacy on internet is one of the major potential threat. Because interpersonal communication is changing, we are likely to share on social media the sort of information we might have previously shared privately face-to-face (Subramanian, K.R., 2017). The challenges related to privacy have escalated also because of the fact that previously we used to have a limited circle of people with whom we interact and they were known to us, but nowadays the circle has no limits we often interact with strangers.*

**Keywords:** *Privacy, internet, victimization, threats, cyber-bullying.*

### **Introduction:-**

One big concern surrounding social media's impact is communication overload- learning how to handle and make sense of this "more" information we now have. We are getting more information about more people than ever before, and we feel a need to process and perhaps even respond to it all (Subramanian, K.R., 2017). The privacy challenge is usually seen only in one direction because a person's privacy is not only attacked from the outside, but in reality 80% chance of attacks found to be due to human errors (Kumari, S., Singh, S., 2015). The table below describes the types of threat to users dealing with internet and social networking sites.

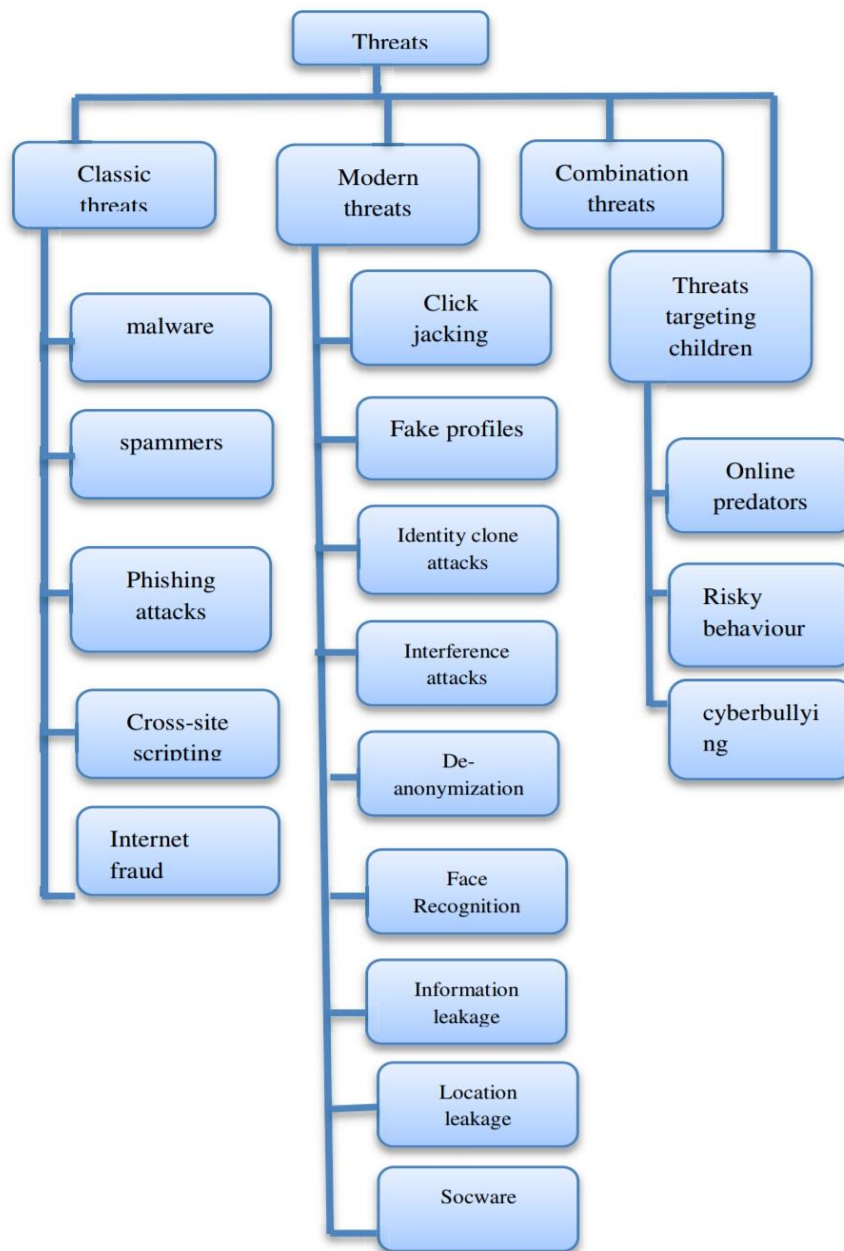


Figure 5. Threats to Online Social Media Networks Users [16].

