

Promoting Mental Health Stability for Victims of Cyberbullying Through a Service-Learning Methodology

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Abstract

Cyberbullying is the action of causing harm, humiliation, fear, and despair in the victims. It is behavior that occurs repeatedly and systematically against someone who is unable to defend themselves, and until what is said by the victim is proven, contact with the victimizer is inevitable, since it virtually lends itself to be an omnipresent situation. The objective of this social business proposal is to improve self-esteem and self-concept through actions focused on improving the mental health of the young female community. This social business is of a qualitative type, under a learning and service methodology, with the Social Business, Empathy, and Active Compassion approach. What is expected is the creation of an association that promotes not only the eradication of cyberbullying but also the empowerment of women through the development of self-esteem and self-concept, benefiting mental health through specific and personalized services. It is considered that social businesses of this type, in addition to promoting social and economic development, encourage society to strengthen values such as resilience, dignity, and empathy. In addition to fostering stronger and more peaceful ties between communities.

Keywords: *Cyberbullying, businesses, virtuality, victims, mental health*

Abstrak

Buli siber ialah tindakan yang menyebabkan kemudaratan, penghinaan, ketakutan, dan berputus asa terhadap mangsa. Ia merupakan tingkah laku yang berlaku secara berulang dan sistematik terhadap individu yang tidak mampu mempertahankan diri. Selagi kenyataan mangsa belum dibuktikan, hubungan dengan pembuli tidak dapat dielakkan, kerana dalam ruang maya, interaksi ini bersifat hampir sentiasa hadir dan sukar diputuskan.

Objektif cadangan perniagaan sosial ini ialah untuk meningkatkan harga diri dan konsep kendiri dengan melaksanakan tindakan yang memberi tumpuan kepada penambahbaikan kesihatan mental dalam kalangan wanita muda di komuniti. Perniagaan sosial ini bersifat kualitatif dan beroperasi berdasarkan kaedah pembelajaran melalui perkhidmatan, dengan penekanan kepada pendekatan Perniagaan Sosial, Empati, dan Belas Kasihan Aktif.

Hasil yang diharapkan ialah penubuhan sebuah pertubuhan yang bukan sahaja mempromosikan pembasmian buli siber, tetapi juga memperkasa wanita melalui pembangunan harga diri dan konsep kendiri, sekali gus memperkuuh kesihatan mental melalui perkhidmatan khusus dan secara peribadi. Perniagaan sosial seperti ini bukan sahaja menggalakkan pembangunan sosial dan ekonomi, malah mendorong masyarakat memperkuuh nilai-nilai seperti ketahanan diri, maruah, dan empati, serta memupuk hubungan yang lebih kukuh dan harmoni antara komuniti

Introduction

Research on bullying began in the seventies of the twentieth century (Olweus, 1978) and since then has continued to grow, supported by different theoretical perspectives, bullying can be defined as a phenomenon of intentional aggression by one or more schoolchildren against another or others, repeatedly and over time, in which there is an imbalance of power between the aggressor and the victim, in this case the victim (Olweus, 1993). An ethical dimension is also recognized in this phenomenon, where bullying is considered a moral transgression, acknowledged by the aggressor and direct observers as unfair behavior (Ortega-Ruiz et al., 2016). Bullying and cyberbullying are currently considered public health problems (Craig et al., 2009) and a serious threat to the

development, well-being, and mental health of school children and adolescents (Currie et al., 2012; Tippett & Dieter, 2014). Numerous studies have shown that its occurrence is associated with social and psychological maladjustment, isolation, low self-esteem, depression, anxiety, anger, truancy, and poor academic performance.

