

Social Networking Sites and Cyber Bullying: The risk factor

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Introduction

In a developing country like India, where education is an essential part of life, with few remote areas where children may not attend school, but in metropolitan cities especially in Mumbai, while school children go through few negative experiences like bullying, which may have adverse effect on the child's rest of life. Children may find ways for their bummers through bullying others, before the invention and use of technology, these situations easily were handled as bullying was in the real world but today the use of cell phones, social networking sites and various other forms of technology has made the issue to bred in the cyber space, with the new form of abuse, known as *cyber bullying*.

The chapter highlights on cyber bullying as a growing menace on SNSs ultimately with death and suicide as consequence in minors.

History of Bullying

The origin of the word "bully" lies back as far as the 1530s. (Harper, 2008), bullying involves two people the one who bullies and the other who is bullied. Bullying is done with the intention to gain superiority over others by playing pranks, abusing the victim through physical, verbal, or other means.²⁰

Origin of Bullying

The natural want to survive is inborn among all living beings.²¹ The straight equation of survival is linked with struggle and competition due to infinite species and limited natural resources on the planet, there is a constant drive to overcome hurdles and out-throw competitors, which is noticeable in the evolution of human race. Both of these forces have flowed over into the educational, social, and economic realms. This competitive ranking differs across cultures depending on their ethical systems, traditions, and the type of control exerted by the government.²²

²⁰ Bullying and Cyberbullying History, Statistics, Law, Prevention

²¹ End-of-Life Decisions, website: <https://www.ewtn.com/morals/end-of-life.htm> accessed on 30/12/2019.

²² Richard Donegan, Bullying and Cyberbullying History, Statistics, Law, Prevention

Preschool & Young children display teasing, typically playful teasing, by laughing at others, passing silly comments, begin to learn what it feels like to be teased as well as how to

respond to teasing.²³ Though bullying is a natural phenomenon in the developing stage of

children, it needs to be controlled and regulated. If the bullying is controlled in time, children may not have to face those after effects as discussed in introvert or extrovert. Those children who are bold, active and extrovert may suddenly become shy and embarrassed, skip classes or fall ill due to been bullied.²⁴ School avoidance, embarrassment and isolation are the main introvert changes noticed in the behavior of a bullied child. As stated in the book 'The Bully Action Guide' by the educator Edward Dragon extrovert children are seen as bold and active.

²⁵ Often a child who is an Introvert by nature after being bullied and with the intention to take revenge may bully others. As noticed in bullying case of Florida where 15 year old boy Jaffrey Johnson became a target of bullying which made him introvert and he preferred to be on his own and in lunch hours had food with the guidance counselor.

and Analysis. Strategic Communication

²³ www.nasponline.org/resources/handouts/revisedpdfs/namecalling.pdf

²⁴ <http://everydaylife.globalpost.com/problems-introversion-shyness-kids-after-bullying-14261.html>.

²⁵ Ibid

<p>playful comments or something relevant to the target. The teasing may be done verbally by remarkson the target or physical to embarrass the target²⁷ When such teasing is repeated with the intention to hurt the target it becomes bullying. Bullying may be verbal by threatening or name teasing, psychological bullyingfor spreading rumors or physical bullying may be done by assault orbattery²⁸ which includes force to abuse, coerce or intimidate others.</p>	<p>electronic equipment such as cell phones, computer and tablets through SNSs, text messages, chat and websites.</p>
<p>No anonymity</p>	<p>Anonymity</p>
<p>Face to Face bullying, real world</p>	<p>Bullying with anonymity/ virtual World</p>
<p>Home was a secured place</p>	<p>Home or any-other place is no more Secured</p>

Various forms of bullying:²⁹

Physical bullying: When a person repeatedly and intentionally uses physical force on the bully such as hitting, poking, tripping or pushing. Such act may amount to assault or battery. *Verbal bullying:* This is the most common form of bullying where repeated name calling, insults, homophobic or racist remarks and verbal abuse is done.

Social (covert) bullying: Indirect actions, such as lying about someone, spread rumors, making a person feel humiliated or powerless, imitating the person or purposely ignoring someone.

²⁷ <http://knowledge.sagepub.com/view/socialpsychology/n575.xm>

²⁸ <http://www.scholastic.com/parents/resources/article/social-emotional-skills/bullying-and-teasing-no-laughing-matter>. Accessed on 15/1/2020

²⁹ www.cycpcg.qld.gov.au/pdf/.../papers/.../Trends-and-Issues-Paper-5.pdf accessed on 15/2/2020.

