Twitter Profiles of Organisations Fighting Against Cyberbullying and Bullying: An Exploration of Tweet Content, Influence and Reachability

Sophia Alim, Independent Researcher, Bradford, UK

ABSTRACT
Cyberbullying has become more popular on social networks especially on Twitter due to the popularity of information sharing. However, there is limited research into the tweet content and influence of Twitter profiles of organisations fighting against cyberbullying and bullying. For this article, Twitter profiles of eleven organisations were selected. Tweet contents and profiles features – the number of followers, mentions, retweets, the measure of Klout, interactor ratio and the number of tweet URL clicks – associated with influence and tweet content were analysed. Content analysis of the 321 tweets extracted from the eleven organisations highlighted that advice and opinions were the most discussed categories of tweets. The article showed that influence is a multifaceted concept. It involves not looking just at the popularity of the user but how content attracts other users, how other users react to tweet content and the sentiment the other users feel. Sentiment analysis highlighted the prevalence of sentiments such as fear and trust representing the fight against cyberbullying and bullying.

KEYWORDS
Bullying, Content Analysis, Cyberbullying, Influence, Internet, Twitter

1. INTRODUCTION
In recent years, instances of cyberbullying have increased. In 2013, the U.K had an estimated 5.43 million young people, who had experienced cyberbullying. Amongst those young people, 1.26 million had been subjected to extreme cyberbullying occurring on a daily basis (Ditch the label, 2013). Cyberbullying is the use of information and communication technology to harass and harm in a deliberate, repetitive, and hostile manner (Stopbullying.gov, 2014). Table 1 presents the various methods of cyberbullying and demonstrates how much the online world has provided a platform for cyberbullying.

Available 24 hours a day, 7 days a week, the online world enables cyberbully to launch constant cyberbullying attacks against their victims. With technology use so prevalent in society today, it is difficult for cyberbullying victims to escape these attacks. Cyberbullying attacks happen on various media platforms, including email, text messages, webpages, social networking services (SNS), chat rooms, digital images, and online games (Kowalski, Giumetti, Schroeder, & Lattanner, 2014). One of the most popular mediums for cyberbullying attacks is SNS.

Twitter is an SNS that focuses on microblogging and allows users to send short messages to other users. Twitter has gained popularity in recent years and currently has 310 million active monthly users.
Table 1. Types of Cyberbullying Adapted from (Willard, 2007)

<table>
<thead>
<tr>
<th>Type of Cyberbullying</th>
<th>Description</th>
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<tbody>
<tr>
<td>Harassment</td>
<td>Repeatedly sending messages that cause offence or rudeness to other people.</td>
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<tr>
<td>Sexting</td>
<td>Getting someone to share pictures/videos of a sexual and explicit nature with you. You then send these to other people online.</td>
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<tr>
<td>Flaming</td>
<td>Online threats, which consist of messages containing vulgar and angry language.</td>
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<tr>
<td>Cyber Stalking</td>
<td>Using online information about a person to stalk them. Sending messages that threaten to harm or intimidate the person.</td>
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<tr>
<td>Impersonation</td>
<td>Hacking into somebody’s account in order to impersonate them and carry out bad actions e.g. making them look bad and damaging their friendships with other people.</td>
</tr>
<tr>
<td>Trickery</td>
<td>Trick someone into revealing secretive information about themselves, which are then shared online.</td>
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(Twitter, 2016a). On Twitter, short messages sent to other users are called Tweets, which are limited to 140 characters. Tweets often contain hashtags, used to index topics and keywords. URLs are also included in tweets to reference other websites. A reference to another user through the displaying of their username in the body of a tweet is known as a mention. In comparison, a reply is a response to another user but their username is placed at the front of the tweet. Replies can also be considered mentions (Twitter, 2016b).

One of the main purposes of posting tweets is to spread information quickly. To spread information, users post tweets to their followers (other users of Twitter who have agreed to receive a person’s tweets). Consequently, followers can retweet the tweet. A Retweet is “…a re-posting of a Tweet. Twitter’s Retweet feature helps you and others quickly share that Tweet with all of your followers. You can retweet your own Tweets or Tweets from someone else…” (Twitter, 2016c). A tweet which has been retweeted can be identified by the notation ‘RT’ which appears at the beginning of the tweet. If a user has many followers and they retweet a tweet to their followers, information can potentially spread quickly (Redfern, Ingles, Neubeck, Johnston, & Semsarian, 2013).

Cyberbullying cases involving Twitter have resulted in the victim committing suicide or suffering as a result of the effects of cyberbullying. A specific example involved the teenager Rachel Lemmons. After Rachel broke up with her boyfriend, the girlfriend of her ex-boyfriend started to cyberbully her by creating a Twitter profile under Rachel’s name. The girlfriend tweeted from the profile, so it seemed as though Rachel herself was tweeting. The tweets contained malicious content, which led to confrontations with peers and classmates. The consequence of being cyberbullied was that Rachel’s grades started slipping due to stress, as some of the tweets were retweeted up to 50 times a day, thus adding to the impact of being bullied online in front of a wider audience (Zahriyeh, 2014).

As a consequence of cyberbullying cases involving social media, charities have been set up to provide support and resources for cyberbullying victims. As far as the author knows, there is a need for more research into tweet content posted by charities fighting against cyberbullying and bullying on Twitter. What types of information are posted? What emotions are expressed in posted tweets? What is the influence of the charities’ Twitter profiles in terms of promoting themselves? To investigate these areas, automated data extraction will be used to extract the tweets from the charities. Content analysis will explore the tweet content specifically and sentiment analysis will analyse the emotions expressed. Influence measures will be used to explore the influence of the charities Twitter profiles.

The structure of the paper is as follows: Section 2 explores the literature surrounding the area of influence regarding Twitter users. Section 3 details the methodology used for the study and Section 4 presents the results of the study. Section 5 discusses the results and Section 6 concludes the study.

2. THE INFLUENCE OF TWITTER USERS

Influence is defined by the Oxford Dictionary (2016) as the “...ability to have an effect on the behaviour, development or character of someone or the effect itself...” The exploration of influence
Comparison of Perceived Barriers and Treatment Preferences Associated with Internet-Based and Face-to-Face Psychological Treatment of Depression

Web Mining-Based Method for Cyberbullying Detection
www.igi-global.com/chapter/web-mining-based-method-for-cyberbullying-detection/217352?camid=4v1a