Research Methods

In the present project, being of an educational nature, aimed at adolescents and young people, through a service that sought to meet a need found in this niche of the population, it was considered that the appropriate methodology to work with is service learning (APS). For Puig, Batlle, Bosch, and Palos (2011), APS is a methodology oriented to education for citizenship, inspired by active pedagogies, being compatible with other educational

strategies, in which participants are trained by getting involved in the real needs of the environment in order to improve it. This methodology allows taking advantage of all the resources that life offers and that eventually will help to reach, with greater ease, the established goals since it gives clear and rational guidelines for behavior. In addition to organizational, planning, and decision-making strategies that were useful and brought benefits, such as analysis, planning, organization, choice, and decision-making, that could be applied to improve all areas of the project. The service-learning process has been reflected in the institutions more; however, the provision of a social service achieves a great dynamism, achieving greater awareness of the understanding of content in a very practical way for society, where the methodology forms people, where awareness, respect, and dedication to the subject is a practical service to society (Chiva-Bartoll et al., 2018).

Some of the blunt challenges that the methodology would have would be to begin to consider the acquisition of new knowledge, as many people in the community or ethnicities may have their ideologies well entrenched, more importantly, realizing the personal development that they acquire, and the empathetic participation they gain. It structures the methodology at a high level of

organization, and this is considered for the needs of the community, thus deriving a high level of civic responsibility; deep reflection of the lived experience, for all participants (Rubio & Escofet, 2018). The program to be implemented offers a training and coaching model for female participants aged 12 to 25 years, in order to support, guide, and share with them topics associated with cyberbullying, as well as prevention, during and after having gone through the identified social problem. With this, it is intended to undertake the social business; in addition, they will be trained through the methodology described above.

Analysis of Results

During the master's degree in social business we were asked to comply with certain hours of intervention stays which are truly rewarding and of great value from this comes the recovery of the experience that was truly rewarding in the first instance we collaborated with a foundation in Tijuana Baja California in which different topics that they requested were presented since they were working on a specific program and wanted to complement it that program was inclined in cybersecurity for all girls, I had the opportunity to share with the girls between the ages of 15 and 16, likewise the parents were present and the teachers of the group in charge, first hand we had a response that even the parents commented that in

other times cyberbullying had no name and that it happened to them from time to time, some cried and others laughed, of the most touching sessions, they were so satisfied and the mother-daughter bond was so close that the session seemed to have been 5 minutes. In the satisfaction surveys at the end of the three months of practice, of the 15 girls in the group, all 15 commented that they would take the workshops, conferences, and the retreat again. The whole session was online, and it was so emotional, and we connected in the same way. Two cases of cyberbullying were detected, and all the girls concluded that what they liked the most was the part about loving themselves or looking for something good in them that made them shine.

Anonymous testimony 17 years old:
They made us feel confident from the first moment, and to love myself as I am."

In the second intervention, the dynamics were very different since we participated in different conferences at a university in Ciudad Obregón, and the ages of attention were mainly between 20 and 23 years old.

In the same way, the teachers of the area and all those involved in the different events of the university were satisfied with the values instilled, and the education that provided them with the social and emotional skills

necessary to help young people develop the resilience necessary to cope with the issue or to be able to make it known.

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The excessive and uncontrolled use of social networks since this century has triggered serious problems of cyberbullying globally and nationally, mainly in young adolescents and even more in women aged 12 and older, altering their mental health. Despite the existence of legal regulatory frameworks for digital violence, such as the Olimpia Law, there are quite a few cases that fail to achieve justice, since the virtuality and social networks make it easy to hide the identity of the aggressor and continue attacking.

In Mexico, since 2017 the percentage of cyberbullying has been higher for women than for men, being in this year 23.5% of the female population that received some type of cyberbullying, increasing in 2019 to 24.2%, and, although in 2020 it decreased to 20.6%, the victims increased to 22.8% in the year 2021, being the equivalent of 9.7 million women this last year, maintaining a greater number of female victims than male victims these four years in cyberbullying (Figure 1).

In addition, regarding the forms of cyberbullying received in 2019 by women, 40.3% received sexual advances or proposals, 35.3% were contacted through false identities, and 23.7% were provoked to react negatively, compared to the same situation with men, that was more number of women received these forms of cyberbullying (Figure 2).