Psychological bullying: For example, threatening, manipulating or stalking someone.

Cyber bullying: All the above mentioned types of bullying when done with the use of electronic devices and equipment like cell phones, computers and tablets through chat-rooms, instant messages or SNSs are said to be as cyber-bullying.

The drastic increase in online bullying activities leading to suicide in minors cannot be overlooked and therefore, the need of the hour is to devise a mechanism to stop the percolation of such activities.³⁰

A technological evolution

The genesis of the analytical nature of human being from birth can be marked from the perpetual nature of inventions such as, Telephone, Radio, and Computer- that what attracted the world today as rarity very soon became ancient.³¹ Inventions have always been a part of science, the tool on which human civilization has reached its present form of sophistication. Though all the inventions of the modern period have been useful to the mankind the use of inventions may be detrimental as well as devastating.

The evolution of technology and advent of internet inflated bullying through social networking sites, chat rooms, online forums which catered cyber bullying to abuse each other where youth created group chats³² and contributed to form online hate groups.³³

Online innovations along with the telecommunication and onset of the phones in 1960s and early 1970s, replaced the communication method of the globe. In 1990s the second generation of the digital network phones reached the young generation with teens sending

3000 text messages per month.³⁴ The innocent minds in minor stage are more strongly

tempted to bully peers, viz -the initial years of technology, a 15 year old boy, Rich Skrenta who was in the ninth grade, created the virus *Elk Cloner* in 1981, as a joke/prank and was only meant to be part of a teasing with the peers to revenge³⁵ - with the advancement in technology, children still have a hidden Rich Skrenta in the man dare using it for revenge, create hate groups and harassment via social networking sites for bullying.³⁶

³⁰ Bullying and Suicide, Website: <http://www.psychiatrictimes.com/suicide/bullying-and-suicide>.

³¹ <http://answers.yahoo.com/question/index?qid=20070924094729AArRQIo>

³² <http://www.ncbi.nlm.nih.gov/pubmed/21338008>, accessed on 30/12/19

³³ <https://www.tanenbaum.org/.../Hate%20Groups%20Hate%20Crimes%20.ac> cessed on 30/12/19³⁴

<http://www.pewinternet.org/Reports/2010/Teens-and-Mobile-Phones.aspx>, accessed on 30/12/19. ³⁵

<http://blogs.quickheal.com/wp/the-first-pc-virus-was-designed-for-an-apple-computer-by-a-15-year-old/>

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Cyber bullying-The Internet assault

The malice of cyber bullying has affected many children worldwide where minors eventually fall prey to cyber bullying leading to suicide as cyber bullying includes mean text messages or emails, rumors sent by email or posted on social networking sites and embarrassing

pictures, videos or fake profiles.³⁷ Bullies are not just on the playground – they follow

children home. This³⁸ Internet assault, which reaches far beyond the schoolyard, is

implacable omnipresent issue effecting 24/7, furthermore enabled by added feature like anonymity.³⁹

The rise of cyber bullying using instant messages, Facebook, Twitter and YouTube leaves teens with no escape, as due to peer pressure to join social media sites, which can advance to exasperate online bullying. Frequency of cyber bullying has increased in last few years becoming a concern for the society and parents.

Social Networking Sites SNS: SNSs are said to be a common platform on the internet that facilitates building social relations and allows people to share ideas, data, events, activities and interests and to make unlimited online friends. Social networking is based mainly on internet, in other words it is a web based activity. People create their profile and will have a link among people of like mind. Social networking users interact through email, SMS and MMS that is why it is also called online connectivity. AS per the survey conducted by eBizMBA Rank, in May 2014, the top ten social networking sites are as follows:

Sr. No.	Social Networking Site	Approximately monthly visitors
1	Facebook	900,000,000
2	Twitter	310,000,000
3	LinkedIn	255,000,000
4	Pinterest	250,000,000

³⁷ <http://www.stopbullying.gov/cyberbullying/what-is-it/> accessed last on 28/3/2020.

³⁸ <http://www.puresight.com/Real-Life-Stories/real-life-stories.html> Accessed on 12/3/2020.

