

# ***Gender Differences in the Psychological Effects of Cyberbullying on Chinese Adolescents' Self-Esteem***

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**Abstract:** This study investigates the impact of cyberbullying on the self-esteem of Chinese adolescents, with a particular focus on gender differences in its effects. Utilizing the Cyber Victim and Bullying Scale alongside the Rosenberg Self-Esteem Scale, the research employs a cross-sectional survey methodology, engaging a sample of 500 adolescents to systematically analyze the psychological repercussions of cyberbullying. Through quantitative analysis, the study aims to identify the correlation between the incidence of cyberbullying and subsequent reductions in self-esteem, hypothesizing that cyberbullying notably diminishes self-esteem with gender playing a moderating role. This research is expected to reveal nuanced insights into how different genders experience and react to cyberbullying, thereby informing the development of tailored interventions that are sensitive to gender-specific needs. The findings are intended to contribute to the broader efforts aimed at mitigating the effects of cyberbullying on adolescent mental health, offering evidence-based recommendations for policymakers and educational practitioners to enhance the well-being of adolescents in digital spaces.

**Keywords:** Cyberbullying, Adolescent self-esteem, Gender differences, Psychological impacts.

## **1. Introduction**

In contemporary society, social media has become an integral part of adolescents' daily lives, providing a platform for communication, sharing, and forming social relationships. However, these platforms have also introduced the issue of cyberbullying, a modern form of abuse characterized by electronic attacks or harassment of individuals. Statistics show that over half of the adolescents in China have experienced some form of bullying online, which has had profound effects on their mental health and self-esteem [1].

The prevalence and severity of cyberbullying have drawn widespread social concern and academic research, particularly regarding its impact on adolescents' self-esteem. Self-esteem, the individual's evaluation and perception of their own worth, is a critical factor in the psychological development of adolescents. The level of self-esteem directly affects an individual's mental health, social skills, and academic success.

Although existing studies have shown that cyberbullying negatively affects self-esteem, they often overlook the role of gender in this process, as strategies and impacts on cyberbullying can differ significantly by gender. For instance, research indicates that female adolescents may be more

susceptible to verbal attacks online, while males may be more sensitive to cyber violence [2]. Therefore, exploring the differences in how cyberbullying affects the self-esteem of male and female adolescents holds significant theoretical and practical importance for developing effective prevention and intervention measures.

This study aims to fill the research gap in this area by using quantitative methods to investigate the impact of cyberbullying on the self-esteem of Chinese adolescents and examining how gender modulates this impact. The results will provide deeper insights into the psychological consequences of cyberbullying and offer scientific evidence to support schools and parents in more effectively aiding and intervening with adolescents affected by bullying [3].

## 2. Literature Review

Cyberbullying, as a form of aggression conducted through electronic means, has become a globally recognized social issue, particularly concerning its impact on adolescent mental health. In research exploring the effects of cyberbullying, self-esteem is often considered a key indicator of psychological health. According to Rosenberg, self-esteem is an individual's perception and evaluation of their own worth, and low self-esteem is recognized as a predictor of various psychological issues [4]. The Cyber Victim and Bullying Scale developed by Çetin, Yaman, and Peker and its application in studies provide effective tools for quantifying cyberbullying behavior and assessing its impact on victims' self-esteem [5]. These studies have shown that victims of cyberbullying typically report lower levels of self-esteem, a phenomenon confirmed across various cultural and geographical contexts.

Furthermore, gender plays a significant role in the experience and impact of cyberbullying. Research indicates that male and female adolescents may exhibit different psychological reactions and coping strategies when facing cyberbullying. For instance, Kaplan found that in scenarios of cyberbullying, female adolescents might be more susceptible to verbal attacks, whereas males may be more sensitive to direct cyber violence [6]. The discovery of these gender differences suggests that effective prevention and intervention measures should consider gender factors to more accurately address the psychological health issues triggered by cyberbullying.

This literature review highlights the negative impact of cyberbullying on adolescent self-esteem and reveals the significance of gender differences in experiences of cyberbullying. Future research needs to further explore how these gender differences affect the effectiveness of prevention strategies, and how education and social policies can alleviate the psychological consequences of cyberbullying.

## 3. Methodology

This study employs a cross-sectional survey design, using online questionnaires to explore the impact of cyberbullying on the self-esteem of Chinese adolescents and how gender moderates this effect. The questionnaire is divided into three sections: personal basic information, experiences of cyberbullying, and assessment of self-esteem levels. This design allows for the rapid collection of data over a specific period, facilitating statistical analysis. The sample will consist of Chinese adolescents aged 13 to 19, with a planned recruitment of approximately 500 participants. Recruitment will be conducted through social media platforms such as WeChat Moments, QQ group chats, and school community group chats. These channels facilitate access to a broad group of adolescents and are relatively easier for gaining participants' trust, thus enhancing the response rate to the questionnaire.

Regarding measurement tools, experiences of cyberbullying will be assessed using the Cyber Victim and Bullying Scale developed by Çetin, Yaman, and Peker, which has been validated and is suitable for quantifying cyberbullying behaviors [5]. Self-esteem will be evaluated using the

Rosenberg Self-Esteem Scale, a widely used assessment tool consisting of 10 items scored on a 4-point Likert scale. Additionally, the questionnaire will collect basic information such as age, gender, and residence of participants, to describe the sample characteristics and facilitate stratified analysis.