On the other hand, it is noteworthy that the measures to be taken were as follows: 69.2% of women aged 12 years and older who used the Internet in 2019 and were victims of cyberbullying took the action of blocking people, accounts, or pages. 26.6% of women preferred to ignore or not answer harassment aggressions (Figure 3). In 2021, 16.5% of women decided to ignore messages, and 71.5% chose to block users (Figure 4).

Also, INEGI (2021) shows that 71.5% of women aged 12 years and older who used the Internet in 2021 and were victims of cyberbullying took the action of blocking people, accounts, or pages. Likewise, 58.2% of the population aged 12 to 17 experienced a situation of cyberbullying by aggressors who were of the same age.

Analyzing the environment of Sonora, in 2020, 98 cases of cyberbullying were registered in Iniciativa Civil Sonora Cibersegura, of which 62% were in minors, i.e., 37 reports to adults and 61 to children. Cases of cyberbullying, fraud, or pedophilia are a clear example. Children are lured by promises, which end up being deceptive, to force them to do something. José Manuel Acosta, director of the Civil Initiative Sonora Cibersegura, reported that during this month of January 2021, 11 cases were reported, of which three victims were

minors, an increase of 83 percent compared to the same month in 2020, where six reports were counted, with two of them to minors (Gonzales, 2021).

The creation of this social business is relevant because there is a wide market niche that needs help in this problem in Mexico and undoubtedly in the northwest of the country, extending gradually and even internationally being viable because of the services offered in this educational space and prevention of cyberbullying and emotional support, as well as the educational aspect that through conferences, workshops and retreats virtually and in person, can serve and cover more women in the way in which they feel more comfortable.

Methods

In the present project, being of an educational nature, aimed at adolescents and young people, through a service that sought to meet a need found in this niche of the population, it was considered that the appropriate methodology to work with is service learning (APS). For Puig, Batlle, Bosch, and Palos (2011), APS is a methodology oriented to education for citizenship, inspired by active pedagogies, being compatible with other educational strategies, in which participants are trained by getting involved in the real needs of the environment in order to improve it. This

methodology allows taking advantage of all the resources that life offers and that eventually will help to reach, with greater ease, the established goals since it gives clear and rational guidelines for behavior. In addition to organizational, planning, and decision-making strategies that were useful and brought benefits, such as analysis, planning, organization, choice, and decision-making, that could be applied to improve all areas of the project.

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It structures the methodology at a high level of organization, and this is considered for the needs of the community, thus deriving a high level of civic responsibility;

deep reflection of the lived experience, for all participants (Rubio & Escofet, 2018). The program to be implemented offers a training and coaching model for female participants aged 12 to 25 years, in order to support, guide, and share with them topics associated with cyberbullying, as well as prevention, during and after having gone through the identified social problem. With this, it is intended to undertake the social business; in addition, they will be trained through the methodology described above.

Results and Discussion

Transcending as a society implies a constant effort from each member. For this, it is important to contribute to the possibilities of each one of us to those around us. “What if I decide to give a click?” tries to generate that small impact through large actions that address the ravages of cyberbullying, attending woman by woman, generating a network that manages to expand more and more, where the community of women feels welcomed, understood, and valued.

This work seeks to provide the basis to be able to take a first step towards its realization. It is important to emphasize the importance of the financial and administrative part to achieve long-term stability in the social business, being able to

maintain this attention to the needs without neglecting the sustainability of the business.

Likewise, the social aspect is fundamental, since it is where the organization's objective lies. As founders, we are aware of maintaining a vision aimed at the welfare of the community, in this case, the welfare of women, whether affected by cyberbullying or simply preventing these consequences. This issue is delicate and difficult to deal with, since we are talking about a problem where the aggressor is invisible and the consequences are just as catastrophic. For this reason, we consider it of great importance not only the level of preparation of our team on issues of cyberbullying, but also the same consideration and attention that we know how to give to the women participants so that they feel welcomed and safe by us at all times.

In the future, it is expected that “What if I decide to click?” will reach a regional and even national positioning, thanks to its personalized and sincere work with the participants, where a change in their self-esteem is truly noticeable, perhaps not in the short term, but in the medium term, understanding the value of constant attention and the details involved in each of the actions carried out, since identifying the different thinking and experience of each woman, and knowing how to work on it, is

what will help us to generate that confidence.