³⁹ <http://www.albertalawreview.com/index.php/alr/onlineforum/view/Cyberbullying>, accessed on 14/3/2020

5	Google Plus+	120,000,000
6	Tumblr	110,000,000
7	Instagram	100,000,000
8	VK	80,000,000
9	Flickr	65,000,000
10	MySpace	42,000,000

The above table states that Facebook and Twitter are the most preferred and visited SNSs by young and adults. Hence it is very likely that these SNSs are used for bullying by children as the cases discussed in the next chapters.

Children and the Social Networking Sites

Social networking sites allow children to communicate and interact easily with family and friends whom they do not see on a regular basis. The social and cultural communities of the internet contribute a virtual platform with an idiosyncratic angle on power, identity and gender.

It can provide opportunity for community involvement as well for socializing and also expose ideas and ideologies and help to enhance and develop the technical social skills necessary for the 21st century.

According to a recent poll 22% of teenager visit their favorite social networking sites more than once in ten times a day, whereas 50% and above adolescents log on to social networking sites more than once a day. Out of 75% cell phone owned teens more than 25% use them for social media 54% for texting and 24% for instant messaging. Among the social networking there is a battle of sizes as per the population of the country, they earn huge revenue from the access in increase of users. Among the social networking sites child users Bebo appeals to have 44% of children user being below 17 years, for MySpace this number is even large it has 33% children users.

The Pew Internet and American Life research of recent report based on survey of teens that examine teens privacy management on social networking sites, teens are sharing more personal information about themselves on social networking sites with a significant growth in teen users. It further reports that 24% of online teens use Twitter; a typical Facebook user has more than 300 friends compared to Twitter which has 79 followers, teens social media users are less concerned about third party access to their data while 9% show deep concern about data privacy. 95% between age group of 12 – 17 years are totally online with 80% from these using social networking sites and 88% teens have experienced some kind of mean or cruel behavior on social networking sites.

The Anti-bullying charity's findings in 2013 states that 69% young people have been victims of cyber bullying-a number much higher than its previous reports, young children are likely to be bullied as twice on Facebook as on any other social networkingsite.

The latest research of NSPCC reports 93% of users in 2013 were between the ages 5-15 years, 82% were

of 5-7 years, 96% were

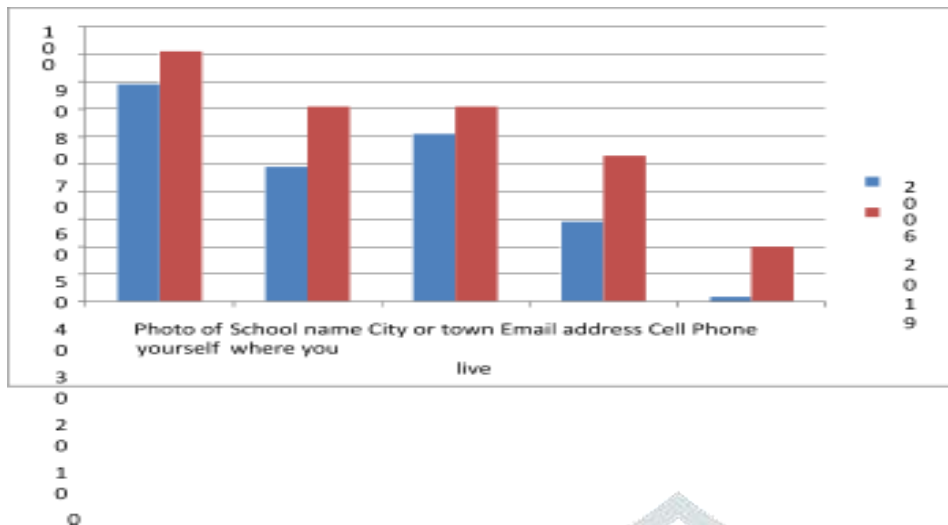
8-11 years and 99% were 12-15 years old.

The Pew reports that 60% of teen Facebook users maintain their profile private and confidential for data protection, despite these concerns about privacy. Researchers have found that EU kids Online on Social Networking are less likely to use privacy options or to understand the safety features. 38% of 9 -12 years use social networking sites and are unable to read and understand *Terms and Conditions* of use, a quarter children have their profiles set as public with one fifth of them having their address and phone numbers displayed as twice as many for those with private profiles. As children are still developing cognitively and do not always have the wisdom to avoid cyber-bullying behaviors as to seek out the best solution as to deal with cyber bullying incidents.

