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ABSTRACT

This research is a part of qualitative research, which consists of two periods. The first period is an interview of experts, and the second period is an interview of youths, who were cyber bullied. The purpose of the followings: 1. Study motivation or factors, that cause cyber bullying, 2. Study method or process of cyber bullying, 3. Study the effect of cyber bullying, and 4. Study guidelines of protections, corrections, mental healing of cyberbullied victims. This particular study has been done through opinions of experts providing essential information. It is divided into three groups: 1. Related group careers: psychiatrists, psychologists, and caretakers. 2. Families, schools, and closed persons, who are parents, guardians, as well as advisors. 3. General related groups: lawyers, and computer administrators, of both government sectors and private sectors in Bangkok. There are in total 16 persons, 12 youth people and 1 group in Bangkok area were cyber bullied who are conducted with an in-depth interview and a focus group method.

With the analysis of interviews of 16 important informants, 12 youths and 1 group in Bangkok area were cyber bullied the conclusion of this research is as the followings:

1. The motivations, factors, or reasons, which cause cyber bullying, are discontent, dislike, despise, disagreement, jealousy, as well as conflict of interest. All of mentioned factors cause humiliating online posts, cursing, discrediting, which lead to damages both physical and mental. Moreover, a prank is also found to be motivation, for example, teasing, mocking, and causing others' loss of reputation, unconsciousness, impetuousness, and ignorance.

2. Method or process of bullying are mainly observed in three components: 1) Verbal bullying, by cursing, reproaching with bad words, also sending harassing messages, and defaming, etc. 2) Social Bullying, by impersonating, using others' account without permission, hacking into others' email or account with dishonesty, such as using those confidential or personal information in order to deceive, fraud, blackmail, reveal without permission, wrongly seeking benefits, decoding financial

statements, driving away from group, blocking, misleading friends and intimates, as well as breaking off social relationship. 3) Indecent, by editing and disseminating porn pictures of others, blackmailing, cyber threatening, luring for information, sending sexual stuff, pictures of genital, for example.

3. The effect of cyber bullying is divided into three dimensions. First dimension: the effect of cyber bullying on victims consists of four elements, namely, effect on mental health, effect on physicality, effect on surrounding people, and effect on properties. Second dimension: the effect of cyber bullying on the bullying himself. This dimension consists of four elements, namely: fulfilling his needs wrongly, being unwanted by society, being emotionally affected, and being socially and legally punished. Third dimension: the effect of cyber bullying on society consists of three elements, namely: social problem, fractured society, and crisis in society.

4. Study guidelines of protections, remedies, mental health healings of cyber bullied victims is divided into two dimensions as the followings:

First dimensions is a guideline of protection for cyber bullied victims. It is both protection and how to handle when facing cyber bullying. This dimension consists of four main guidelines. 1) Self-protection can be done by strengthening mental health, valuing him/herself, ignoring situation, letting it go. 2) Protection from family and close friends, which can be done since childhood by upbringing with love, well caring, cultivating morality and ethics. Besides, parents should be good examples. 3) Protection from society, which can be done by all related sectors' cooperation, in order to prevent future cyber bullying. And 4) Mass media, altogether, should have campaign against bullying. Mass media must present creative and useful to society programs. They must present news that is correct, screen all information before public dissemination, etc. In addition, protection from legal process and related to prevention and suppression agencies can be done by legal enforcement, law education; for example; and also including Computer-related Crime Act, defamation, and criminal cases, etc. Moreover, related persons, such as, Software developers, System Administrators, Server Administrators must control computer systems in order to provide inspection, block curse words, and limit period of age to view inappropriate media, and information provision. System Administrators must have power to rule appropriate regulations. All relating ministries, governmental departments, and institutes should come up with training to give knowledge of cyber bullying, etc.

Second dimension is a guideline of remedies and mental healing cyber bullied victims. This guideline is to remedy and heal victims' mental health when they are bullied or fall prey to cyber bullying. This guideline consists of five main guidelines, as the followings:

1. Psychology principle consists of building self-awareness, self-confidence, strong -mindedness, seek to counselling from psychiatrists, to have behavior therapy, psychotherapy, to adjust mindset, ignorance, to self-improve, and to build self-immunity.

2. Relationships with close friends consists of love strengthening, understanding, mental support, and guiding solutions. Moreover, this guideline is for families to keep giving advice, keep helping, to create closeness with strong family ties, to be able to stand by, facing all problems together, and do activities together.

3. Religion principles consists of letting it go, being kind, forgiving, making mind peaceful, seeking no revenge as the saying "Forgive and Forget".

4. Protection of system and technology consists of control and limitation of use, database, bad words blocking, having reporting system, having spam and other annoying stuff block, having Security Code, computer accessibility, etc.

5. Legal protection consists of law enforcement, legal education, legal awareness, and agencies supervising computer - related crime, etc.

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