**Theory of communicative action:**

This theory by habermas states that the life-world of an individual becomes colonized by media when traditional forms of life become dismantled and social roles are sufficiently dismantled. According to this theory when modernity comes there is a transfer of action-coordination from language to steering media, such as money and power, which bypass ‘consensus-oriented communication’ with a symbolic generalization of rewards and punishments. After this process

life-world is no longer needed for the coordination of action, which results in loosing a sense of responsibility with a chain of negative social consequences.

**Material and method:**

This study is based on the sample of 246 respondents including both male and female students, between the age group of 18 to 29 years. The area of study is the H.N.B. Garhwal University, Srinagar, Uttarakhand. Stratified random sampling was done to achieve the sample size and the responses were taken on the basis of interview schedule. The analysis of data is done with the help of SPSS package. Hence the tabulation of responses was done to have the comparison between the male and female students.

**Data analysis:**

**Table 1.1 : Gender wise response of respondents on what do they watch when alone.**

Sex of the respondents	What do you watch when you are alone?					Total	
	Movies	Creative videos	Porn	News	Others		
Male	Count	56	47	34	25	1	163
	% within Sex of the respondents	34.4	28.8	20.9	15.3	0.6	100
	% within What do you watch when you are alone?	65.9	62.7	94.4	51.0	100	66.3
	% of Total	22.8	19.1	13.8	10.2	0.4	66.3
Female	Count	29	28	2	24	0	83
	% within Sex of the respondents	34.9	33.7	2.4	28.9	0.0	100
	% within What do you watch when you are alone?	34.1	37.3	5.6	49.0	0.0	33.7
	% of Total	11.8	11.4	0.8	9.8	0.0	33.7
Total	Count	85	75	36	49	1	246
	% within Sex of the respondents	34.6	30.5	14.6	19.9	0.4	100
	% within What do you watch when you are alone?	100	100	100	100	100	100
	% of Total	34.6	30.5	14.6	19.9	0.4	100

The use of internet has significantly increased the time spent on surfing online and watching and its addiction has been seen as the major factor affecting the academic performance of student. The time spent on people in general to perform online access can be very productive, compulsive internet use can be a bad influence in the life, work and relationships within the family (**Puspita, R.H., Rohedi, D., 2018**). Teenagers are more likely to spend interacting with online friends and also

they sometimes confine themselves to their personal spaces surfing their personal stuff. In the above table majority of respondents (34.6%) said that they watch movies when they are alone. The OTT (over the top) TV services like Netflix, Amazon Prime Video and others are recorded as the most interesting platforms in the recent times which facilitates watching the series as well movies. Moreover, youtube provides movie watching and a wide range of videos. The second majority of respondents (30.5%) have said that they watch creative videos when they are alone. The range of creative videos can vary from DIY (Do it yourself) tricks to cooking, studying, etc. The third majority of respondents (19.9%) said to watch news when alone. This majority has a variation among male and female respondents, as the third majority among male respondents is of those who watch porn while among female respondents it is of those watching news. In total, fourth majority of respondents (14.6%) said that they watch porn when they are alone. Pornography on internet is usually because of its easy access on internet and the rise of online chat groups are also the major spreaders of such videos.

**Table 1.2: Gender wise response of the respondents on which social networking app/s do they use.**

Sex of the respondents		Which social networking app/s do you use?					Total
		Whats-app	Face-book	Insta-gram	All of the above	None	
Male	Count	54	12	20	77	0	163
	% within Sex of the respondents	33.1	7.4	12.3	47.2	0.0	100
	% within Which social networking app/s do you use?	55.7	85.7	76.9	71.3	0.0	66.3
	% of Total	22.0	4.9	8.1	31.3	0.0	66.3
	Count	43	2	6	31	1	83
Female	% within Sex of the respondents	51.8	2.4	7.2	37.3	1.2	100
	% within Which social networking app/s do you use?	44.3	14.3	23.1	28.7	100	33.7
	% of Total	17.5	0.8	2.4	12.6	0.4	33.7
	Count	97	14	26	108	1	246
	% within Sex of the respondents	39.4	5.7	10.6	43.9	0.4	100
Total	% within Which social networking app/s do you use?	100	100	100	100	100	100
	% of Total	39.4	5.7	10.6	43.9	0.4	100

In the above table the majority of respondents (43.9%) have said that they use all three of the popular social networking applications mentioned in the question asked. The second majority of respondents (39.4%) have said that they use Whatsapp and the third majority of respondents (10.6%) have said that they use instagram. 5.7% of respondents said to use facebook the least number of respondents (0.4%) said to be using none of the applications. Making presence on most of the social media apps is a trend nowadays and in many cases people do not want to miss any aspect of modern technology. Different apps provide different features according to the user’s comfortability attracting more and more user’s towards it. Also, it is the time when most of the celebrities are also present on these social media apps and people feel more closer to them by making their presence too on those apps. So, being the part of those apps people consider themselves updated, which is common among every age group.