The following chart shows an increase in tendency of teens to post information on Social Media Profiles: 2006 vs. 2019⁴⁰



⁴⁰ <http://www.pewinternet.org/2013/05/21/teens-social-media-and-privacy/> accessed on 28/3/2020



The report also showed rise from 2006 to 2019 in teen users of social networking sites as 91% post a photo of themselves, 71% post school details, 71% post their address of living, 53% post their email addresses and 20% post their cell phone numbers.⁴¹ Ofcom research shows that 22% of internet users are 16+ age, 49% are aged 8-17 years have set their own profiles on social networking sites. Despite the norms of age of major social networking sites being 13 years 27% of 8-11 years have their profile on social networking sites.

Many of them have their profiles on more than one social networking site where children like to use Bebo, 41% of children of age 8-17 years make their profile visible to everyone. Research of Boyd (2008) reports children less than 16 years of age were more interested to access social networking sites at home.

The reports of the research work carried by the i-safe Inc. says 80% of kids spend at least one hour daily on internet, 11% spend more than one and half hour on internet, 55% share their personal information and details online, 52% prefer to be alone while using the internet, 18% kids feel safer on virtual world than in the real world, 10% children have no worries to post their photos on internet and 10% kids met face-to-face to some unknown person whom they had met before on internet.

The survey of the *National Society for the Prevention Cruelty of Children-NSPCC* of

⁴¹ ibid

children's user of the social networking sites found that almost one in five children who use social networking sites have faced negative socializing experience like bullying, unwanted sexual messages while majority children using Facebook, MySpace, Twitter and YouTube are under the age of 13 years. The recent report of the NSPCC highlights the risk factor where children have been using the social networking sites without meeting the minimum criteria of age limit. The report clearly says that children between the age of 11 and 12 bypass online minimum age verification where they can be exposed to *Trolling or being sent sexual messages and images*. A 2011 Consumer Reports poll found that 7.5 million of users of Facebook users are younger than its criteria of 13 years age. Claire Lilley NSPCC head of child safety online says "Age verification is a nut that social networking sites are yet to crack"

As a part of privacy the social networking sites such as Facebook, Twitter and YouTube have an age limit criteria wherein the users must be at least 13 years of age. However approximately fifty percent teens lie their age while using these social networking sites.

The following table shows the *AGE* criteria of registration on the top five social networking sites:

Top Five Social Networking Sites	Age of Registration	Terms and Condition
Facebook	13	Valid email ID, users are to agree not to create an account for anyone other than yourself without permission
MySpace	13	Reservation of the right to take appropriate legal action against persons who engaged in prohibited activities including attempt to impersonate another Member/person.
Twitter	13	Create a profile, impersonation is against the terms of service.
YouTube	13 -18	Users are solely responsible for the activity that occurs on your account, and you must keep your account password secure
LinkedIn	13 years	LinkedIn is not responsible of another's misuse or misappropriation of any content or information posted by the user.

UK and Cyber-bullying

In the United Kingdom approximately 20 children commit suicide per year as they are being bullied. According to the cyber-bullying charity, the Cyber Smile Foundation, every 20 minutes a child between 10 to 19 years of age attempts to commit suicide in England and Wales, while one in three children in the UK suffers from cyber- bullying.

The following table shows few cases where children in the United Kingdom have committed suicide due to been harassed and bullied to an extent that they committed suicide due to shame and embarrassment due to mean messages posted on SNSs.

Victim Child	Suicide method	Year	Age of the victim	SNS	Country
Daniel Perry	Jumped	2013	17	Skype	UK
Joshua Unsworth	Hanged	2013	15	Facebook	UK
Hannah Smith	Hanged	2012	14	Ask.fm	UK

The child help line in United Kingdom received 4507 more calls in 2013 made by young people which are an 87% increase as compared to 2012. All the cases will be discussed in detail in the next chapter.

The following table explains the use of fake profiles to target children in the UK: Fake Profile created By	SNS	Used to target children	Country	Year
Michael Williams	Facebook and Bebo	Grooming to voyeurism, sexual assault, and child pornography	UK	2010
Peter Chapman ⁶⁴	Facebook	Rape and murder	UK	2009

US and cyber-bullying

In the United States children have been harassed on social networking sites to extent that they preferred to give up their lives instead of living with the shame and embarrassment in the real world. The significant public health concern about youth suicide is still a major worry in United States. The analysis of a survey conducted in US by Sameer Hinduja and Patchin noticed that one of the main reason driving the youth to attempt suicide is peer aggression by the way of bullying may be online or offline regardless whether the child is a victim or offender.

