

The Causes of Cyber Violence under the New Media

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Abstract

As a new social phenomenon, cyber violence has become an important issue affecting social stability and personal mental health. The purpose of this paper is to explore the causes of cyber violence and its impact on individuals and society, so as to provide reference for effective prevention and response to cyber violence. Emphasize the importance of understanding cyber violence. In this paper, the phenomenon of network violence under the new media, Using the Theory of Planned Behavior, from the form, impact and strategy of three aspects, social environment and individual psychology are the main factors.

Keywords

Cyber violence; Social stability; Mental health; Influence; be on guard.

1. Foreword

With the rapid development of Internet and social media, the Internet has become an indispensable part of people's daily life. However, it is followed by the increase of cyber violence, which has brought serious negative effects to individuals and society. In the new media era, cyber violence has become a social problem of great concern, which has aroused widespread concern in academic circles and all walks of life. This paper aims to explore the causes of cyber violence under the new media, and deeply analyze why this phenomenon occurs in the Internet environment, with a view to providing theoretical support and practical guidance for effectively preventing and responding to cyber violence. Through the in-depth study of the causes of cyber violence, we can better understand the mechanism behind it, help to formulate more effective prevention and intervention measures, and promote the healthy development of cyberspace. In this era of information explosion, the existence of cyber violence not only affects individual mental health and social order, but also challenges the bottom line of cyber ethics and morality. Through in-depth research and analysis of the causes of cyber violence under the new media, we can better understand and understand this phenomenon and provide reference for building a harmonious and healthy network environment. This paper will discuss the causes of cyber violence in the new media from many angles, hoping to provide more understanding and thinking about cyber violence for the society, promote academic research and practical work in related fields, and work together to build a harmonious and safe cyberspace.

2. The definition and manifestations of cyber violence

Cyber violence refers to malicious attacks, insults, threats and other behaviors by individuals or groups in cyberspace through words, pictures, videos and other forms. Its manifestations include but are not limited to online abuse, human flesh search, malicious comments, online rumors and so on.[1]

Internet abuse: verbal attacks, insults, provocations, etc. on others on the Internet to insult or hurt the self-esteem and dignity of the other party. Human flesh search: refers to the purpose of collecting and disclosing others' personal privacy, intimidation, revenge, etc. through

information made public on the Internet. Malicious comments: posting offensive, defamatory or provocative comments on social media, forums and other platforms to maliciously criticize and attack others. Internet rumors: spreading false information, spreading rumors and rumors on the Internet in order to defame and destroy the image or purpose of others. Cyber violence video: Making or disseminating videos containing violence, insults, discrimination, etc. to hurt others or gain illegitimate interests. Online group attacks: organizing or participating in group attacks through online platforms, and collectively abusing and besieging specific individuals or groups.

Online fraud: fraudulent acts are conducted by online means to defraud other people's property, personal information and other resources.

The manifestations of cyber violence are constantly evolving and expanding. With the popularity of social media and the opening of cyberspace, its influence and harm are increasingly prominent. To effectively prevent and combat cyber violence, we need to strengthen network supervision, improve network quality, advocate civilized network communication, and jointly create a healthy and harmonious network environment.

3. The analysis of the causes of cyber violence

The causes of cyber violence involve individual psychology, social environment, network characteristics and many other factors. Anonymity: The network provides a relatively anonymous communication environment, which enables participants to express their views without actual constraints, thus increasing the possibility of cyber violence.[2] Anonymity can also create a virtual sense of distance, which makes it easy to ignore the harm to others. Popularization of social media: The rise of social media makes information spread more rapidly and widely, and it also intensifies the occurrence of cyber violence. People are more likely to be concerned and judged by others on social media, which leads to an increase in aggressive speech and behavior. Group psychology: In a group, individuals may be influenced by group thinking and behavior, leading to collective aggression. People in the group may participate in cyber violence in order to gain a sense of identity or meet their own needs. Psychological factors: Individual psychological factors are also one of the important reasons leading to cyber violence. For example, psychological problems such as aggression, inferiority complex and desire for control may lead individuals to launch aggressive behaviors against others and use cyber violence to vent their emotions or gain satisfaction. Social pressure and competition: The pressure and competition in society may also encourage individuals to relieve their pressure or show their superiority through cyber violence, thus attacking others to improve their status. Information overload and false information: The spread of information overload and false information on the Internet will also aggravate the occurrence of cyber violence.[3] Misleading information may lead people to misunderstand and prejudice others, thus increasing the possibility of aggressive behavior.