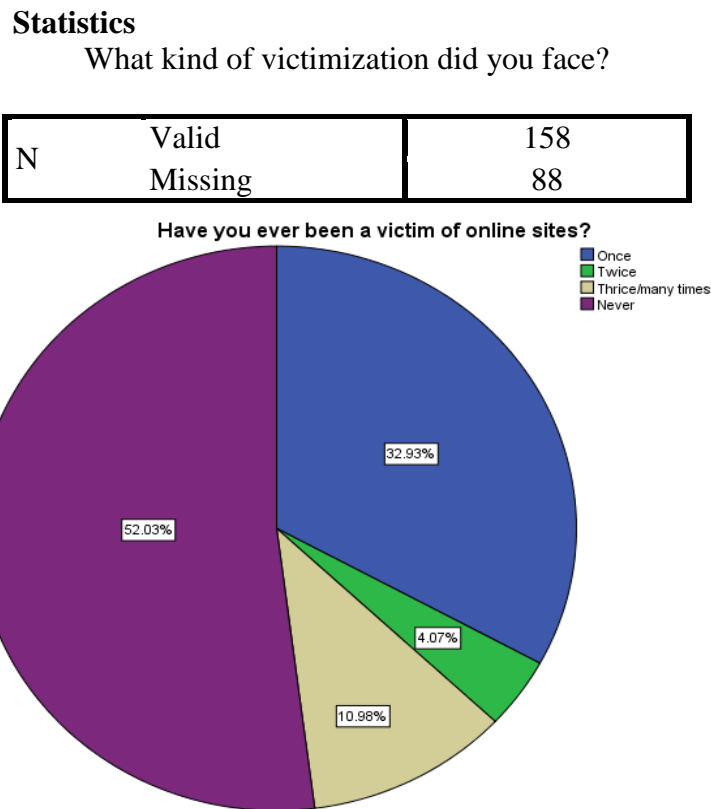
**Table 1.3: Gender wise response of the respondents on whether they keep passwords to access electronic media.**

Sex of the respondents		Do you keep passwords to access electronic media?				Total
		Yes	No	On some of the apps	Don't need	
Male	Count	85	44	15	19	163
	% within Sex of the respondents	52.1	27.0	9.2	11.7	100
	% within Do you keep passwords to access electronic media?	68.5	57.1	65.2	86.4	66.3
	% of Total	34.6	17.9	6.1	7.7	66.3
Female	Count	39	33	8	3	83
	% within Sex of the respondents	47.0	39.8	9.6	3.6	100
	% within Do you keep passwords to access electronic media?	31.5	42.9	34.8	13.6	33.7
	% of Total	15.9	13.4	3.3	1.2	33.7
Total	Count	124	77	23	22	246
	% within Sex of the respondents	50.4	31.3	9.3	8.9	100
	% within Do you keep passwords to access electronic media?	100	100	100	100	100
	% of Total	50.4	31.3	9.3	8.9	100

In the last decade the usability of electronic media has immensely changed. The mobile devices like smart phones and laptops are not only used for calling and texting but also for e-mail, social networking, banking, shopping etc. almost all of these require authentication in the form of password nor the user can himself lock it by any code to avail maximum security. In the above table we have asked respondents about whether they keep passwords or not, to know how responsibly they use electronic media. The majority of respondents (50.4%) said ‘yes’ in response that they use passwords while accessing the electronic media. This indicates that majority of respondents prefer not to be attacked by any cyber criminal or they might be using it to hide some personal texts and pictures. Passwords are the first line of defense against unauthorized access to user data, and people’s password habits- such as how they manage their passwords, or whether they use passwords that are simple or complex – directly impact their overall security (Smith, A., 2017).