The following table shows few cases where children committed suicide in the United States. The cases will be discussed in detail in the next chapter.

Case study	Method of suicide	Victims Age	SNS	Country	Year
Ryan Patrik Halligan	Hanged	13	AIM & Instant messaging	USA	2003
Megan Taylor Meier	Hanged	13	MySpace. AOL Instant Messenger	USA	2006
Rachael Neblett	Shot herself with Gun	17	MySpace	USA	2006
Sarah Lyn Butler	Hanged	12	MySpace	USA	2009
Ms. Phoebe Prince	Hang herself from a stairwell	15	Facebook	USA	2010
Tyler Clementi	Jumping off the George Washington	18	Twitter, Yahoo message boards, iChat	USA	2010
Kenneth Weishuhn Jr	Hanged	14	Facebook	USA	2012

Defamation and Fake profiles in US:

Fake Profile created By	SNS	Used to target children	Country	Year
A teenager	Facebook	blackmailing classmates	USA	2007/8
Lori Drew	MySpace	Megan Meier	USA	2006

In United States fake profile are on a rise for luring children. The above table highlights few cases where people have made fake profiles on social networking sites to lure children. (Discussed in next chapter)

India and Cyber-bullying

Cyber bullying in India-Bullying for Fun

FACTS	AGE	YEAR	STATUS
A 15 years boy send an email to a private news channel stating that he had planned 5 bombs in Mumbai.	15 years	2009	The boy was sent to juvenile remand home and released on bail the next day.
16 years sent an e-mail to a private news channel warning officials of a bomb on an Andheri-bound train, he claimed to be a member of the Dawood Ibrahim gang.	16 years	2008	The crime investigation cell (CCIC) of the city police arrested the boy under section 506 (ii) for criminal intimidation. He was charge-sheeted on November 28, 2008. Status: Patel was given a warning by a juvenile court
Boy sent a hoax e-mail to a TV channel in Madhya			Anti-terrorism squad (ATS) with the help of the

Pradesh, three days after the July 26, 2008, Ahmedabad bomb blasts. He claimed that 29 bombs would go off in Jabalpur	14 years	2008	MP police traced the e-mail to a cyber café in Colaba. No FIR was registered- police registered a non-cognizable (NC) complaint against him, and the boy was allowed to go home after the police gave him a “strict warning”.
Shariq send three e- mails claiming to be a member of the terrorist organization, which the police believed was behind the 7/11 train bombings	18 years	2006	The police filed a charge-sheet; trial is pending in a juvenile court. Shariq is presently out on bail in Bhopal.
Student from Jamnabai Narsee School called an Alitalia flight bound to Milan at 2 a.m. telling them there was a bomb on board.	17 years	2006	Arrested but let out on bail.

Fake Profiles on Rise in India: In India, Gurgaon alone has 70 cases of fake social networking profiles & identity theft registered in 2012.

Bangalore is said to be the tech capital of India. Psychiatrists at National Institute of Mental Health and Neurosciences (Nimhans) have evidences that children avoid going to school with fear of cyber bullying and become victims of depression and go to the extent of committing suicide. Another psychiatrist of Premiere Specialty Centre, Dr. K. Raghu also agreed the fact that young children becoming victims of social media in India is on constant rise.

Cyber Crimes against Children

While children access the social networking sites they may be victims of various types of cyber offences that are existing on the internet among which to be noted are the online harassment, cyber bullying and

cyber pornography etc.

The access to social networking sites does have advantages of collecting global information and exchange ideas and information but it also brings risks of explicit matter like pornography, racism, contacted by predators and harassers as well tricky marketing directed towards children and invasion of privacy through collecting personal information in a hidden manner.

The unregulated features of social networking sites with pervasive character such as access to power which is free from- age, gender or ethnicity attracts children and teens. The SNSs have developed into a virtual world where the electronic communication may amount to physical influence.

Though cyber related offence are in the virtual world yet the laws that are applicable to the real world wrongs and offences if committed on internet the same laws can be applicable. Even if the children download music or hack others account may drive the child juvenile crimes.

