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Is it Because of I'm Famous, Success or Rich: Why Social Media Influencer become a Victim of Cyberbullying on Social Media?

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Abstract

Social media influencers have significant followers, which includes both enthusiastic engaged people who appreciate their opinions and detractors. While they benefit from the chances to become brand endorsers as a result of their influences, they are also potential victims of cyberbullying. Cyberbullying is not a new phenomenon; it predates the social networking era. Therefore, this study examined on why social media influencers become a victim of cyberbullying on social media adopted by the past researcher. A comprehensive online questionnaire was used to assess the type of cyberbullying which has four dimensions such as harassment, flaming, dissing, and trust. The respondents for this study were generally 50 influencers in Malaysia. Data were analyzed using SmartPLS 3. The findings showed that all the hypotheses tested were supported and it concludes that the social media influencer in Malaysia was a victim of cyberbullying on social media. As for the recommendation, the results obtained give insight and perspective whereby the action needs to be taken promptly by authorities in Malaysia in overcoming this issue before it is too late.

Keywords: Social Media, Influencers, Cyberbullying, Malaysia

Introduction

Social media is a dynamic area wherein structures and utilization practices are situation to constant modifications in an established culture of connectivity with multi-directional information flow (Anderson & Jiang, 2018; Garimella, Morales, Gionis, & Mathioudakis, 2018). Social media is defined as computer-mediated communication in which people create their content, see and interact with content created by their friends or other consumers online (Kaupe, 2019; Boczkowski et al., 2018). The use of social media structures has become an important part of the media diet for the majority of the world's population (Seo & Park, 2018; Kapoor et al., 2018). The number of people using social media in Malaysia is rapidly increasing from year to year. In 2017, there were more than 25 million Internet users, with a penetration rate of 78.3 percent (Statistics, 2021). Hundreds of thousands of people communicate every

day using social media websites such as Facebook, Twitter, and Instagram. Social media websites are used for socializing with friends, meeting new people, and increasingly even selling themselves through the usage of large agencies.

Users of social media who have built a reputation for their intelligence and knowledge on a given issue or who have established their credibility in a specific business are known as social media influencers (Kay et al., 2020). They create regular posts about the subject on their favorite social media channels, which attract large audiences of interested participants. These followers are very interested in what the influencers have to say. On the other hand, social media influencer now becomes a victim of cyberbullying on social media. According to Cabañes, (2018), trolling on social media occurs when users create controversial and offensive content material to misinform, deflect attention, mock, and bully the author of a post. Trolling can be driven by a variety of factors, including dissatisfaction, jealousy, or simply the desire to ride a specific message closer to a specific destination. In many circumstances, trolling creates an environment conducive to cyberbullying. This is because a small percentage of social media users are unaware of the impact and significance of both their words and activities on social media (Connor & Carolina, 2020).

Many kinds of research have focused on evaluating the effect of cyberbullying on the victims or influencers. According to several studies, the influencer is frequently the subject of negative online remarks. Campbell-smith & Bradshaw (2019), attribute the highly judgmental and frequently suggestive tone of reader comments to influencer stories to a variety of factors (Campbell-smith & Bradshaw, 2019). Other studies have discovered more direct 'assaults' aimed at celebrities and influencers (Janjira, 2018). Such direct assaults are frequently found on Twitter, as the technology allows for direct and clear communication between the target market and celebrities (Bastos & Mercea, 2018). Influencer victims frequently battle negative emotions as a result of the bashing activities, which they perceive as a form of cyberbullying (Maly, 2020; Constantinides, 2014). The negative nature of those critiques has prompted a few influencers who have been victims of cyberbullying to take a public stand against it, either by supporting or forming anti-bullying initiatives or organizations or by just posting their story or posting on their personal social media profiles. The objective of this research is:

- to identify the factors triggered social media influencer as a victim of cyberbullying on social media.

Therefore, this study attempts to seek the gap, highlighting that cyberbullying has been addressed in relatively few studies. There is also minimal empirical study that studied social media influencers in Malaysia.

Literature Review

Social Media Influencers

Individuals build a distinctive public image for financial benefit and/or cultural capital through self-branding, also known as personal branding (Gorbatov et al., 2018). They are also known as social media influencers because many of them built their brands on social media. Influencer endorsements, according to Duffy & Hund (2015), play a significant impact in the psychology of brand association and influencing customers because influencers are frequently idolized. Duffy & Hund (2015) claims that consumers become infatuated with influencers and create unhealthy attachments to them.

Cyberbullying

In the popular press and the expanding body of research on the subject, the word cyberbullying has been defined and characterized in a variety of ways, many of which are contradictory. This is unsurprising, given that academics can't agree on how to spell cyberbullying (cf. cyberbullying, cyber-bullying). Cyberbullying, Internet aggressiveness, and Internet harassment are all terms that have been used interchangeably, making mutual understanding of this subject more difficult (Robinson & Petherick, 2017; Schurgin & Clarke, 2011).