The improvements to be considered are the constant preparation and training of the team in various topics to connect with more women, the adequate analysis and development of the financial plan to keep the organization stable, and the same innovation in the services to generate that attraction that leads to meeting, at the end of the day, that social need.

We trust in a community where wellbeing can prevail, human value, and as a woman is recognized and not surpassed, a community where we can collaborate so that a person affected by cyberbullying can develop her self-esteem and trust in herself again. We rely on all this because in the end we are human beings, where the sense of care and belonging is part of our nature, our work is to reach out to touch that part of the people, both affected and those who are not, so that everyone can recognize their own value, making this problem of today's society weaker and weaker.

Limitation

Lack of financial resources:

Financial sustainability: A social business may face challenges in raising sufficient resources to cover operating costs, as profitability may be limited compared to traditional businesses.

Dependence on donations: There may be a high dependence on donations, grants or government funds, which may jeopardize the stability of the project if these sources of funding are reduced.

Stigma and social perception:

Stigmatization: Youth experiencing cyberbullying may feel ashamed or afraid to seek help, which may limit their participation in programs.

Perception of services: Services offered may be seen as insufficient or unspecialized, which could reduce youth confidence and participation.

Legal and privacy challenges:

Data protection: Working with personal and sensitive information of minors involves a high standard of data protection and legal compliance, which can be costly and complicated to implement.

Legal liability: There are legal risks associated with counseling or intervention, especially if cases are not handled properly.

Difficulties in measuring impact:

Quantification of impact: Measuring the social impact of the project can be complicated, especially when it involves changes in mental health and well-being, which could make it difficult to attract funding and stakeholder support.

Long-term effectiveness: Changes in behavior and mental health can take time, making it difficult to show immediate results.

The journey of creating a social business focused on combating cyberbullying has been both challenging and rewarding. It has provided invaluable insights into the complexities of this modern issue, particularly its impact on young women. As the research indicates, cyberbullying is not merely a fleeting concern but a profound public health issue that affects mental well-being, academic performance, and social adjustment. The insights gleaned from this project emphasize the importance of a multifaceted approach to addressing this issue, one that combines education, support, and community engagement.

The implementation of service-learning (APS) as the primary methodology for this project has proven to be particularly effective. This approach, which emphasizes real-world engagement and community-based learning, has allowed participants to acquire not only theoretical knowledge but also practical skills in combating cyberbullying. The success of the program is evident in the positive feedback from participants, who expressed a renewed sense of self-worth and empowerment. This suggests that the service-learning model not

only meets the educational objectives but also fosters a deeper connection between the participants and the broader community.

One of the primary advantages of this social business model is its ability to adapt to the specific needs of its target demographic. By focusing on young women aged 12 to 25, the program is able to address the unique challenges they face in the digital world. The program's emphasis on personalized support and coaching has been particularly effective in building trust and fostering a safe space for participants to share their experiences. Moreover, the program's flexible approach—offering both online and in-person sessions—ensures accessibility for a wider audience.

Despite its successes, the project has faced certain limitations. One of the main challenges has been the deeply ingrained cultural and ideological beliefs that some participants bring with them. These beliefs can sometimes hinder the acceptance of new ideas and the development of new skills. Additionally, the reliance on service-learning as a methodology requires a high level of organization and civic responsibility, which can be difficult to maintain consistently. Furthermore, the project's sustainability depends heavily on the financial and administrative stability of the social business, which remains an ongoing concern.

The insights gained from this project have several practical applications. Firstly, the service-learning model can be replicated in other regions or adapted to address different social issues. The program's success in engaging young women in discussions about cyberbullying also suggests its potential for expansion into other areas of digital literacy and online safety. Additionally, the program's focus on fostering self-esteem and resilience among participants could be applied to broader mental health initiatives targeting young people.