Cyber delinquency and offences

Cybercrimes include digital piracy, such as stealing music or movie files by downloading them free. Online bullying and harassment, sending offensive threatening or sexual messages, computer hacking, cyber trespassing and viewing online pornography is illegal for persons under the age of 18 years. The Reno courts states that assuming that the cyber space has no physical, political and social boundaries with no interference of governance and regulations of the cyberspace would be incorrect.

The virtual space invented by and long with the internet has come up with all new areas of risk with illegal activities but such activities primarily can be regulated by self-regulation and virtuous impeachment taken care by the user along with few organizations that work for the internet safety like the internet service providers, governmental and non-governmental cyber security agencies and the government bureaus. Children cannot understand the self-regulatory method and hence it becomes the duty of the government and legislation to take preventive measures for them. If not regulated and controlled in time the child or a teen can be a victim of cyber bullying at one point and then cyber bully the nextchild.

In Unites States the common dangers that children encounter when online are sexual solicitation, unwanted pornography, receiving email or instant message from a stranger with 75% of such crimes not being reported to the police or parents.

In United Kingdom as per the survey conducted in 2013 statistics collated from government reports and research state that 38% young people affected by cyber-bullying, 26% by abusive emails, 24% encounter abusive emails, 46% children have been bullied at school at some point, 38% disabled children worried about being bullied and 18% children and young preferred not to inform parents if bullied.

India ranks third on the globe in cyber bullying, a recently commissioned project of survey report released by Microsoft Corporation of global pervasiveness of online bullying in children between the age group of 8-17 reports that 22% children reported mean or unfriendly treatment, 29% children were made fun of

or teased, 25% children were called with mean names, 70% children said that they had somewhat knowledge of online bullying, 79% children showed concern about the phenomenon, 77% children being bullied online and/or offline.

The latest poll by global research company Ipsos reports that 32% of parents in *India* say their children have been victims of cyber-bullying. 45% of *Indian* parents believed a child in their community was being cyber-bullied, 53% of parents online were aware of the issue.

The frequency of cyber-bullying of children in *India* is higher than that of western nations- US (15%), UK (11%) and France (5%). Cyber bullying can be controlled though regulations and moderations but the unregulated nature of the digital environment offers passport to children victimization.

Cyber Violence against Children

Using the social networking sites put countless children around the world to potential risk of encountering online predators. Predators take advantage of the anonymity of internet and build online relations with inexperienced young children engaging conversation in chat rooms, instant messaging, e-mail, or discussion boards further evaluate the kids to meet face to face in future. Their more direct approach may include harassment or stalking. Hence parents prefer keeping their children away from the internet as the best solution to encounter the prevailing fear of child victimization. These online fears more worsen when both the parents are working and the child is left home alone to operate the internet. Pedophiles often target children posing as a young person with similar interests and hobbies to establish easy friendship with children and then slowly develop the relation in such manner that they gain trust in order, to meet the person known as 'online enticement' grooming or child procurement. Children and teens if contacted by the online predators may be victims of internet crimes like, luring them for sexual acts, use of children to produce childpornography for commercial purpose, many times to engage teens to watch and distribute and exchange child pornography on internet, and enticing children for child sexual tourism.

Searchable user profiles on Instant Messaging and Chat Rooms and Social Networking profiles the predators easily find information of potential victims. As per the Federal Bureau of Investigation there are more than half a million pedophiles online daily who hide their original identity to lure children and mold themselves as per the online situation.

The predator's methods for Grooming:

1. Chat Rooms
2. Look for child oriented screen names
3. Search through social networking profiles
4. Strike up a conversation
5. Show interest and gain their trust
6. Be friend with them
7. Send gifts
8. Send pornographic pictures
9. Scare the victim to continue the relation with the fear to tell their parents what they did online.

These are a few among the various cybercrimes that children may come across if left unmonitored. This explains that negative socializing through SNSs has risk with after effects on children's future as well as during and after being bullied and increases the risk of developing number of health and psychological problems. Such after effects of being bullied on SNSs may create emotional distress after or during using the internet, the child may stop socializing with friends and family and cut off himself from groupgathering and often skip school with a considerable change in mood, sleep and appetite, the grades may fall and the child may become aggressive at home for no big reason.