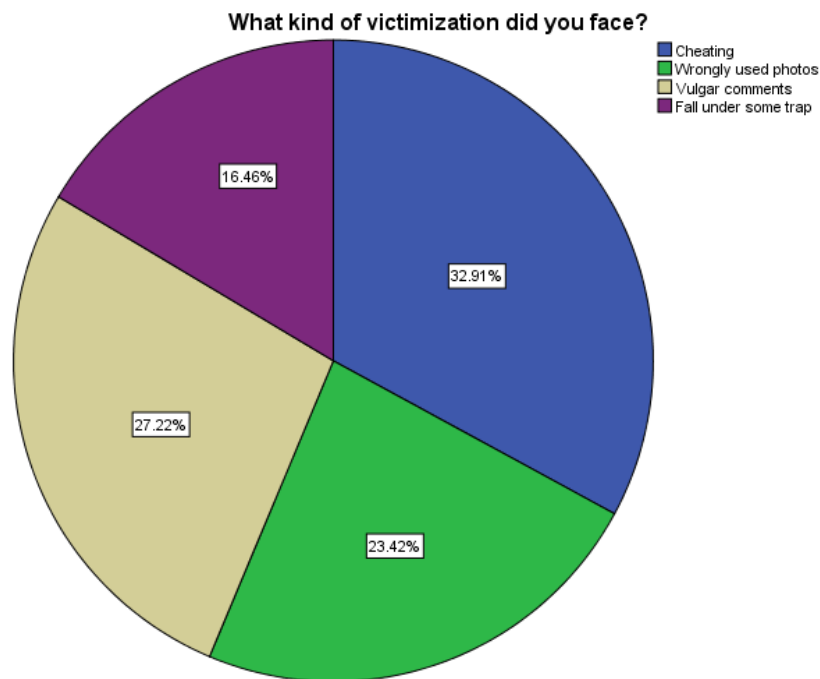
The second majority of respondents (31.3%) have said that “No” in response, accepting that they do not use any password to access electronic device. This means losing any crucial data from their device can be compromised by them or they do not think that they have any important data on their device. 9.3% of respondents said that they keep passwords on some of the applications only considering the importance o data stored on those particular apps. Those applications might be related to banking service, shopping or document file, text messages etc. The least 8.9% of respondents said that they do not feel any need of keeping passwords.

**Figure 1.1: pie chart showing the number of times respondents faced online victimization.**



According to **Hinduja and Patchin (2009)** cyberbullying or online victimization includes disparaging remarks, symbols, images or behaviors that inflict harm through the use of computers, cell phones and other electronic devices. In the above figure we tried to ask that whether the respondents of the study have ever faced online victimization while dealing with internet or not. The majority of the respondents (52.03%) said that they never faced cyber bullying or victimization, while the second majority of respondents (32.93%) accepted that they have once faced online victimization on internet activities. 10.98% respondents said that they have thrice or more times faced online victimization. 4.07% said that they have twice fell prey to online victimization. Those who are victimized with intensity and repetition may become preoccupied with employing avoidance techniques in chat rooms, instant message conversations, and e-mail interactions. When youth are constantly scanning the landscape of cyberspace or real space to guard against problematic interpersonal encounters, their ability to focus on academics, family matters and responsibilities, and pro-social choices is compromised to some extent (**Hinduja, S., Patchin, J.W., 2007**).