Cyberbullying can be considered a growing disease in today's social media. According to the findings of a study conducted in Malaysia by (Hassan, Yacob, Nguyen, & Zambri, 2018), 65.7 percent of victims reported being cyberbullied on Facebook and 60.2 percent on cyber and mobile phone applications such as WeChat and Telegram. According to the data, 66% of respondents had been cyberbullied; female cyber users had a greater prevalence rate than male cyber users, and Malays students had the largest percentage of cyber victims compared to other ethnic groups. Thus, according to recent statistics, the most popular sites for cyberbullying were Facebook and mobile phone social apps (Redmond et al., 2018).

According to another study by tech compares and reviews, 23% of Malaysian parents say their child was a victim of cyberbullying at least once in 2018. Malaysia was ranked second-worst in Asia out of 28 countries examined, better than India but 37 percent worse than Saudi Arabia, 19 percent worse than China, 17 percent worse than South Korea, and 13 percent worse than Japan (Malay Mail, 2018). Media and communications, information technology, education, psychology, sociology, and legal studies have all paid increased attention to cyberbullying. Cyberbullying manifests itself in interaction situations, primarily through verbal and nonverbal communication; it exists in the interpersonal relationship between the bully and the victim; and it can be linked to group communication and group structuring, as well as organizational and cultural communication processes (Waheed, 2019).

Another example in Malaysia was that of Teh Wen Chun, a college student who committed himself by jumping from the 17th story of a building in Tanjung Bungah, Penang. "Cremate my body and release the ashes into the sea. No need for tombstones and funerals. Goodbye". This was Wen Chun's last Facebook status update. He was discovered to be melancholy because of a slanderous article that had circulated on the Internet. When some of his college friends began to attack and shame him on Facebook with harsh and negative words, he began to act differently (The Star, 2017). Victims of cyberbullying were frequently made to believe that they were to blame for the attacks directed at them (Heiman et al., 2019; Rivituso, 2014).

By these cyberbullying events, cyberbullying on social media in Malaysia is a severe problem that requires attention. Malaysia's cyber security section performed a survey on the impact of cyber risks on children and adolescents, finding that cyberbullying on social networking sites such as Facebook and Twitter accounted for roughly 60% of the cases reported to them (Haidar et al., 2017; So, 2011). Research on cyberbullying in Malaysia is beginning to get attention. According to a study conducted by Haidar et al (2017); Waheed (2019), on the prevalence of cyberbullying among students in Malaysian higher learning institutions, most cyberbullying victims became too sensitive to their surroundings and acquired emotional alterations because of their experiences.

Categories of Cyberbullying

The following categories of cyberbullying have been identified by several researchers and practitioners (Enke & Borchers, 2019; Abidin, 2019; Abidin, 2018; Ouvrein, Vandebosch, & Backer, 2017): (i) Harassment - when a bully sends rude and nasty communications to an individual or group of individuals on a frequent basis. Perilous texting, cyberstalking, and rude conversations; (ii) flaming - an online brawl that takes place over emails, instant messaging, or social media accounts. i.e. vulgar imagery, aggressive language; (iii) exclusion - the act of purposely singling out and excluding someone from an online group, then leaving hostile remarks and tormenting the person who was singled out. (iv) outing - publishing sensitive, private, or embarrassing material on the internet without the victim's permission; (v) masquerading - impersonating someone to harass them anonymously; (vii) dissing – the act of transmitting or broadcasting brutal information to ruin their recognition or friendships with others; (vi) fraping – impersonates a person by illegally logging into their social networking account; (viii) deception - deception is the act of persuading someone to reveal secrets and strategies or humiliating statistics in order to gain their trust (ix) trolling is a harmful attack that uses insults or harsh language to elicit a response on online message boards and social networking websites. (x) catfishing - when someone steals a person's online identity, usually photographs, and uses it to create fraudulent social media profiles; and (xi) slandering - causing harm to another individual by spreading nasty rumors. We've seen that a number of those classes overlap, based on the severity of cyberbullying behavior. Slandering, for example, is a form of harassment. Meanwhile, according to Wegge et al (2016), Cyberbullying includes (i) text message bullying; (ii) picture/video clip bullying (through cellular tele cell smartphone cameras); (iii) tele cell smartphone name bullying (via cellular phones); (iv) e-mail bullying, (v) chat room bullying, (vi) instant messaging; and (vii) bullying via websites. While those cyberbullying bureaucracies can be found in any digital setting, we agree that they can also be found on social networking sites in the age of social networking.

