

“A STUDY TO ASSESS THE EFFECTIVENESS OF AWARENESS PROGRAMME ON KNOWLEDGE REGARDING CYBER BULLYING AMONG THE ADOLESCENTS IN SELECTED COLLEGE AT KANPUR, UTTAR PRADESH”.

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Abstract:

The present interventional study was conducted in Krishna Education Centre Intermediate College, Jarauli phase2, Kanpur, Uttar Pradesh. The samples were selected by using Non-Probability Purposive Sampling Technique. The sample size was 60 elderly people of Krishna Education Centre Intermediate College, Kanpur, Uttar Pradesh. The result of the study showed that the higher percentage of adolescents 40 (66.67%) belongs to age group 15-16 years. Majority 34 (56.66%) are male and 26 (43.34%) are female. Highest percentage of adolescents are Hindu 60 (100.00%). All 60 adolescents were (100.00%) studying in 11th class. Highest percentage of adolescents 31 (51.67%) belongs to Joint family. Highest percentage of adolescents 29 (48.33%) belong to 11,000-15,000 earning group. Adolescents 54 (90.00%) are using smartphone. Adolescents 30 (50.00%) are having 1 account, 16 (26.27%) are having 2 account, 10 (16.66%) are having 3 account and 04 (6.67%) are having more than 3 account. Adolescents 43 (71.66%) are having previous knowledge. Adolescents 16 (94.12%) source of information was Mass-media. The mean and standard deviation of pre-test and post-test level of knowledge among adolescents is 17.05 ± 5.51 and 26.88 ± 3.48 . The obtained t value is 16.18 at <0.05 level of significance.

Keywords: Assess, Effectiveness, Awareness Programme, Knowledge, Cyberbullying.

1. INTRODUCTION

Increased internet use in today's technologically and advanced culture puts young people at risk or injury from cyberbullying on numerous social networking sites. Every year, there is an increase in the statistics of cyberbullying, which has negative effects. In response to this online threat, the Indian government established a number of helplines, particularly for children's and women's who require aid, as well as a number of complaint boxes, cyber cells, and strong legislative restrictions to prevent online offences.¹ The researchers from all over the world have long debated the issue of bullying. Bullying has been around since the 1530s. It is a purposeful, intentional, and aggressive act carried out by a person or group of people who are stronger to cause bodily and psychological harm to people who are weak and emotionally unstable. Bullying encompasses a variety of behaviours, including verbal abuse, name-calling, rumours, joking, threatening, and embarrassing behaviour. It is not just about physically assaulting someone by hitting, kicking, or pushing them. Bullying-related situations can cause a person to experience a number of issues, including depression, low self-esteem, poor academic performance, disrupted eating and sleeping patterns, and even suicidal thoughts in some cases. The term "cyberbullying" refers to harassment that occurs online, when the victim is subjected to it while browsing the internet, despite the fact that

laws have been created to prevent it.² Cyberbullying is defined as using both information technology and communication technology beyond the limits in order to harm a person's reputation, state of mind or to humiliate a person.³ Cyberbullying is bullying which uses e-technology as a means of victimizing others. It is the use of internet media or mobile technologies such as email, chat room, discussion groups, mobile phones, mobile phone cameras, web pages, text messages, with the intention of harming other persons. The methods used includes texting offensive messages on mobile phones, with students showing the message to others before sending it to the target; sending threatening emails and forwarding a confidential email to all address book contacts, thus publicly humiliating the first sender. Others gang up on one student and bombard him/her with "flame" email⁴.

2.NEED FOR THE STUDY

Young people frequently experience cyberbullying, which is a term used to describe interpersonal interactions in which there is an unbalanced distribution of power. In these partnerships, hostile behavior and repetitive, intentional "harmed doing" are common.⁵

Adolescents are impacted by cyberbullying, a global public health issue. Cyberbullying is on the rise, which has been linked to increased Internet and electronic device use. Cyberbullying research is necessary due to the growing use of the Internet and the harmful effects it has on young people.⁶

Teenagers who experience cyberbullying reported that these incidents make them feel more anxious, depressed, lonely, and prone to physical problems. Cyberbullying perpetrators are more likely prove to abusing drugs, acting aggressively, and engaging in delinquent behaviour. The association between cyberbullying and adolescent health has been discovered to be influenced by mediating or moderating processes. To further understand how cyberbullying affects adolescent health over time, more longitudinal research is required. The topic of decreasing cyberbullying and the harm it causes is covered through prevention and intervention measures.⁷

