
CYBER BULLYING: SOCIAL MEDIA AND MENTAL HEALTH

Dr. Salil Shringarpure* & Adv. Swamini Mukund Patil**

ABSTRACT

The emergence of digital communication technologies and social networking platforms has transformed human interaction in unprecedented ways. Social media applications have enabled instant communication, information sharing, online education, entertainment, and professional networking. However, alongside these developments, cyberspace has also become a platform for abusive and harmful conduct, particularly cyber bullying. Cyber bullying refers to repeated and intentional harassment, intimidation, humiliation, or targeting of an individual through electronic means such as social media platforms, messaging applications, gaming networks, and online forums¹. Unlike traditional bullying, cyber bullying transcends physical boundaries and may occur continuously through digital devices, making it more invasive and psychologically damaging. The increasing dependence on social media has significantly intensified the problem. Victims of cyber bullying often suffer from anxiety, depression, emotional trauma, low self-esteem, fear, social withdrawal, and suicidal tendencies². Adolescents and young adults are particularly vulnerable because of their extensive online presence and emotional sensitivity.

In India, although there is no dedicated legislation exclusively dealing with cyber bullying, various provisions under the Information Technology Act, 2000³, the Bharatiya Nyaya Sanhita, 2023⁴, and child protection laws provide remedies against online harassment, cyber stalking, obscenity, identity theft, and defamation⁵. Judicial decisions have also contributed significantly to the interpretation of online rights and responsibilities. Nevertheless, challenges such as *anonymity, jurisdictional barriers, underreporting, lack of*

*Assistant Professor, Bharati Vidyapeeth (Deemed to be) University, New Law College, Pune, Maharashtra.

**LL.M Final Year, New Law College, Bharati Vidyapeeth (Deemed to be) University, Pune, Maharashtra.

¹ Hinduja, S. & Patchin, J. W., *Cyberbullying Research Center: Definition and Scope of Cyberbullying*, 2021.

² UNICEF, *Cyberbullying and Mental Health Impacts on Adolescents*, 2022.

³ Information Technology Act, 2000 (India), Sections 66C, 66D, 66E, 67, 67A.

⁴ Bharatiya Nyaya Sanhita, 2023

⁵ Protection of Children from Sexual Offences Act, 2012

digital literacy, and weak enforcement mechanisms continue to hinder effective regulation.

This research article critically examines the concept of cyber bullying, its forms, causes, social media influence, mental health implications, legal framework in India, landmark judicial decisions, enforcement challenges, remedies available to victims, and recommendations for prevention and reform. The article emphasizes that cyber bullying is not merely a technological issue but also a serious social, psychological, and human rights concern requiring collaborative action from governments, educational institutions, families, and digital platforms.

Keywords: Cyber Bullying, Social Media, Mental Health, Online Harassment, Digital Communication, Cyber stalking, Psychological Impact, Online Abuse, Privacy Rights, Information Technology Act, Cybercrime, Digital Platforms, Online Privacy, Legal Framework in India, Social Networking Sites, Cyber Ethics, Virtual Harassment.

INTRODUCTION

The rapid growth of internet technology and digital communication has fundamentally changed the structure of modern society. The rise of social media platforms such as Instagram, Facebook, WhatsApp, Snapchat, YouTube, and X has made online interaction an inseparable part of daily life⁶. Individuals now use digital platforms for communication, education, employment, entertainment, political participation, and self-expression. While these technologies have created opportunities for social connectivity and economic growth, they have also introduced several risks and social problems, including cybercrime, data privacy violations, online exploitation, hate speech, and cyber bullying⁷.

Cyber bullying has emerged as one of the most serious challenges associated with digital communication. The problem has become increasingly widespread because social media allows users to interact instantly with large audiences, often without accountability. The anonymity offered by online platforms enables perpetrators to harass others without revealing their identity. Moreover, digital content spreads rapidly and may remain accessible indefinitely, causing long-term emotional and reputational harm to victims. The issue is particularly severe among children, teenagers, and young adults who spend significant amounts of time online. Educational institutions across the world have reported increasing incidents of online

⁶ DataReportal, *Digital 2025: Global Overview Report*, Social Media Usage Statistics.

⁷ OECD, *Digital Economy Outlook: Online Risks and Safety Challenges*, 2023.

harassment among students. Victims often experience emotional distress, fear, humiliation, and social isolation. In several cases, cyber bullying has contributed to mental health disorders, academic decline, and even suicide⁸.

In India, the problem has intensified with the growth of smartphone usage and affordable internet access. Despite this growth, awareness regarding online safety, privacy protection, and legal remedies remains limited. Consequently, many victims suffer in silence without reporting incidents to authorities⁹. Cyber bullying also raises important constitutional and legal questions regarding freedom of speech, privacy rights, dignity, and digital accountability. Courts and legislators must balance individual liberty with the need to prevent harmful online conduct. Therefore, understanding cyber bullying requires an interdisciplinary approach involving law, psychology, sociology, technology, and public policy¹⁰.