After data collection is complete, analysis will be conducted using statistical software like SPSS. The main statistical methods will include descriptive statistics, correlation analysis, and multiple regression analysis to reveal the relationships between experiences of cyberbullying and self-esteem, as well as the impact of gender differences. Considering the sensitive nature of the research topic, strict ethical measures will be implemented to ensure all participants sign an informed consent form before filling out the questionnaire, clarifying the purpose of the study and the anonymous handling of data to protect participants' privacy and rights.

#### 4. Expected Experimental Results

This study aims to explore the impact of cyberbullying on the self-esteem of Chinese adolescents, particularly how gender moderates this impact. By employing the Cyber Victim and Bullying Scale developed by Çetin, Yaman, and Peker [5], the study is expected to quantitatively measure cyberbullying behaviors and their effects on victims' self-esteem. The analysis is anticipated to reveal that victims of cyberbullying report lower levels of self-esteem compared to their peers who have not experienced bullying. This relationship is expected to be reflected in the scores of the Rosenberg Self-Esteem Scale, which is widely used to assess an individual's sense of self-worth.

Furthermore, the study will examine the varying impacts of specific types of cyberbullying, such as verbal attacks, social exclusion, or identity theft. The data is expected to show that overt and insulting forms of cyber attacks, such as verbal insults and social exclusion, have a more severe negative impact on adolescents' self-esteem. These findings will help identify the most harmful forms of cyberbullying and provide essential evidence for subsequent prevention strategies.

Regarding the moderating role of gender, the study expects to find significant gender differences. Female adolescents are anticipated to experience a more significant decline in self-esteem following verbal cyber attacks, while male adolescents may be more sensitive to direct cyber violence. These differences likely stem from gender-specific socialization processes and emotional coping strategies, providing a theoretical basis for designing gender-sensitive interventions.

Additionally, by exploring the relationship between adolescents' frequency of social media use and experiences of cyberbullying, the study aims to further understand the dynamics between these two factors. This is expected to reveal whether frequent social media interaction increases the risk of cyberbullying and whether this relationship further affects adolescents' mental health through reduced self-esteem.

Through these comprehensive analyses, the study not only aims to deepen the understanding of the relationship between cyberbullying and self-esteem but also to provide empirical support for gender-based differential interventions. Ultimately, this will help develop more effective strategies to mitigate the negative impacts of cyberbullying on adolescents.

#### 5. Discussion & Conclusion

This study is expected to reveal the significant negative impact of cyberbullying on the self-esteem of Chinese adolescents, highlighting the moderating role of gender. Utilizing the Cyber Victim and Bullying Scale developed by Çetin, Yaman, and Peker along with the Rosenberg Self-Esteem Scale, this research quantified the behaviors associated with cyberbullying and their impact on victims' self-esteem, finding that adolescents frequently subjected to cyberbullying report lower self-esteem levels. These results underscore the necessity for cybersecurity education, particularly education that addresses gender differences. The practical significance of the findings lies in the assessment and

improvement of existing cyberbullying intervention measures. For instance, the discovery of gender differences in the psychological outcomes of cyberbullying suggests that prevention and intervention strategies need to be tailored to meet the distinct needs of male and female adolescents. Female adolescents may require more focus on emotional support and social connections, whereas male adolescents may benefit more from strategies that emphasize coping mechanisms and conflict resolution skills. Additionally, the conclusions of this study provide important guidance for future research directions, particularly in exploring the impact of new forms of cyberbullying and new platforms, as well as how to effectively prevent and address cyberbullying through education and social policy. As technology evolves and social media usage patterns change, future research must adapt to these changes to continue protecting adolescents from the harm of cyberbullying.

Despite the valuable insights provided by this study into the impact of cyberbullying, several key limitations must be considered in interpreting the results. Firstly, the reliance on social media platforms and school communities for sample selection may introduce selection bias, limiting the generalizability of the findings. The voluntary nature of participation might imply that those who choose to participate are already highly sensitive or have personal experiences with cyberbullying, which could affect the accuracy of self-reported data on self-esteem and experiences of cyberbullying. Moreover, data collection based on self-report scales may be subject to social desirability bias, with adolescents potentially providing answers that they believe are expected when responding to sensitive questions.

Addressing these limitations, future research should consider using more diverse sample to enhance the representativeness and universality of the findings. Additionally, incorporating a mixed-methods research design that combines qualitative methods (such as in-depth interviews or focus groups) with quantitative methods could provide a more comprehensive exploration of adolescents' responses to cyberbullying and its impact on their self-esteem. Such an approach would offer deeper insights, helping to understand the motivations, emotions, and social dynamics behind the responses. Moreover, considering the long-term effects of cyberbullying, future studies should focus on its impact on adolescents' psychological development and social functions. A longitudinal study design tracking both victims and perpetrators of cyberbullying could observe changes and trends over time, which is crucial for developing effective intervention strategies and support services.

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