Research Summary

With advanced and unlimited technology of communication, the cyber world is one powerful channel allowing children and teenagers having more of route for bullying through computer and mobile phone. Cyber-bullying is a new monster in which the internet, cell phones or other devices are used to send or post text or images intended to hurt or embarrass another person. This way of communication can hurt the victims directly.

This research is a comparative study aimed to investigate cyber bullying problem occurring in two countries; Thailand and Japan and provide also augment possible policy and implementation for the problem solving. Data collection was done in 2,000 student samples for quantitative study and 14 key informants for qualitative purpose in Thailand, and 100 student samples for quantitative study and 12 key informants for qualitative purpose in Japan. The data analysis was done through Descriptive analysis of mean, standard deviation and cross tabulation for quantitative purpose while content analysis was done for achieving the aim of qualitative study.

The research showed that in Thailand, more than 50% of samples had ever faced with cyber-bullying more than one time/month as 58.51 report that cyber-bullying occurs via mobile phone while in Japan, cases of cyber bullying in the perception of students is very low in frequency as more than half of samples said that they have never faced or got information about cyber-bullying. In terms of attitude toward cyber bullying, in Thailand, even finding from the study shows that 60 percent of samples believe that cyber-bullying is "negatively avoidable behavior" in which it should be prohibited but there are some by 35% believe that cyber bullying might be an "acceptable behavior" in which it is general behavior every can do normally. The study result found in Japan indicates something different from Thai society that Japanese youth tend to believe that cyber-bullying is "problematic behavior" as 68.2% of them thinking that it's "bad" behavior.

Finding from qualitative research showed something different between the two countries which is relevant to difference of culture and philosophy of living which finally leads to the different proper ways for problem reaction and policy implementation for the two.

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

1. Master Thesis of Ms. Pongkamol Surat namely "Cyber bullying behavior among students in secondary and vocational schools in Bangkok" (on the process of writing Chapter 4-5 of the master thesis)

2. Master Thesis of Ms. Nantanat Songsiri namely "Factors affecting cyber bullying behavior among students in secondary and vocational schools in Bangkok" (on the process, thesis will be defended for completing master degree on March 22, 2009).

3. Paper namely "Cyber bullying; a new monster of society: A comparative study between Thailand and Japan" on the process of sending to publication in an international journal.

4. Completed report of "The study of cyber bullying in the context of Thailand and Japan" will be provided on www.cf.mahidol.ac.th/cyberbully

Book (Publisher and Date of the Book, Title and Author of the Book, etc.)