MEANING AND CONCEPT OF CYBER BULLYING

Cyber bullying refers to intentional and repeated aggressive behaviour carried out through digital or electronic means with the purpose of causing harm, fear, humiliation, or emotional distress to another person¹¹. It involves the misuse of technology and communication platforms to target individuals through abusive, threatening, defamatory, or humiliating actions.

The concept of cyber bullying differs from traditional bullying in several important ways. Traditional bullying usually occurs in physical settings such as schools, workplaces, or neighbourhoods and often involves direct physical or verbal abuse. Cyber bullying, on the other hand, occurs in virtual environments where perpetrators can act anonymously and repeatedly target victims through messages, comments, images, videos, or social media posts¹².

One of the defining features of cyber bullying is its continuous nature. Because digital devices are accessible at all times, victims may experience harassment twenty-four hours a day. The inability to escape online abuse creates severe emotional pressure. Another important feature is the public nature of online communication. Harmful content can be viewed, shared, and

⁸ UNICEF, *Children in a Digital World: Cyberbullying and Mental Health Effects*, 2022

⁹ National Crime Records Bureau (NCRB), *Crime in India Report 2023 – Cybercrime Trends*.

¹⁰ Shreya Singhal v. Union of India (2015), K.S. Puttaswamy v. Union of India (2017).

¹¹ Sameer Hinduja & Justin W. Patchin, *Cyberbullying: Definition, Identification and Response*, Cyberbullying Research Center, 2021.

¹² Peter K. Smith et al., "Cyberbullying: Its Nature and Impact in Secondary School Pupils," *Journal of Child Psychology and Psychiatry*, Vol. 49, No. 4, 2008.

circulated among large audiences within seconds, increasing humiliation and psychological trauma¹³.

Cyber bullying includes a wide range of behaviours such as sending threatening messages, spreading false rumours, sharing private photographs without consent, online impersonation, hacking personal accounts, trolling, body shaming, cyber stalking, and excluding individuals from online groups. The psychological impact is often intensified because victims may not know the identity of the offender or may face repeated attacks from multiple anonymous users.

The concept of cyber bullying is closely connected with human dignity, privacy rights, and mental health. Online harassment undermines an individual's emotional security and social reputation. In many situations, victims develop long-term psychological consequences that continue even after the harassment ends¹⁴.

CHARACTERISTICS OF CYBER BULLYING

Cyber bullying possesses several unique characteristics that distinguish it from conventional forms of harassment. One significant characteristic is anonymity. Offenders often create fake accounts or use anonymous identities, making identification difficult for victims and authorities. This anonymity encourages aggressive behaviour because perpetrators may believe they can avoid accountability¹⁵.

Another characteristic is permanence. Once harmful content is uploaded online, it can be copied, downloaded, shared, and preserved indefinitely. Even if original posts are deleted, screenshots and reposts may continue circulating. This permanence intensifies the emotional suffering experienced by victims. Cyber bullying also involves a wide audience reach. A humiliating photograph, video, or rumour can instantly reach thousands of users through social media sharing mechanisms. Public exposure increases embarrassment and social stigma¹⁶. Accessibility is another important factor. Unlike traditional bullying, which may stop after school or work hours, cyber bullying can occur continuously through smartphones and digital

¹³ UNICEF, *Cyberbullying and Online Harassment: A Global Perspective*, 2022.

¹⁴ K.S. Puttaswamy v. Union of India – Right to privacy and dignity under Article 21 of the Constitution of India.

¹⁵ Hinduja, S. & Patchin, J. W., *Cyberbullying Beyond the Schoolyard: Preventing and Responding to Cyberbullying*, Corwin Press, 2018.

¹⁶ OECD, *Digital Environment and Online Safety Report*, 2023.

devices. Victims often feel unsafe even within their homes because online harassment follows them everywhere.

Finally, cyber bullying frequently lacks immediate emotional feedback. In face-to-face communication, offenders may witness the emotional impact of their actions and stop. Online communication reduces empathy because perpetrators do not directly observe victims' reactions¹⁷.

TYPES OF CYBER BULLYING

Cyber bullying occurs in various forms depending on the methods used by perpetrators. One common form is harassment, where victims receive repeated offensive, threatening, or abusive messages through social media or messaging applications. Another form is cyber stalking, involving continuous monitoring, intimidation, and threats intended to create fear.

Impersonation is another serious form of cyber bullying. In such cases, perpetrators create fake profiles using another person's identity to spread false information or damage reputation¹⁸. Outing and doxxing involve revealing private or confidential information, photographs, or personal data without consent¹⁹.

Exclusion is also considered a form of cyber bullying, particularly among adolescents. Individuals may intentionally exclude others from online groups, conversations, or activities to create emotional isolation²⁰. Flaming involves aggressive online arguments using insulting and offensive language.