According to the most recent UNESCO report, cyberbullying is a growing issue, and bullying and violence in schools are significant global issues. The UNESCO report presents statistics from 144 nations and clarifies the most recent information regarding the scope, reasons for, and effects of bullying and violence in schools. And worldwide,32% of adolescent reported experiencing bullying at least once in the previous month.⁸

In recent years, cyberbullying has come under more and more scrutiny. The national media attention following several tragedies involves cyberbullying that were made public, the attenuation of communication barriers (such as cell phones, the Internet, and computer network connections), and the explosive growth in youth technology use are some of the factors contributing to the increased interest and awareness of cyberbullying.⁹

3. STATEMENT OF THE PROBLEM:

"A study to assess the effectiveness of awareness programme on knowledge regarding cyber bullying among the adolescents in selected college at Kanpur, Uttar Pradesh."

4. OBJECTIVES:

- To assess the pre-test knowledge regarding cyber bullying among the adolescents in selected college at Kanpur.
- To evaluate the effectiveness of awareness programme on knowledge regarding cyber bullying among the adolescents.
- To find out the association between level of knowledge regarding cyber bullying among adolescent's Pre-test score with their selected socio-demographic variable.

Hypothesis:

H01: - There is no significant difference between the pre-test and post-test knowledge scores regarding cyber bullying after administration of awareness programme among adolescents.

H02: - There is no significant association between pre-test knowledge score with selected socio-demographic variables of adolescent.

H1- There is significant difference between pre-test and post-test knowledge scores regarding cyber bullying after administration of awareness programme among adolescents.

H2- There is significant association between pre-test knowledge score with selected socio-demographic variables.

5. METHODS AND MATERIALS

Research Approach:

For the present study, a **Quantitative Evaluative Research approach** was found to be suitable.

Research Design:

Research design is the **Quasi- Experimental One Group Pre-test Post-test Research design.**

Variables:

Independent variable:

In the present study, independent variable was Awareness Programme on knowledge regarding cyberbullying.

Dependent variable:

In the present study, dependent variable was adolescents studying at Krishna Education Centre Intermediate College Jarauli phase2, Kanpur Uttar Pradesh.

Demographic variable:

In the present study, Age (in years), Gender, Religion, Education, Family Monthly Income, Type of Family, Type of Device use to assess social media, No. of Social Media accounts, and Source of Information and Awareness were the Demographic Variables.

Population:

In this study, population is Adolescents.

Target population:

In the present study, the target population was adolescent studying in intermediate college.

Accessible population:

In the present study, the accessible population was adolescent study in Krishna Education Centre Intermediate College Jarauli Phase2, Kanpur, Uttar Pradesh.

Sample:

The sample for this study is elderly people who adolescents who were fulfilling the inclusion criteria.

Sample size:

The sample size for the present study is 60 adolescent's students who are studying in Krishna Education Centre Intermediate College Jarauli phase2, Kanpur Uttar Pradesh

Sampling techniques:

In this present study, Non-Probability Purposive Sampling Technique is used for selecting the adolescent studying in intermediate college.

Inclusion criteria:

- Adolescents available at the time of data collection.
- Adolescents who were willing to participate in the study.
- Adolescents who were able to understand English.

Exclusion criteria:

- Individual less than 15 years and more than 21 years.
- Adolescents who were not present in college at the time of data collection.

6. METHOD OF DATA COLLECTION

Assessment of knowledge was done by self-structured questionnaire.

Development and description of Tool

A self-structured questionnaire for the assessment of knowledge was prepared and utilized as a tool to collect the data from adolescent.

This tool consists of four section-

Section A: Frequency and percentage wise distribution of socio-demographic variable.

Section B: Assessment of knowledge of the Adolescents according to their pre-test and post-test knowledge level of cyberbullying.

Section C: Evaluate the Effectiveness of awareness programme on knowledge regarding cyber bullying.

7. RESULT AND FINDINGS

Section- A

The major finding of the present study were-

- Majority of the adolescents 40 [66.67%] were in age group of 15-16years.
- Majority of the adolescents 34[56.66%] were male.
- Majority of the adolescents 60[100.00%] were belonging to Hindu.
- Majority of the adolescents 60[100.00%] were in 11th.

