Chapter 13

Cyber Bullying and Violence Literacy in the Context of Digitalization

Hüseyin Kazan
https://orcid.org/0000-0002-1458-2860
İstanbul Aydın Üniversitesi, Turkey

ABSTRACT

The fact that technological developments are dominant in all areas of society has increased the number of communication channels and determined their quality. These media, which provide positive results in the context of interaction, provided important opportunities for individuals to interact interactively. The interaction process that started with mail, blog, and chat rooms has become more important with Web 3.0 and has become the most important channel that directs the communication of the society. The use of environments that offer important interactions such as Twitter, Facebook, and Instagram have not always been the right way. The violent language used in these places and the sharing of elements of violence have had negative consequences in society. The main purpose of this study is to present these results and propose solution options. In this context, digital literacy and especially violence literacy are the focuses.

INTRODUCTION

The phenomenon of violence is as old as human history. It is one of the innate impulses of every human being. Violence is the extreme behaviours that, when it is controlled, lets you be human beings but when the virtue and the values that make you humans are lost, it damages other people. According to the structure of societies, there are many different types ranging from economic violence to physical violence, sexual violence to emotional violence. Especially as technological developments spread to all layers of society, both the number of channels in which people communicate has increased and the forms of communication have changed. The process that started new expansions in terms of communication with mails, chat rooms, blogs has evolved into a completely different evolution with social networks and

DOI: 10.4018/978-1-7998-1534-1.ch013
sharing platforms such as YouTube. These platforms, which people rely on except the choice of spouses, have gradually turned into media that produce emotional violence such as snubbing, revenge, intimidation, frightening, destructive criticism, swearing and insulting. In many countries, which have more virtual populations in these environments, with the increase of opportunities provided by the technology day by day the spent time and interaction will increase at the same rate. What is sad here is that this interaction produces types that are described as ‘keyboard heroism’ and produces violence. Particularly those who disregard the limits of respect and turn these environments into oppressors have led to the emergence of a new form of violence, referred to as cyber bullying. The increase in the number of digital channels, its impact on more and more people every passing day, and its being widespread alternative media people use to make their voices heard have raised certain problems. The fact that most of the shares, especially those with violent content, are shared without thinking and without having any self-control, causes the reproduction of violence repeatedly at every minute of the day. The negative effects of the contents are ignored since there is no other concern other than anxiety and appreciation in many shares. In addition to violence against individuals, there is also violence produced in commercial broadcasting institutions, whose effects are much deeper. Most of the broadcasts such as television, internet newspapers, radio, etc. contain emotional violence and are often not perceived by individuals. Emotional violence is often projected on the screen through roles assigned to people loved by the community, and is accepted innocently or even often by individuals as if it were a good situation. However, it can lead to trauma in individuals in terms of results. Explaining in detail these violence and its derivatives, which have a greater impact on children, organizing curricula for it, raising awareness of the content producer, and control mechanisms that will not reach censorship should be increased. In this context, the situation the author suggests is violence literacy. The main point of the study is violence literacy. In this study, it is aimed to deal with violence in digital environments in the context of literacy, to minimize the negative effects and to contribute to the literature.

BACKGROUND

There are four descriptions discussed in this chapter. The effects of all the descriptions to the process of digitalization are especially enlightened here. Discussed terms are digitalization, digital literacy, cyber bullying and violence. The concept of “digitalization” or “digitization” constitutes one of the important technological components of the new media era, which is also defined as a process in which information and communication technologies are included in the media field (Değirmencioğlu, 2016:593). Milkovich (2018) describes digital literacy as the ability to use computer technologies effectively and to comprehend the implications of those actions at the same time. The concept of cyber bullying is defined as the behavior of intentionally harming the other person using information and communication technologies (Campbell, 2005: 69). Finally, according to the Turkish Language Association (2019), violence is defined as the use of brute force to the opposing viewers and extremes in emotion and behavior. All these concepts were tried to explain clearly to present readers a perspective of the importance of preventing violence in the digital platforms.