**Figure 1.2: pie chart showing the kind of victimization faced by respondents.**

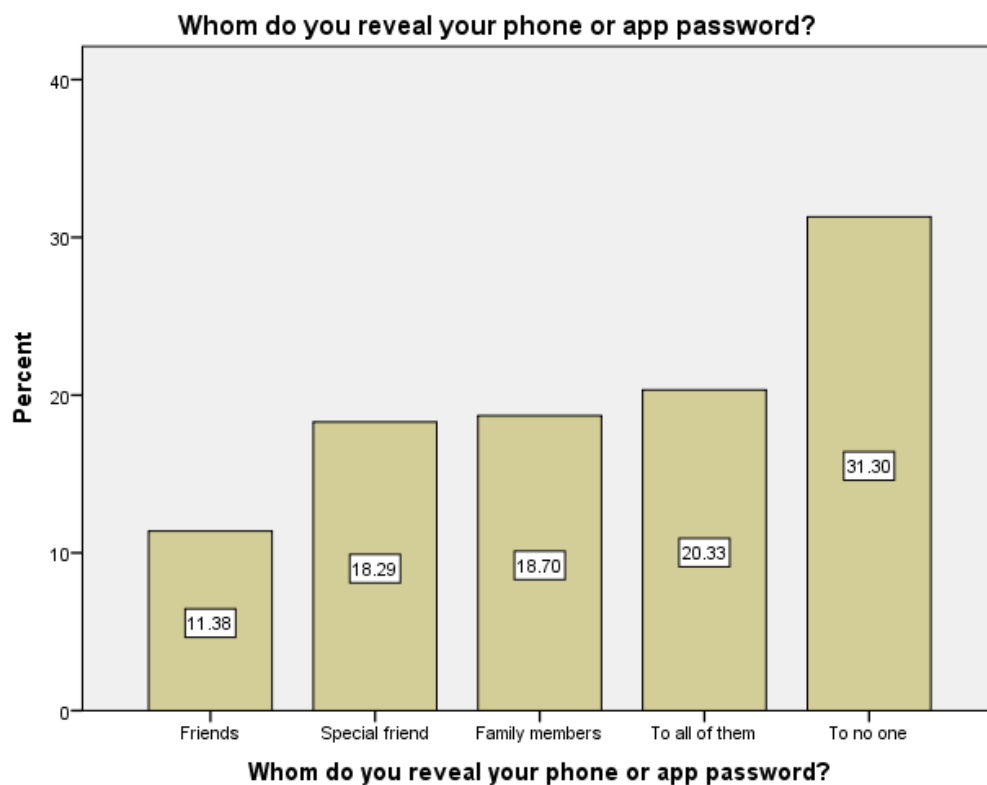


According to the General strain theory proposed by Robert Agnew in 1985 and 1989, a bully presents negatively valued stimuli (whether it is physical or emotional abuse) to his or her victim. The sources of strain are linked indirectly to delinquency and other problems behaviors in that strain produces negative affect (anger, frustration, or sadness) which can manifest itself as either anti-normative or normative behaviors. The above figure shows the kind of victimization or bully faced by the respondents. The majority of respondents (32.91%) reported of being cheated online. The cases of cheating like banking fraud, fake online accounts, hacking personal accounts etc are on rise in recent times. The second majority of respondents (27.22%) reported of getting vulgar comments on their online posts. 23.42% of respondents said that their online photos were

wrongly used to bring disrespect and 16.46% of the respondents said that they somehow fell under the trap of hackers or bullier. Here the concerned part is the effect on the then offline behavior of victims. Computer- literate youth may be able to navigate the land- scape of information technology in ways that allow them to take advantage of others and bring emotional and behavioral consequences to victims.

**Hinduja and Patchin (2006)** found that age, computer proficiency and amount of time spent online were positively related to cyberbullying. Also, the youth who reports of being bullied or bullying others in real life are more likely to bully others on internet.

**Figure 1.3 : Bar graph showing the trust level of respondents while dealing with electronic media.**



To maintain privacy people keep passwords on their electronic devices. But due to the fear of forgetting it they share it with someone who is trustworthy and help them to provide access to the apps in case they forget it. In the above figure majority of respondents (31.30%) said that they do not reveal their password to anyone. This shows that they follow the methods like memorizing it or writing down it on some paper or storing it in online account. The second majority of respondents (20.33%) said that they reveal their password to friends, special friend and as well as to family members. This could be because of the fact that most of the websites now demand a password that fulfills certain criteria hence the password formed becomes difficult to remember. 18.70% of respondents share their password with family members and 18.29% share it with their special friend. Only 11.38% reveal their password to their friends.

**Table 1.4: Gender wise response of the respondents on “Under which app/medium have they faced victimization”.**

Sex of the respondents	Under which app/medium have you faced victimization?					Total	
	Social networking sites	Banking app	Google/ gmail	Porn sites	Others		
Male	Count	36	25	25	14	17	117
	% within Sex of the respondents	30.8	21.4	21.4	12.0	14.5	100
	% within Under which app/medium have you faced victimization?	53.7	86.2	89.3	77.8	77.3	71.3
	% of Total	22.0	15.2	15.2	8.5	10.4	71.3
Female	Count	31	4	3	4	5	47
	% within Sex of the respondents	66.0	8.5	6.4	8.5	10.6	100
	% within Under which app/medium have you faced victimization?	46.3	13.8	10.7	22.2	22.7	28.7
	% of Total	18.9	2.4	1.8	2.4	3.0	28.7
Total	Count	67	29	28	18	22	164
	% within Sex of the respondents	40.9	17.7	17.1	11.0	13.4	100
	% within Under which app/medium have you faced victimization?	100	100	100	100	100	100
	% of Total	40.9	17.7	17.1	11.0	13.4	100