- Majority of the adolescents 31[51.67%] were belonging to joint family.
- Majority of the adolescents 29[48.33%] belongs to 10,000/- -15,000 /- monthly income of family.
- Majority of the adolescents 54[90.00%] were use smart phone.
- Majority of the adolescents 30[50.00%] were using no social media account.
- Majority of the adolescents 16[94.12%] were having source of information is mass media.

Section-B

Assessment of knowledge of the adolescents according to their pre-test and post-test knowledge level of cyberbullying.

Table No. 1- Frequency and Percentage of Pre-Test and Post-Test Level of Knowledge Regarding Cyberbullying Among Adolescents.

LEVEL OF KNOWLEDGE	PRE-TEST		POST-TEST	
	Frequency (f)	Percentage (%)	Frequency (f)	Percentage (%)
Poor Knowledge (0-9)	06	10.00%	00	0.00%
Average Knowledge (10-18)	32	53.34%	00	0.00%
Good Knowledge (19-27)	22	36.66%	31	51.67%
Very Good Knowledge (28-36)	00	0.00%	29	48.33%
Total	n=60	100.00%	n=60	100.00%

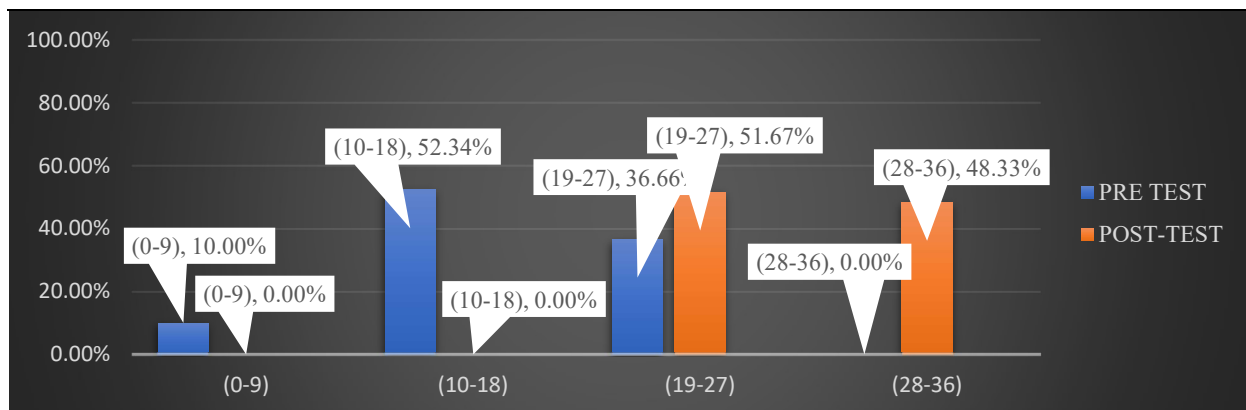


Fig.no.1- Column Bar Diagram shows percentage wise distribution of knowledge level of adolescents according to their pre-test and post-test.

The above Table no.1 & Figure no.1 Column Bar Diagram shows that the comparison of pre-test and post-test level of knowledge. In pre-test, 32(53.34%) adolescents have average knowledge, 22 (36.66%) adolescents have good knowledge, 06 (10.00%) adolescents had poor knowledge

whereas in post-test 31 (51.67%) adolescents have good knowledge, 29 (48.33%) adolescents have very good knowledge.

Section-C

Evaluate the effectiveness of awareness programme on knowledge regarding cyber bullying among adolescents.

Table No. 2- Mean, Mean Percentage, Mean Difference & S.D of Both Pre & Post-Test.

n=60					
S. No.	Level of knowledge	Mean	Mean Percentage	Mean Difference	S. D
1.	Pre-test	17.05	28.41%		5.511
				9.83	
2.	Post-test	26.88	44.8%		3.482