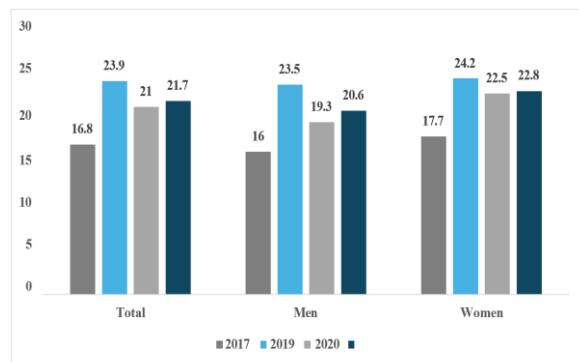
The creation of this social business has been driven by a deep commitment to addressing the issue of cyberbullying, particularly as it affects young women. The positive outcomes observed thus far underscore the importance of continuing this work and expanding its reach. As the program evolves, it is hoped that it will contribute to a broader cultural shift in how society views and addresses cyberbullying, ultimately leading to a safer and more supportive online environment for all.

In conclusion, while the challenges are significant, the potential impact of this social business is immense. By continuing to refine and expand the program and by remaining committed to the core values of empathy, education, and community, there is great potential to make a meaningful

difference in the lives of countless young women.

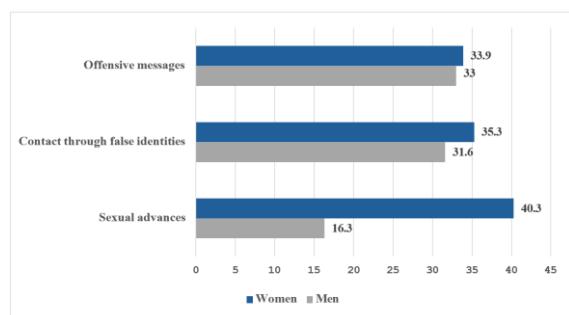
Figures and Tables

Figure 1. Percentage of population aged 12 years and older, who experienced cyberbullying by year.



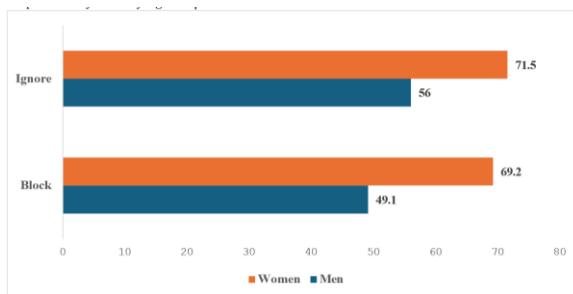
Source: Own elaboration. INEGI. Module on cyberbullying, 2019 and 2021.

Figure 2. Comparison between men and women of forms of cyberbullying in 2019.



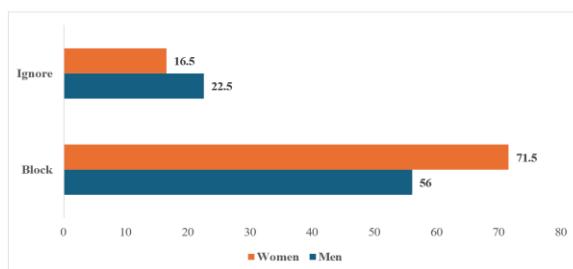
Source: Own elaboration. INEGI. Module on cyberbullying, 2019 and 2021.

Figure 3. Percentage of actions taken in response to cyberbullying 2019



Source: Own elaboration. INEGI. Module on cyberbullying, 2019.

Figure 4. Percentage of actions taken in response to cyberbullying 2021.



Source: Own elaboration. INEGI. Module on cyberbullying, 2021.

Conclusion

Key findings are presented below, along with a discussion of advantages, limitations, potential applications, and recommendations for future research.

Key Findings

Empowerment of Young Women: A positive impact on the empowerment of young women has been achieved, improving their ability to handle and resist cyberbullying. The creation of a support network has allowed participants to feel accompanied and understood, which has contributed to rebuilding their self-esteem.

Team Training and Preparation: Ongoing training of the team has been essential to ensure an informed and sensitive approach when dealing with cases of cyberbullying. This has allowed us to provide personalized and effective support, which is critical to the success of the program.

