

## Effects and Coping Strategies of Cyber Bullying in Pakistan: A Gender Response

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**Abstract :** New media has emerged as a significant force in the society which connects people across the globe. Where new media brought many advantages for its users, there is a darker aspect of new technology in the form of cyberbullying. Researcher has employed survey method to reach to its targeted audience. Sample of 604 respondents was selected from one of metropolitan city of Pakistan Lahore to collect the data. Equal sample from both genders was selected to apply gender analysis. Results of this study indicate that cyber bullying is having significant psychological and educational effects. Females face more cyber bullying incidents as compared to males so they face more severe effects of cyber bullying. A comprehensive analysis of managing strategies depicts that mostly youth tries to handle this issue personally but at times they seek the support of their family and friends when they face severe issues. Due to privacy concerns females get more upset and they are more likely to seek social support from friends and family.

**Keywords :** cyber bullying, cyber victims, educational impacts, psychological impacts

**Conference Title :** ICCMS 2018 : International Conference on Communication and Media Studies

**Conference Location :** Dublin, Ireland

**Conference Dates :** July 23-24, 2018