The lifestyle-routine activity theory (**Cohen and Felson, 1979**) suggests that individual risk of victimization varies by individual lifestyle choices that alter exposure to potential offenders, as well as determine attractiveness to a potential predator. For example, a college- age individual is likely to spend more of their time out socializing. These individuals are thus exposing themselves to more potential offenders (**Fanshen, A.K., Randa, R., 2019**). Also, various studies have shown that more the time spent online more are the risk of cybervictimization (**Bossler et al., 2012; Marcum et al., 2010; Brady et al., 2016; Reyns et al., 2011**)

The above table shows that majority of respondents (40.9%) have faced online victimization on social networking sites. This is due to the reason that nowadays our most of the online time is spent on social networking sites and thus more the time spent on whichever app/ site has the increased risk of victimization. The second majority of respondents (17.7%) faced online victimization on banking apps. The increased digitalization of money has led to

this one major threat as our personal information is required on it. **Reyns and colleagues (2011)** have suggested that disclosure of personal information through social media is positively correlated with the risk of cybervictimization.

17.1% of respondents faced victimization on search engine like Google and 13.4% faced it on other online activities. The least percentage of 11% respondents faced it on porn sites, as these are the medium of digital sexual assault. In recent years, the popularity of distributing photographs of former romantic partners through online platforms has been repeatedly brought to light, like distributing explicit photos and videos (**Uhl, C.A., Rhyner, K.J., Terrance, C.A., Lugo, N.R., 2018**).

**Table 1.5: Gender wise response of the respondents on having contacted or approached a stranger on internet.**

Sex of the respondents		Have you ever contacted or approached a stranger on internet?					Total
		Yes	Yes, after checking his/her profile	It's dangerous	Never	99	
Male	Count	43	45	15	59	1	163
	% within Sex of the respondents	26.4	27.6	9.2	36.2	0.6	100
	% within Have you ever contacted or approached a stranger on internet?	68.3	72.6	68.2	60.2	100	66.3
	% of Total	17.5	18.3	6.1	24.0	0.4	66.3
Female	Count	20	17	7	39	0	83
	% within Sex of the respondents	24.1	20.5	8.4	47.0	0.0	100
	% within Have you ever contacted or approached a stranger on internet?	31.7	27.4	31.8	39.8	0.0	33.7
	% of Total	8.1	6.9	2.8	15.9	0.0	33.7
Total	Count	63	62	22	98	1	246
	% within Sex of the respondents	25.6	25.2	8.9	39.8	0.4	100
	% within Have you ever contacted or approached a stranger on internet?	100	100	100	100	100	100
	% of Total	25.6	25.2	8.9	39.8	0.4	100

The anonymity and reduced visual and auditory cues of online communication may facilitate talking with strangers. Adolescents will less frequently talk to strangers online if they can communicate online to maintain existing relationships. People are more likely to form online

relationships if they consider online communication more suitable than face-to-face communication to compensate for problems they encounter in offline social situations (Zheng, R.Z., Cheok, A., Khoo, E., 2011). The biggest concern among parents regarding youth online safety is ‘avoiding stranger danger’ scenarios, followed closely by protecting teen’s privacy and personal information (Farrukh, A., Sadwick, R., Villasenor, J., 2014).

In the above table the majority of respondents (39.8%) said that they ‘never’ approached any stranger on internet. The second majority of respondents (25.6%) responded as ‘yes’ to the question asked. This means that they approach strangers on internet. This indicates that youngsters experiment with their identity online and compensate their motive of socializing which is inhibited in face-to-face communication. 25.2% of the respondents said that they do approach strangers online but after checking their profile. This indicates their tendency of socializing online but keeping the profile of stranger in mind. This may be due to the specific choice of interaction. Only 8.9% of the respondents consider approaching strangers on internet to be dangerous.