Psychological Motives

According to the literature, cyberbullying is a hidden kind of psychological bullying in which violence and hostile statements are driven by vengeance, a retributive measure in which individuals seek satisfaction and seek to restore justice by engaging in aggressive behavior (Hinduja & Patchin, 2018; Baldry et al., 2017). In studies of younger samples, revenge was indicated as the most common cause for cyberbullying, with respondents claiming to have been targeted by bullies at school (i.e., offline bullying resulting in the victims reacting online) (Hinduja & Patchin, 2018). Recreation, reward, and rage were also found to motivate aggressive behaviors such as cyberbullying (Baldry et al., 2017). Other psychological motives include a need to belong (Zimmer-gembeck & Webb, 2017), dominance (Lou, Chaffee, & Lascano, 2018), jealousy, anger, boredom, and pure entertainment (Balakrishnan & Norman, 2020). Authors such as Balaban, (2019), differentiated between internal and external motives for cyberbullying, whereby redirecting feelings, revenge, boredom, approval-seeking, and anonymity effect were identified as internal motives whilst characteristics of the victims (e.g., non-confrontational) or situations were identified as external motives. Internal and self-serving motives were voiced more frequently than external motives, according to their findings. Psychological reasons are key predictors of cyberbullying, according to most of the literature. However, there is no research exploring the psychological motivations for cyberbullying perpetration among young adults, particularly in Southeast Asia, including Malaysia. Furthermore, most psychological reasons and effects research concentrated on

victims, with only a handful including bullies, bully-victims, and onlookers. As a result, greater attention and research are needed to discover the underlying motivations of cyberbullying among young people and to help identify effective strategies and appropriate treatments to prevent cyberbullying among this population in the future.

Conceptual Framework

Characteristics of Cyberbullying

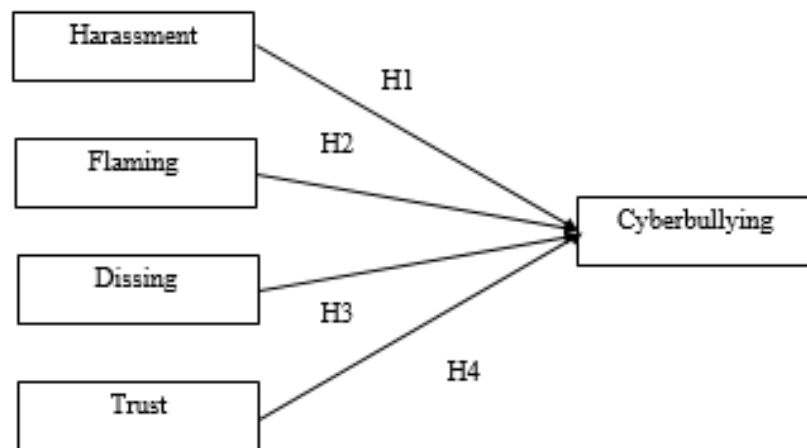


Figure 1: Conceptual Framework

Methodology

This study will be using a quantitative research design that adapts the statistics, numbers, and values representing the research conceptualization of this study (Daniel, 2016). In this study, 50 influencers in Malaysia have been identified to be selected as respondents and will be given a questionnaire by the researcher. Selected respondents voluntarily complete two parts of a given online survey. The first section gathers the demographic and personal data, while the second consists of 20 items based on a 5-point Likert scale that is ranged from '1-Strongly disagree' to '5-Strongly agree' according to positive items, and from '1-Strongly agree' to '5-Strongly disagree' according to negative items. To ensure the inclusion of a comprehensive list of measures, several past relevant studies are reviewed to develop the self-report instrument. These measurement items are adopted from various scholars that present different factors, which are central to cyberbullying on social media.

*Characteristics of Cyberbullying (Hassan et al., 2018)***Table 1:** Questionnaires

No	Characteristics	Coding	Items
1	Harassment	H1	I am too fat to become an influencer
		H2	I am too ugly to become an influencer
		H3	My educational background was low
		H4	My pronunciation was so bad
		H5	My pictures have been used as pornographic imagery
2	Flaming	F1	I have been cursed before this
		F2	I was once called an attention seeker
		F3	My family has been abused by people
		F4	My appearance was embarrassed
		F5	My outfit was not up to date
3	Dissing	D1	They associated my personal problems
		D2	They used fake accounts to harassed me.
		D3	The haters keep using my old picture to make a joke
		D4	Ask the company to remove me as their ambassador
		D5	Force others to unfollow me in all my social media
4	Trust	T1	Haters will never trust me personally
		T2	Have haters said you post customer products for money?
		T3	Haters will never trust what have I explained on the product given
		T4	Do haters say the products I describe are all fake?
		T5	Lack of followers on social media causes haters to have less trust in influencers?
5	Cyberbullying	C1	Are you being bullied every day on social media?
		C2	Did you read the negative comments?
		C3	Do you feel depressed after getting negative comments?
		C4	Is that bullying you among teenagers?
		C5	Have you ever been bullied outside of social media?