Financial and Administrative Sustainability: The development of a sound financial plan has been key to ensuring the long-term viability of the social business. A balance has been achieved between the social objectives and the need to maintain a sustainable financial structure.

Advantages

Significant Social Impact: The personalized approach and the creation of support networks have proven to be effective in addressing cyberbullying, improving the lives of affected women.

Replicable Model: The methodology used is scalable and can be adapted to different contexts and regions, facilitating its expansion.

Awareness and Prevention: By providing training and support, awareness of cyberbullying has been increased, and preventive practices have been fostered among participants and their communities.

Limitations

Limited Scope: Although the impact has been positive, the program's reach remains limited at the regional level. Expanding the initiative to a broader level will require additional resources and planning.

Financial and Human Resources: The sustainability of the social business is highly dependent on the availability of financial and human resources. Lack of these could limit the expansion and effectiveness of the program.

Long-Term Impact Measurement: Although a positive change in participants' self-esteem and resilience has been observed, measuring these long-term impacts remains a challenge.

Potential Applications

National and International Expansion: The methodology used can be adapted for implementation in other regions and countries, which could amplify the impact of the initiative.

Strategic Alliances: Collaborations with like-minded organizations in both the public and private sectors could leverage resources and enhance the program's reach.

Development of Digital Platforms: The creation of online platforms could facilitate access to resources and support, allowing more women to benefit from the

program, regardless of their geographic location.

Recommendations for Future Research

Long-Term Impact Evaluation: Longitudinal studies are recommended to evaluate the long-term impact of interventions on participants' lives and on cyberbullying prevention.

Diversification of Services: Explore the implementation of new services that respond to the emerging needs of participants, such as ongoing psychological support and legal counseling.

Innovation in Methodologies: It is suggested to investigate new methodologies and technologies that can complement existing programs, such as the use of artificial intelligence to proactively detect and prevent cyberbullying.

Comparative Analysis: Compare the effectiveness of different approaches in the prevention and management of cyberbullying to identify best practices and adapt the program accordingly.

In summary, social business focused on cyberbullying presents a viable and necessary model to address this growing problem in society. However, work must continue on expanding outreach, sustainability, and impact evaluation to maximize the benefits of the initiative. The

recommendations presented here can serve as a guide for future research and continued program development.

Acknowledgements

The development and success of the social business focused on cyberbullying would not have been possible without the support, inspiration and collaboration of several key individuals and organizations. We would like to express our deepest gratitude to all those who have contributed significantly to the realization of this project, which seeks to address one of the most complex challenges of the digital age: cyberbullying.

First of all, we extend our sincere appreciation to the Tijuana-based Guías de Distrito México, who have been fundamental pillars in the implementation of this project. Their constant commitment to the welfare of young girls and their dedication to building a strong and safe community have been an endless source of inspiration. Thanks to their work, we have been able to reach more young women, providing them with the necessary tools to face cyberbullying with confidence and resilience.

Similarly, we would like to highlight the valuable support of the Surf Smart program, which has provided an essential educational and training framework to

address issues related to cyberbullying. This program has been instrumental in training our team and raising awareness among participants, allowing us to offer a more comprehensive and effective approach.

A special acknowledgement full of gratitude goes to two exceptional women who have been the main motivation behind this project. Dr. Martha Cecilia Jaramillo Cardona and Alexia María Gómez Amarillas have been beacons of guidance and support throughout the process. Their vision, passion and commitment to the cause have inspired each of our steps. Their tireless work in promoting justice and well-being for women affected by cyberbullying has motivated us to work harder and with more dedication. They have not only been leaders in their respective areas, but also mentors and partners in this common mission to create a safer and more supportive environment for all.

In this sense, this social business stands not only as a response to a pressing need, but also as a tribute to the contributions of all the individuals and organizations that have believed in the importance of this work. We will continue to strive to honor their trust and move forward in the fight against cyberbullying, in the hope that our actions will contribute to a future where all women feel safe, valued and empowered.

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