**Table 1.6: Gender wise response of the respondents on which source of information do they trust most.**

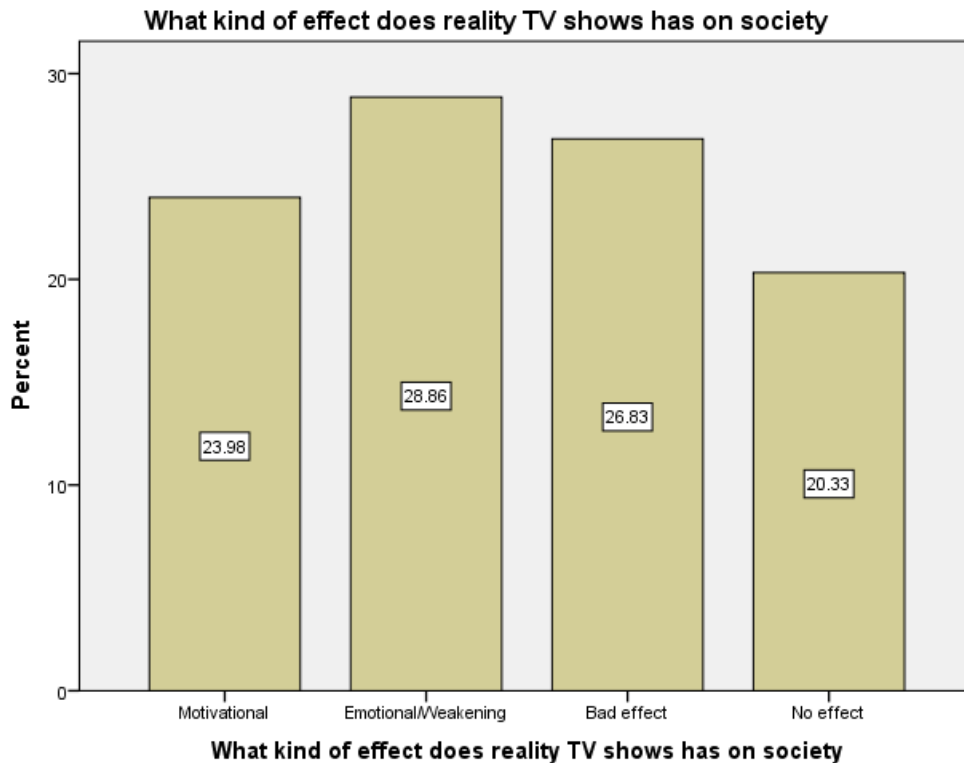
Sex of the respondents		Which source of information do you trust most?				Total
		Television	Internet	Radio	Others	
Male	Count	24	90	14	35	163
	% within Sex of the respondents	14.7	55.2	8.6	21.5	100
	% within Which source of information do you trust most?	48.0	63.8	87.5	89.7	66.3
	% of Total	9.8	36.6	5.7	14.2	66.3
Female	Count	26	51	2	4	83
	% within Sex of the respondents	31.3	61.4	2.4	4.8	100
	% within Which source of information do you trust most?	52.0	36.2	12.5	10.3	33.7
	% of Total	10.6	20.7	0.8	1.6	33.7
Total	Count	50	141	16	39	246
	% within Sex of the respondents	20.3	57.3	6.5	15.9	100
	% within Which source of information do you trust most?	100	100	100	100	100
	% of Total	20.3	57.3	6.5	15.9	100

Trust issues on electronic media came up with the concept of fake information and rumors. So, it becomes the responsibility of the user to identify what is real and what is fake. For this, trusting a safe and secure source is important. The parents play an important role here, who tend to socialize children about online safety. Many of the intergenerational gaps in understanding

internet safety can be attributed to a lack of communication between parents and their children. Thus, attention to the design of programs and tools to better facilitate that communication in the contemporary technology environment would be helpful in creating more effective prevention and response measures (Farrukh, A., Sadwick, R., Villasenor, J., 2014).

Majority of the respondents (57.3%) trust internet as a source of information. The second majority of respondents (20.3%) said that they trust television as the source of information. 15.9% of respondents said that they trust other sources of information more rather than the options provided. Only 6.5% of the respondents said that they trust radio as the source of information.

**Figure 8.3: showing effect of reality T.V. shows on society.**



The majority of reality television programming is geared towards the individuals under twenty five years old (Frank, 2003). Frank (2003) suggests that younger viewers are drawn to these shows because they depict characters and situations that are relevant to their everyday lives. The reality television shows that people prefer to watch are those that stimulate the motives people intrinsically value the most (Subramaniam, S., Tiwari, H., 2014) . We see that people who are more interested in dancing skills watch various dance reality shows, those who are interested in musical skills watch music reality shows and people who are adventurous watch adventure exposing shows. But these reality shows do not focus totally on their theme like dance, music, drama, adventure etc. the format of the shows has all the mixture of comedy, emotion, romance. It has been observed that these are some kind of stunts to score the high TRP's. This whole game of TRP plays with the sentiments of adolescents and children resulting in weaker emotional strength and living under the pressure of failure. Use of abusive language, presenting ways of crime and

violence, declining moral standards, open display of personal problems, showing romantic angles between host and judges etc are some of the outcomes of reality television shows that effect the members of family in different manners.