This research will be conducted in Malaysia by implementing non-probability sampling. Furthermore, the selection of purposive sampling will be able to extract the valuable information from the respondents that can help this research on how social media influencer become a victim of cyberbullying on social media. All the information obtained from the respondents will be analyzed by using IBM Statistical Package for Social Science version 25 and PLS Structural Equation Model (SEM) (Hair, Henseler, et al., 2014).

Data Analysis and Results

SPSS (Statistical Package for the Social Sciences) (v.25) is used to insert students' responses and to test the normality and Common Method Variance (CMV) where biasness can be induced by the instrument rather than the respondents. Once there is no evidence of a common method variance, the Structured Equation Modelling using partial least squares (PLS-SEM) through Smart PLS is used in this study in order to identify the factors triggered social media influencer as a victim of cyberbullying on social media. As suggested by previous scholars Hair et al (2014), the predictive measurement model is prepared based on the guideline provided by Hair, Hult, Ringle, & Sarstedt, (2014) when this study aims to develop a predictive model by focusing on explaining the variance of the dependent variable while accessing the model.

Descriptive Analysis

Descriptive analysis was utilized to establish a summary data received. The descriptive analysis for identifying the factors of cyberbullying will explain by the number of respondents (N), mean, standard deviation, and the number of items. This section will identify the respondent's demographic profiles which are social media influencers in Malaysia. The questions asked were gender, age, income, education, and followers.

Demographic Profile

Table 2 showed subject characteristics and background information such as gender, age, income, education background, and followers in social media were collected from the sample of 50 influencers in Malaysia. Most of the students who participated in the questionnaire were female, 64% (N=32), and 36% (N=18) were male. Respondents involved in this study were within the age group of 21-25 years old with 46% (N=23), 18-20 years old with 16% (N=8), 25-30 years old with 18% (N=9), and below 18 years old with 4% (N=2). For income, most of the respondents gained RM500-800 and more than RM1000 with 26% (N=13) and RM800-1000 with 22% (N=11) followed by RM300-500 with 14% (N=7) and RM100-200 with 12% (N=6). Next, for education, 46% (N=23) was diploma holder, followed by 34% (N=17) was a degree holder. The least number was 8% (N=4) who are only in high school. Lastly, 54% (N=27) have more than 5000 followers and the lowest percentage was 2000-3000 followers with 6% (N=3) in their social media.

Table 2: Demographic Profile

Demographic		Frequency (N=50)	Percent %
Gender	Male	18	36.0
	Female	32	64.0
Age	Below 18	2	4.0
	18-20	16	32.0
	21-25	23	46.0
	25-30	9	18.0
Income	RM 100-300	6	12.0
	RM 300-500	7	14.0
	RM 500-800	13	26.0
	RM 800-1000	11	22.0
	More than RM1000	13	26.0
Education	High School	4	8.0
	Diploma	23	46.0
	Degree	17	34.0
	Postgraduate	6	12.0
Followers in Social Media	2000-3000 Followers	3	6.0
	3000-4000 Followers	7	14.0
	4001-5000 Followers	13	26.0
	More than 5000 Followers	27	54.0

Normality Test

A normality test is a test that has been used to measure the normal distribution of the data set. The primary criterion for trials for the assessment of the normality is Kolmogorov Smirnov and Shapiro-Wilk test. With the large sample size (>40), Kolmogorov-Smirnov was used for the evaluation of normality, and the Shapiro-Wilk test was used in sample size (<40). As this present study sample size was 50 (>40), the Kolmogorov-Smirnov test was used to determine the normality of data. In the examination of normalcy, a non-significant result ($p > .05$) indicates normal distribution. In this regard, the parametric test will be used for statistical analysis. However, if the significant values ($p < .05$) it is still considered as a normal distribution if the two mean values differences compared (mean and 5% mean trimmed) were not too different and the value of skewness and kurtosis in the range of ± 1 .

Table 3 showed all variables have no significant values ($p > 0.05$). Although the significance value of all variables showed not normally distributed, the differences of the two mean values compared (mean and 5% mean trimmed) were not to differ and the amount of skewness and kurtosis in the range of ± 1 . In Harassment, the two men were (3.64 and 3.71), skewness and kurtosis ($.645 \pm -.243$). For flaming, the two mean was (3.72 and 3.79), skewness and kurtosis ($.798 \pm .424$). Next, the two mean for dissing was (3.22 and 3.24), skewness and kurtosis were ($1.74 \pm .483$). Besides that, the two mean for trust was (3.00 and 3.00), skewness and kurtosis were ($.321 \pm .369$). Lastly, cyberbullying shows two mean was (3.78 and 3.87), skewness and kurtosis were ($.671 \pm .490$). In conclusion, all the data variables were considered as normally distributed based on the criterion of normality.