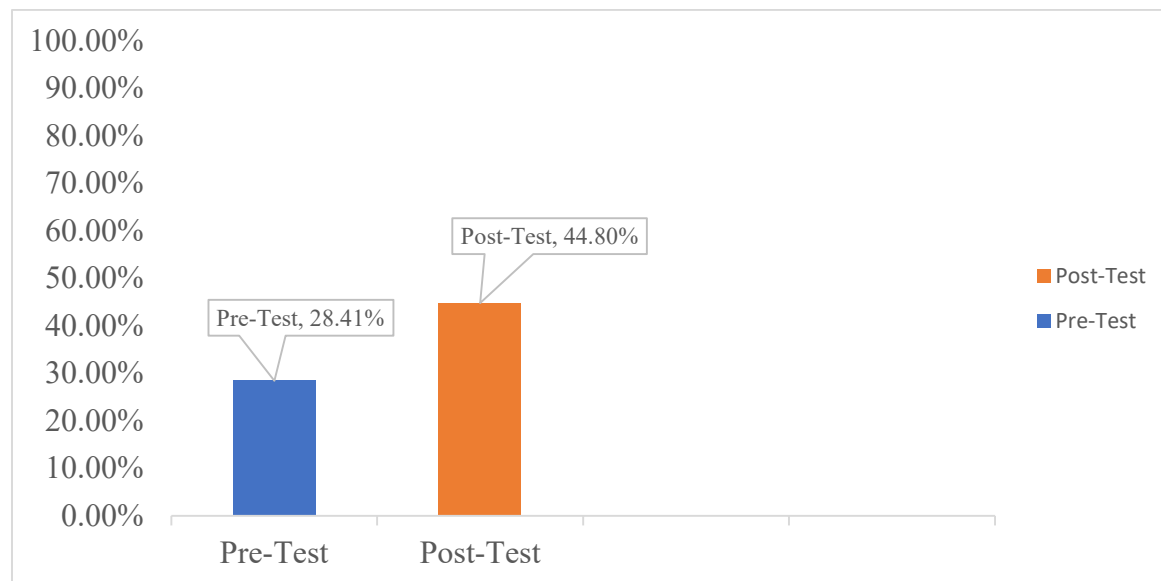


Fig. No. 2 Column Bar Diagram shows Mean, Mean Percentage, Mean Difference & S.D of Both Pre & Post-Test.

Table no.2 and Figure no.2 Column Bar Diagram shows that the pre-test mean score (with standard deviation) is 17.05 (5.511) where post-test mean score (with standard deviation) is 26.88 (3.482). Mean difference of pre-test and post-test is 9.83. Mean percentage of pre-test is 28.41% and of post-test is 44.8%.

Therefore, the findings implied that the awareness programme had significant effect in the improvement of Adolescents regarding cyberbullying. Hence, the formulated research **hypothesis H₁** is accepted because there is significant difference between the pre-test and post-test knowledge regarding cyberbullying among adolescents.

The association between pre-test score with selected demographic variables like Age (in year), Gender, Education, Occupation, Marital status, Religion and Source of information. Here calculated value of chi square was less than table at 0.05 level of significance, so there was

significant association with education and religion but there was no significance with other socio selected socio-demographic variables. Hence positive hypothesis **H₂** was accepted and null hypothesis **H₀₂** was rejected.

NURSING IMPLICATIONS:

Nursing Education

Nursing education will provide the effectiveness regarding cyberbullying among adolescents. It is essential for nurses to have knowledge of cyberbullying as it is a new way of hope in the community field.

Nursing Services

Nurses play an important role in promotive, curative and preventive aspects of health care system. The nurses should provide education regarding hot water foot bath therapy in both hospital and community.

Nursing Administration

Nurses have to play multidimensional role and their skills have to be combined with the specialized knowledge on menstrual blood banking and its benefits in both hospital and community.

Nursing Research

It will provide the firsthand experience to the researcher to conduct and participate in future research project.

Recommendations:

Based on findings, the following recommendations were offered for future research-

- The study needs to be replicated on a large-scale sample to validate and generalize its findings.
- A similar study can be conducted in hospitals to assess the knowledge of staff nurses regarding hot water foot bath therapy and its effectiveness.
- Learning modules with pictorials can be provided to the public hot water foot bath therapy and its effectiveness.

8. Conclusion

Following conclusion were drawn:

In the pre-test score of adolescents before implementing structured effectiveness of awareness program. It indicates 32(53.34%) are having average knowledge, 22 (36.66%) are having good knowledge, 06 (10.00%) are having poor knowledge and none are having very good knowledge. Whereas Post-test score of adolescents after implementing structured effectiveness of awareness program indicates 31 (51.67%) had good knowledge, 29 (48.33%) had very good knowledge and none had average and poor level of knowledge.

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