Other after effects like great risk of anxiety, depression and stress related disorders, academic difficulties, aggressive behavior in class and family, alcohol or other drug abuse without the knowledge of parents, anxiety, attention & retention problems, bad dreams or bed wetting, chronic pain, concentration problems, dangerous behavior such as speeding, dehydration, depression, dissociative states, eating disorders, failure to thrive, compare with others or evaluate own worth in the peer group, fear or shyness of certain adults or places.

Sometimes the bullying effect tends the child to suicide. The social networking sites like Facebook may cause 'Facebook Depression' a term framed by the American Academy of Pediatrics resulting in a feeling of unpopularity or excluded from the events or group when children see updated status or photos on Facebook. Acceptance by and contact with peers¹⁰³ is an crucial aspect of adolescence life, with the offline depression, children and adolescence who suffer from Facebook Depression may feel social isolation and sometimes such bullied children while in search of relief opt to look into websites and blogs which have abusive content, encourage for sexual activities and may motivate to self-harm or aggressive behavior.

Ilene R. Berson argues about the potential risk of pedophiles online has been a major concern of parents and caregivers. He further says that the anonymity of the cyber space provides a mask for those who are in hunt of children for abduction and sexual abduction which is an omnipresent crime (Allinich & Kreston, 2001).

i. Causative factors for not registering complaints: Victimization, stigmatization and shame

Unawareness of the Cyber space in the parents and elders has been one of the corereasons for parents not registering the complaint of the child been victimized or teased on the internet. Teasing as discussed above is not taken to be serious matter by parents and children, till the symptoms of after effects are noticed in children. At the early age of 3 to 4 years the child develops the capacity towards the feeling of shame and embarrassment, research has stated that by the age of 10 years children can experience shame only by assuming that others are assessing them negatively (Abrams, 1988; Bennett, 1989; Bennett and Gillingham, 1991). The bullying and negative comments posted on SNSs is hard to accept by children as self-respect of children is much evaluated by their reputation in peer groups, with fame as a major factor to children with intensification and anxiety of peer relationship (Hill and Pillow, 2006; Parker and Gottman, 1989).

The mere thought of being stigmatized if associated with a stigmatized person may affect their popularity in peers keeping the child away from others. Also the fear that stigma or victimization could lead to avoidance and rejection among peers, which in turns is related to isolation and loneliness, (Asher and Coie, 1990) can keep the child away from reporting or complaining him being abused or bullied online. Researchers have analyses that bullied children may become offenders in future and attempt to bully others, sometimes the already bullied children are more likely to be bullied and targeted for further victimization (Schwartz et al., 1993).

Children have a concern about their reputation in society and peers and the possibility that bullying is done on a global platform viewed by a large audience publicly and the concern and fear about others reaction towards them after the knowledge of their victimization.

Parents are hesitant to complaint abuse or bullying of children because they are more concerned about the reputation in the society and friends and the fear that interference of media would only heightened the issue (Kilpatrick et al., 1992).

ii. *Privacy Concerns: Digital Foot prints and Cookies*

Another concern which children are unaware about is ‘what goes online stays online’ the digital footprints where once you post online never goes away, and may follow the children in their young age and throughout life which may prove to be a hurdle in future employment opportunities, relationships, college admissions applications and career and may be impacted by unflattering online post. Children are unaware about the fact that when they visit various social networking sites they leave behind evidence of those sites they visit which may be called as the history of one’s Web activity called the ‘digital footprint’ Another threat unknown to children is of the Cookies. Computer cookies are small text files that are stored on the user’s computer by various web sites in order to get specific information of the use of regularly visited websites. Cookies enable to retrieve the earlier browsing information enabling the user to search the same site and time is saved.¹¹³ Simultaneously there are cookies which are known as tracking cookies or third party cookies which may compromise with the user’s privacy in various ways. Few websites allow storing a special file on the user’s computer which keeps tracking the user’s use, likes and dislikes and various activities on the website. To be safe and protected from these tracking cookies the user need to change settings on the computer or laptop, which is again impossible to be done by children users. 88% parents know and agree that their children and teens communicate with stranger and those people whom they do not know in their real offline world. The concern that comes on the priority list of parents is that 61% are worried about teens sharing too much personal information on the social networking sites which can prove to be dangerous. 60% adults agree with the parental control of the child’s and teens online activities to be the best method to prevent online harm. 47% parents feel an assurance that teens are safe online.

As much as 40% parents are not sure that their teens will be safe online even if they are using the social networking sites at home. 34% accepted that they check the online activates on the social networking sites of their children.