Table 3: Normality Test

Kolmogorov-Smirnov							
	Statistic	df	Sig.	Mean	5% Trimmed mean	Skewness	Kurtosis
Harassment	.222	50	.000	3.64	3.71	.645	.243
Flaming	.267	50	.000	3.72	3.79	.798	.424
Dissing	.163	50	.002	3.22	3.24	.174	.483
Trust	.232	50	.000	3.00	3.00	.321	.369
Cyberbullying	.173	50	.001	3.78	3.87	.671	.490

Common Method Variance

The data also investigate for its potential common method variance. This study adopted Harman's one-factor test as used by previous studies (Tehseen, Ramayah, & Sajilan, 2017). The objective of this test is to examine the result of the unrotated factor solutions to determine the number of factors accounting for the variance in the variables (Kock, 2017). To analyze common method variance, SPSS will be used to run the data. If the percentage exceeds 50%, it could be biased towards the data. Table 4 shows that the percentage of difference is 45% in which could not affect the data.

Table 4: Common Method Variance

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	11.141	44.565	44.565	11.141	44.565	44.565
2	3.114	12.457	57.022			
3	1.774	7.094	64.116			
4	1.395	5.580	69.695			
5	1.193	4.773	74.468			
6	.940	3.759	78.227			
7	.828	3.313	81.540			
8	.733	2.932	84.471			
9	.605	2.419	86.891			
10	.509	2.035	88.926			
11	.483	1.934	90.860			
12	.446	1.785	92.645			
13	.370	1.481	94.126			
14	.295	1.182	95.307			
15	.237	.949	96.257			
16	.177	.708	96.965			
17	.148	.591	97.556			
18	.127	.507	98.063			
19	.111	.445	98.507			
20	.107	.427	98.935			
21	.094	.375	99.310			
22	.062	.250	99.560			
23	.051	.205	99.765			
24	.034	.137	99.902			
25	.024	.098	100.000			

Measurement Model Assessment

The studies version for this research is primarily based totally on partial least squares (PLS). The size and structure version for this examination is evaluated the usage of Smart PLS 2.0 (Hair, Sarstedt, et al., 2014). This statistical software evaluates the dimension version's psychometric homes and calculates the structural version's parameters.

Internal Consistency Reliability

The inner consistency reliability of a length model is excellent, and the composite reliability (CR) of every meeting exceeds the edge cost of 0.7. The CR of each assembly for this investigation ranges from 0.823 to 0.942, which is greater than the recommended threshold cost of 0.7, as shown in Table 5. As a result of the findings, it appears that the items selected to represent the constructs had the highest level of internal consistency reliability.

Table 5: Internal Consistency Reliability

Variables	Composite Reliability
Harassment	0.912
Flaming	0.942
Dissing	0.823
Trust	0.867
Cyberbullying	0.881

Convergent Validity

The convergent validity of the size version is classified in this study by assessing its common variance extracted (AVE) value. Convergent validity is sufficient when constructs have an average variance extracted (AVE) value of 0.5 or greater. According to Table 6, all constructs have an AVE ranging from 0.580 to 0.804, which corresponds to the recommended threshold value of 0.5. This conclusion implies that the study's size version has demonstrated sufficient convergent validity.

Table 6: Convergent Validity

Constructs	Average Extracted Variance (AVE)
Harassment	0.635
Flaming	0.804
Dissing	0.611
Trust	0.580
Cyberbullying	0.719

Discriminant Validity

The AVE value of every construct has obtained the usage of the SmartPLS algorithm feature to decide the primary assessment of size model discriminant validity. The square roots of AVE are then manually determined. According to the findings, all square roots of AVE outperformed their respective row and column's off-diagonal components. The square roots of the AVE are represented by bolded items in table 7, while non-bolded values display the intercorrelation value among constructs. All off-diagonal elements are lower than the square roots of AVE, consistent with table 6. As a result, the result demonstrated that the Fornell and Larker criteria were met.

Table 7: Discriminant Validity

Constructs	Harassment	Flaming	Dissing	Trust	Cyberbullying
Harassment	0.863				
Flaming	0.620	0.852			
Dissing	0.611	0.702	0.873		
Trust	0.621	0.655	0.594	0.840	
Cyberbullying	0.606	0.668	0.557	0.662	0.870

Cross Loading Output

The second step in determining discriminant validity is to compare the loadings of the indicators to all of the assemble correlations. The SmartPLS set of rules characteristic generates the output of cross-loadings. The output of cross loading among constructs and indicators is shown in table 7. Table 7 further shows that in comparison to other factors, each dimension item loaded better against its alleged latent variable. The table also validated that each block's loading is higher than that of any other block inside the same rows and columns. Every latent variable, as theorized inside the conceptual version, is separated by the loading. The second evaluation of the size model's discriminant validity was found to be satisfied as a consequence of the cross-loading output. As a result of this observation, the dimension version has established its discriminant validity.