In the above figure the majority of respondents (28.86%) said that reality television shows make people emotionally weak. The second majority of respondents (26.83%) said that such shows has bad effect on society, while 23.98% respondents believe that such shows are motivational in nature and the least percentage of respondents (20.33%) said that such shows have no effect on society.

**Table 8.9: Gender wise response of the respondents on What is their reaction when they receive sexual text message.**

Sex of the respondents	What is your reaction when you receive sexual text message?					Total	
	Immediately delete it	Ignore it	Share it with others	Remove such person/ Exit such groups	Others		
Male	Count	28	74	17	25	19	163
	% within Sex of the respondents	17.2	45.4	10.4	15.3	11.7	100
	% within What is your reaction when you receive sexual text message?	68.3	64.3	100	47.2	95.0	66.3
	% of Total	11.4	30.1	6.9	10.2	7.7	66.3
Female	Count	13	41	0	28	1	83
	% within Sex of the respondents	15.7	49.4	0.0	33.7	1.2	100
	% within What is your reaction when you receive sexual text message?	31.7	35.7	0.0	52.8	5.0	33.7
	% of Total	5.3	16.7	0.0	11.4	0.4	33.7
Total	Count	41	115	17	53	20	246
	% within Sex of the respondents	16.7	46.7	6.9	21.5	8.1	100
	% within What is your reaction when you receive sexual text message?	100	100	100	100	100	100
	% of Total	16.7	46.7	6.9	21.5	8.1	100

The above table talks about “Sexting”, which has become common among teenagers specially. Sexting is generally known as sending, receiving, or forwarding of sexual text messages, nude images, or sexual content (e.g., photos, videos) via the internet, mobile phones, or any

electronic devices (Wolak, J., Finkelhor, D., 2011). Exposure to sexual content has become much prevalent among youngsters. The youth come across such content sometimes knowingly and sometimes accidentally. Here the concern is the attitude of the respondents towards receiving a sexual content. Because forwarding it further on shows their insensitivity towards it and seems that they enjoy it having no concerns about its further effects on themselves and others. Sometimes it leads to criminal and violent behavior and somewhere it disturbs the mental health badly.

In the above table male and female respondents have shown the same trend of response. The majority of respondents (46.7%) have said that they ignore the messages that consist of sexual content. The second majority of respondents (21.5%) said that they stop being in touch with such person or group by exiting the group or removing him. The third majority of respondents (16.7%) said that they immediately delete such messages. 8.1% respondents did not answer clearly, while 6.9% respondents said that they share it with others. Here, the noticing part is that none of the female respondents opted for this response, hence, the whole 6.9% respondents are male.

### **Conclusion:**

This study deals with the privacy concerns of digital media. The internet users access various features of internet and upload their personal information on it. The cases of online victimization and account hacking are some of its threat that keep making headlines. This study also analyzes the behavior of respondents towards privacy while using internet.

Majority of respondents said that they watch movies on internet while they are alone and the second majority respondents said that they watch creative videos while they are alone. The majority of 50.4% respondents said that they keep passwords to access electronic media and both male and female respondents said that they keep phone passwords instead of a password to open a specific application. The majority of respondents said that they do not reveal their passwords to anyone. The majority said that they have faced cheating online and secondarily faced vulgar comments on their profiles. The 30.8% male respondents and 66% female respondents being victimized online on social networking sites. However the majority of male respondents said that they have never approached a stranger online but the secondary majority of them accepted that they do approach a stranger but after checking his or her profile. The majority of respondents said that they directly ignore sexual text messages when received because it can harm their public image when someone sees that on their device. The “Theory of Communicative Action” by Habermas states that the life-world of an individual becomes colonized by media when, traditional forms of life become dismantled and social roles are sufficiently differentiated. This study too shows that people are so much captured by the media that it has become their life-world, the privacy passwords on the gadgets shows that the traditional form of family relations have weakened to the extent that people do not even include their family members in that life-world.

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