To sum up, the causes of cyber violence are various, involving individual psychology, social environment, network characteristics and other aspects. Understanding these causes will help to better prevent and deal with cyber violence and promote the healthy development of cyberspace. Effective intervention measures should start from many aspects, including strengthening network supervision, improving network quality and promoting civilized network communication.

4. The impact of cyber violence

Personal mental health impact: Individuals who are attacked by cyber violence will feel negative emotions such as fear, anxiety, inferiority and depression. Being affected by cyber violence for a long time will lead to mental health problems and even serious mental illness.

Impaired social relations: Individuals who are attacked by cyber violence will face the breakdown of social relations, lose the support of friends and family, and even lead to isolation and social isolation. Occupation and study are affected: Cyber violence will have a negative impact on personal occupation and study, such as affecting work efficiency, workplace performance, academic performance, etc., and even lead to setbacks and troubles in work or study. Damaged social order: The existence of cyber violence destroys the harmony and order in cyberspace, intensifies social contradictions and conflicts and affects social stability and development. Deterioration of network environment: Frequent cyber violence will cause the deterioration of network environment, reduce the quality of network communication, affect the normal order of information dissemination, and even affect the trust of society in cyberspace. Legal issues: Some forms of cyber violence violate laws and regulations, involving defamation, infringement, intimidation and other acts, leading to legal disputes and legal responsibilities. To sum up, cyber violence has a negative impact on individuals, society and the whole network environment. In order to effectively deal with cyber violence, it is necessary to jointly create a healthy and harmonious network environment to protect everyone's rights and interests and security in cyberspace.[4]

5. Strategies to prevent cyber violence

Strengthen education and publicity: through the development of network quality education and moral education, improve public awareness and vigilance of network violence, and advocate civilized network communication and mutual respect. Establish laws and regulations: formulate and improve relevant laws and regulations, clarify the definition and punishment standards of cyber violence, and strengthen supervision and punishment of cyber violence. Strengthen platform management: The network platform should strengthen content review and management, establish a sound reporting mechanism and handling mechanism, deal with cyber violence in time, and purify the network environment. Advocate positive values: advocate positive, positive and healthy network culture and values, guide people to establish correct network behavior standards, and cultivate good network ethics. Strengthen the awareness of protection: individuals should remain calm in the face of cyber violence, avoid overreaction, and learn to protect their privacy and personal information to avoid becoming the object of cyber violence.[5]Support victims: For individuals who are attacked by cyber violence, the society should provide psychological support and assistance, encourage them to seek help and safeguard their rights and interests.[6]Promote the construction of network morality: strengthen the construction of network morality, advocate network morality, cultivate the sense of responsibility and good behavior habits of network citizens, and jointly safeguard the harmony and order of cyberspace.

Comprehensive utilization of the above strategies and measures can effectively prevent and deal with cyber violence and promote the healthy development of cyberspace. [7] From individuals to organizations, from platforms to governments, we should jointly maintain a civilized, healthy and harmonious network environment.

6. Conclusion

Through the analysis of the causes of cyber violence, we can see that the complex and multidimensional problems of cyber violence videos are influenced by individual psychology, social environment, network characteristics and other factors. Anonymity, popularity of social media, group psychology, psychological factors, social pressure and competition, information overload and other factors will all lead to cyber violence.[8] On the basis of summarizing the research findings, the future research on cyber violence can be carried out in the following directions: In-depth research from the perspective of psychology: further explore the influence

of individual psychological factors on cyber violence, including how psychological problems such as aggression, inferiority complex and desire for control prompt individuals to launch cyber violence. Research on social influence factors: Study the influence of social environment on cyber violence, and explore how social pressure, competition, group psychology and other factors contribute to the occurrence of cyber violence.[9]Research on the management mechanism of network platform: In-depth study on the influence of the management mechanism of network platform on network violence, and explore how to establish more effective measures such as content review and reporting mechanism to purify the network environment. Research on education and publicity strategies: To study the effectiveness of education and publicity strategies to prevent cyber violence, and explore how to raise public awareness and vigilance of cyber violence through educational means. Development of interdisciplinary research: encourage interdisciplinary research, and comprehensively and deeply study the problem of cyber violence from the perspectives of psychology, sociology, law and other disciplines, so as to provide more scientific theoretical support for effectively preventing and controlling cyber violence.[10]

Through future research work, we can better understand the causes and mechanisms of cyber violence, and provide more powerful theoretical support and practical guidance for effectively preventing and responding to cyber violence.

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