Table 8: Cross Loading Output

	Harassment	Flaming	Dissing	Trust	Cyberbullying
H1	0.840	0.537	0.530	0.515	0.522
H2	0.878	0.562	0.573	0.553	0.552
H3	0.893	0.526	0.526	0.555	0.541
H4	0.879	0.551	0.492	0.505	0.545
H5	0.829	0.489	0.477	0.478	0.428
F1	0.530	0.907	0.560	0.573	0.525
F2	0.551	0.811	0.520	0.565	0.541
F3	0.569	0.899	0.633	0.539	0.560
F4	0.612	0.837	0.679	0.591	0.522
F5	0.538	0.887	0.661	0.591	0.583
D1	0.497	0.527	0.858	0.566	0.568
D2	0.483	0.564	0.855	0.521	0.597
D3	0.495	0.578	0.835	0.537	0.558
D4	0.512	0.511	0.572	0.566	0.595
D5	0.528	0.618	0.857	0.524	0.527
T1	0.555	0.616	0.612	0.895	0.521
T2	0.59	0.589	0.712	0.840	0.421
T3	0.537	0.582	0.502	0.847	0.504
T4	0.453	0.536	0.482	0.858	0.463
T5	0.474	0.500	0.513	0.858	0.606
C1	0.560	0.595	0.567	0.711	0.876
C2	0.566	0.531	0.472	0.573	0.784
C3	0.598	0.568	0.493	0.611	0.831
C4	0.581	0.547	0.467	0.548	0.841
C5	0.537	0.574	0.462	0.540	0.878

Overall, the dimension model's reliability and validity ratings were satisfactory. All reliability and validity assessments are shown, indicating that the size model used in this study is legitimate and appropriate for estimating parameters within the structural version.

Structural Model

The tests used to determine the validity of the structural model for this study are discussed in the subsections below. The structural version's validity is classified using the coefficient of determination (R^2) and direction coefficients. In addition, this examination evaluates the proposed mediation interactions inside the studies model. The mediation relationships are investigated using suggestions by (Baron & Kenny, 1986).

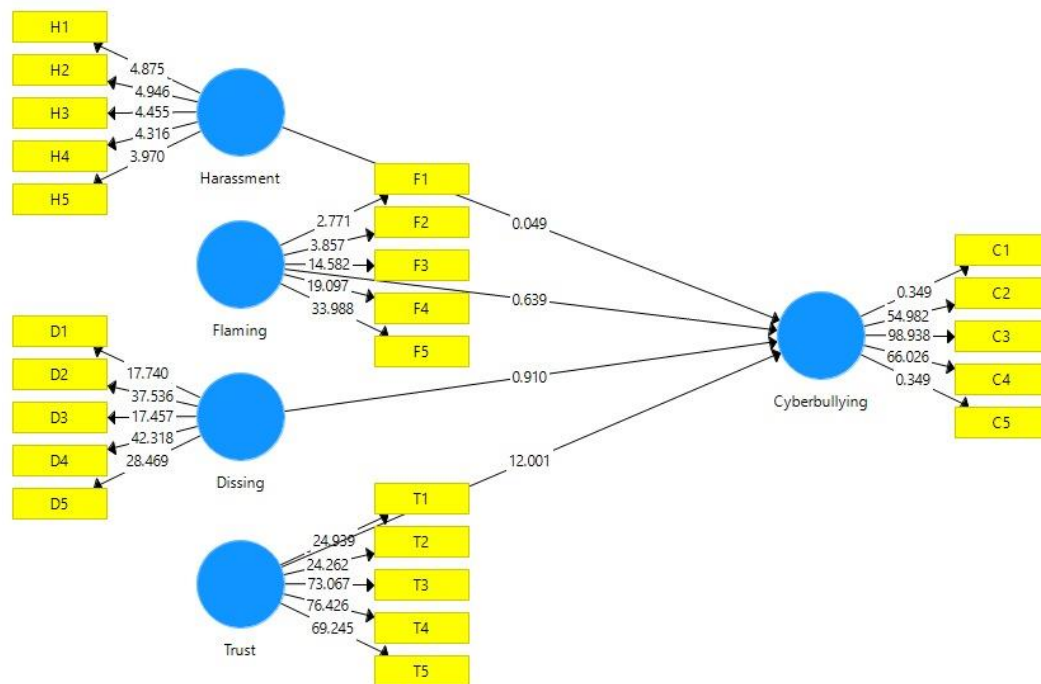


Figure 2: Analysis Model

Coefficient of Determination (R^2)

The R^2 number indicates the amount of variance in the dependent variables, which is determined by the independent variables. As a result, a higher R^2 value will improve the structural model's prediction ability. The R^2 values are obtained using the SmartPLS algorithm feature, while the t-statistics values are obtained using the SmartPLS bootstrapping feature. Table 9 shows the outcome of the structural version.

Table 9: Coefficient of Determination (R^2)

Constructs	R^2
Harassment	0.394
Flaming	0.357
Dissing	0.399
Trust	0.351
Cyberbullying	0.359

Coefficient of Size Effect (F²)

The effect size is a measurement of each predictor construct's influence on the outcome. In the PLS path model, when an independent construct is omitted from the model, it measures the changes in squared correlation values and determines whether the omitted independent construct has a substantive effect on the value of the dependent construct. If the number was above 0.35, it could be considered as a large effect size; meanwhile, if the value was below 0.02 is considered essentially zero effect size. Table 10 shows that the number exceeded 0.02. The result can be considered as a large effect size.

Table 10 Coefficient of Size Effect (F²)

	Cyberbullying Social Media
Harassment	0.560
Flaming	0.665
Dissing	0.540
Trust	0.417

Beta Coefficients

The greater the beta coefficient (β), the stronger the effect of an exogenous latent construct on the endogenous latent construct. Table 11 shows that the Harassment had the topmost path coefficient of $\beta=0.632$ when compared to other β values in the model, which showed that it had a more excellent value of variance and high effect on Cyberbullying on social media.

Table 11: Beta Coefficients

	Cyberbullying Social Media
Harassment	0.632
Flaming	0.599
Dissing	0.592
Trust	0.543

Heterotrait-monotrait (HTMT)

Discriminant validity is lacking when HTMT values are close to 1. The HTMT can be used as a criterion by comparing it to a predetermined threshold. If the HTMT value is greater than this threshold, it can be said that discriminant validity is low. The result shows in table 12 that all variables were below 0.9.

Table 12: Heterotrait-monotrait (HTMT)

	Harassment	Flaming	Dissing	Trust	Cyberbullying
Harassment					
Flaming	0.647				
Dissing	0.811	0.662			
Trust	0.807	0.627	0.791		
Cyberbullying	0.758	0.726	0.692	0.641	





Path Coefficients

Every path connecting latent variables in the structural model represented a hypothesis. Based on the structural model's evaluation, the researcher can validate or disprove each

hypothesis, as well as determine the strength of the relationship between dependent and independent variables.

The associations between independent and dependent variables were investigated using the SmartPLS algorithm output. However, with SmartPLS, t-statistics for all pathways have created the usage of the SmartPLS bootstrapping approach to test the significant level. The significant degree of each association is classified using the t-statistics output. For each hypothesized course, Table 13 gives the path coefficients, observed t-statistics, and significance level. The submitted hypotheses are either accepted or rejected based on the results of the path evaluation. The testing of the proposed hypotheses will be discussed in the following section.

Table 13: Path Coefficients

Objectives		Path Coefficient	T statistics	P-value
To examine the characteristics of cyberbullying towards social media influencers in Malaysia	Harassment  Cyberbullying	0.058	0.049	0.03
	Flaming  Cyberbullying	0.082	0.639	0.01
	Dissing  Cyberbullying	0.113	0.910	0.01
	Trust  Cyberbullying	0.086	12.001	0.02

Hypothesis Testing

The path coefficient among latent variables is evaluated to validate the stated hypotheses and structural model. According to prior research, the path coefficient value must be at least 0.1 to account for a certain impact in the model (Hair, Hult, Ringle, & Sarstedt, 2014). None of the given hypotheses are supported by the path coefficient (see Table 13).

Table 14: Hypothesis Testing

	Hypothesis	Result
H1	There is a positive significant relationship between harassment and cyberbullying	Supported
H2	There is a positive significant relationship between flaming and cyberbullying	Supported
H3	There is a positive significant relationship between dissing and cyberbullying	Supported
H4	There is a positive significant relationship between trust and cyberbullying	Supported

Based on the analysis, it shows that harassment was influence directly towards cyberbullying ($\beta=0.058$, $t=0.049$, $p<0.05$), and flaming also revealed it was also influenced directly towards cyberbullying ($\beta=0.082$, $t=0.639$, $p<0.05$). Moreover, dissing was influence by cyberbullying in social media ($\beta=0.113$, $t=0.910$, $p<0.05$). Lastly, trust also shows the same result which influences cyberbullying ($\beta=0.086$, $t=12.001$, $p<0.05$). As a result, hypotheses H1, H2 H3, and H4 are supported and accept the hypothesis.

Discussion

The current study was conducted to have an overall perspective on the factors triggered social media influencer as a victim of cyberbullying on social media. In this regard, researchers have considered all sub-variables; harassment, flaming, dissing and trust that represent characteristics variables to investigate the relationship towards cyberbullying. In the previous section, the researchers have conducted the data analysis in identifying the descriptive analysis in terms of demographic profile. In sum, the results obtained indicated that female respondents were the majority participated in this study as compared to male respondents (Kane & Macaulay, 1993). Based on Kane & Macaulay (1993) also stated that females tend to answer positively in most of the questions as compared to the male respondents. Besides that, the male has a tendency not to answer the questionnaire seriously. There was research conducted by prominent scholars such as Bista (2017); Nair & Adams (2009) that indicates women are more likely to participate than men. Meanwhile, respondents aged between 21-25 years old were the majority of this study that aligned with some other researchers that mentioned younger people were likely to participate in research compared to an older man. In this study, harassment has been identified to have a positive influence on cyberbullying in social media ($\beta=0.058$, $t=0.049$, $p<0.05$). This result is consistent with previous studies that examined harassment towards influencers (Abidin, 2019; Hassan et al., 2018). The findings of this study also are aligned with previous studies that examined harassment towards artists and celebrities Kies, (2021), where previous studies have demonstrated empirically that harassment is the factor that leads to cyberbullying. In this study, harassment refers to unwanted behavior which you find offensive or which makes influencer feels intimidated or humiliated. From the analysis, it shows that influencer was being harassed by other social media users and continue to make influencers in Malaysia as a place for bullying.

Based on the findings, besides harassment, cyberbullying also is being identified to be the influence of flaming ($\beta=0.082$, $t=0.639$, $p<0.05$). This finding is in line with previous studies that examine cyberbullying (Rajapaksha et al., 2019). Rajapaksha et al (2019) mentioned flaming will be a big issue if this thing continues. Moreover, flaming which is known as roasting with the act of posting insults or another offensive language can make a person stress and can make a person commit suicide no matter they were influencers, artists, or ordinary human beings.

Next, the result of dissing was revealed to be influenced towards cyberbully in social media ($\beta=0.113$, $t=0.910$, $p<0.05$). The analysis shows a positive result and this was aligned with the previous study by Pawelz & Elvers (2018), in which the author examined the types of dissing and why dissing become an issue towards influencer. According to Pawelz & Elvers (2018), dissing demonstrate other users treat influencer with disrespect or contempt. Besides influencers, the author said that artists also have been disrespectful with post negative comments and sexual comments.

Lastly, trust also has been identified to have a positive influence on cyberbullying towards influencers ($\beta=0.086$, $t=12.001$, $p<0.05$). These factors show the same result and are aligned

with the previous study by (Pieschl & Porsch, 2017; Vaillancourt, Faris, & Mishna, 2017). According to this author, trust is an important factor because it helps increase other people's trust towards influencers. Trust can be a cause for others not to trust the influencer and if one does not believe then many other users do not believe. It could affect influencer posting or product reviewing which because no one will trust.

Hence, concerning the four research questions, this study confirms that harassment, flaming, dissing and trust are four important factors that have a positive influence on cyberbullying towards social media influencers in Malaysia.

Conclusion

In a conclusion, this research paper brought a new dimension to the academic and practical arena with the finding gaps filled in the current scenario. For the past couple of years, cyberbullying issues have become the main agenda in the social media platform, and it's become a trend in Malaysia. As mentioned previously, cyberbullying can be considered a growing disease in today's social media. Hence, as the gap found, many of the research conducted have very limited empirical and conceptual studies that discussed in detail the cause of cyberbullying against influencers in Malaysia as this scope of research focus on the type of cyberbullying in social media. Therefore, the objective of this study is met by establishing the framework of factors triggered social media influencer as a victim of cyberbullying on social media. On the other part, the limitation of this research focuses on the Malaysian population only. Hence, the developed framework cannot be generalized to other different countries in the world. Moreover, the proposed framework in this study is statistically tested. The issues of collinearity problems can be obtained among the latent variables. On the recommendation part, the researcher would suggest that this research can be performed in a different region. Hence, the different regions, demographics, and people can give different perspectives on the proposed framework in this study.

On the other hand, the findings of this research were contributed towards the body of knowledge and towards community improvement. As much research has been conducted in the different settings of cyberbullying, there was no research conducted on social media influencers in Malaysia. Hence, this is a massive gap in theory that needs to close in the area of social media influencer that covers characteristics of cyberbullying; harassment, flaming, dissing and trust. As all the hypotheses were supported, it gives a clear theoretical contribution, improvement and understanding in knowing the cause of characteristics of cyberbullying. As this moves forward, the findings obtained will help the media practitioner, academicians, NGOs, and the ministry take precautions to curb this issue related to social media influencers. Understanding the underlying characteristics of cyberbullying as presented in this study will ensure and manoeuvre the right system and policy to be implemented in the future. As such, the Malaysian Communications and Multimedia Commission, the regulator for the converging communications and multimedia in Malaysia, require to come up with a strategy planning in order to overcome this matter. As the world relies more on technology nowadays, people are becoming more vulnerable to bullying activities, mainly social media platforms. Before things get any worse, the findings of this research can be utilized as a predominant document of the characteristics of cyberbullying.

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