Trolling has become increasingly common on social media platforms. Trolls deliberately provoke individuals by posting inflammatory or humiliating comments to attract attention or emotional reactions. Revenge pornography, where intimate images are shared without consent, is another severe form of cyber abuse with serious psychological and legal consequences²¹.

CAUSES OF CYBER BULLYING

¹⁷ John Suler, "The Online Disinhibition Effect," *CyberPsychology & Behavior*, Vol. 7, No. 3, 2004.

¹⁸ Robin M. Kowalski, Susan P. Limber & Patricia W. Agatston, *Cyberbullying: Bullying in the Digital Age*, Wiley-Blackwell, 2012.

¹⁹ Danielle Keats Citron, *Hate Crimes in Cyberspace*, Harvard University Press, 2014.

²⁰ UNICEF, *Children and Digital Safety Report*, 2022.

²¹ Information Technology Act, 2000 – Sections 66E and 67A relating to privacy violations and sexually explicit electronic content.

- a) Several social, psychological, and technological factors contribute to cyber bullying. One major cause is the anonymity provided by digital platforms. Individuals often feel more confident engaging in abusive behaviour when their identity remains hidden.
- b) Peer pressure and social competition also contribute significantly. Adolescents may participate in online harassment to gain popularity, acceptance, or entertainment among peer groups. Social media culture often rewards sensational and controversial behaviour through likes, shares, and online attention²².
- c) Psychological factors such as anger, frustration, jealousy, insecurity, or desire for revenge may motivate cyber bullying behaviour. Some offenders use online harassment as a means of asserting power or control over others.
- d) Lack of digital literacy and inadequate parental supervision further increase risks. Many young individuals are unaware of the consequences of sharing personal information online or engaging in harmful behaviour²³. Weak regulation and limited accountability mechanisms on social media platforms also facilitate abusive conduct²⁴.

RELATIONSHIP BETWEEN SOCIAL MEDIA AND CYBER BULLYING

Social media platforms have become central to the expansion of cyber bullying because they encourage continuous interaction, content sharing, and public communication²⁵. The structure of social networking sites allows harmful content to spread rapidly among large audiences.

Features such as comments, live streaming, anonymous messaging, and photo sharing can be misused for harassment and humiliation. Algorithms that promote engagement may unintentionally amplify controversial or abusive content. Viral trends and online challenges sometimes normalize offensive behaviour and public shaming²⁶. Social media also creates psychological pressure through comparison culture. Users often compare their appearance, lifestyle, relationships, and achievements with others. Negative comments, trolling, and body shaming can severely affect self-confidence and emotional well-being. Furthermore, the desire for online validation through likes and followers increases emotional vulnerability. Young individuals may experience intense distress when targeted publicly on social media platforms²⁷.

²² UNESCO, *Behind the Numbers: Ending School Violence and Bullying*, 2019.

²³ OECD, *Digital Economy Outlook and Online Safety Challenges*, 2023.

²⁴ Ministry of Electronics and Information Technology, Government of India, *Report on Safe and Trusted Internet Usage*, 2023.

²⁵ Sonia Livingstone, *Children and the Internet: Great Expectations, Challenging Realities*, Polity Press, 2009.

²⁶ UNICEF, *Cyberbullying and Social Media Behaviour among Adolescents*, 2021.

²⁷ Royal Society for Public Health (UK), *Social Media and Young People's Mental Health and Wellbeing*, 2017.

Consequently, social media has transformed bullying from a localized problem into a global digital phenomenon.

IMPACT OF CYBER BULLYING ON MENTAL HEALTH

Cyber bullying has severe psychological, emotional, and social consequences. Victims often experience anxiety, depression, stress, fear, embarrassment, and emotional instability. Continuous online harassment creates feelings of helplessness and insecurity.

Many victims suffer from sleep disturbances, panic attacks, mood disorders, and declining self-esteem. Adolescents frequently demonstrate reduced academic performance, loss of concentration, and withdrawal from social activities²⁸. Victims may avoid school, work, or online participation because of fear of humiliation. Long-term exposure to cyber bullying can contribute to severe mental health disorders. Studies indicate strong links between online harassment and suicidal ideation among young people²⁹. Emotional trauma may continue even after the bullying stops because harmful digital content may remain accessible online.

Cyber bullying also affects interpersonal relationships. Victims may lose trust in peers, experience loneliness, and develop communication difficulties. Families often suffer emotional distress when children become targets of online abuse³⁰. Mental health professionals emphasize that emotional harm caused by cyber bullying should be treated as seriously as physical violence. Psychological counselling, emotional support, and early intervention are essential to reduce long-term consequences³¹.

LEGAL FRAMEWORK IN INDIA

India does not currently have a separate law exclusively dedicated to cyber bullying. However, multiple legal provisions address different aspects of online harassment and abuse.

The Information Technology Act, 2000 serves as the primary legislation governing cyber offences. Section 66C deals with identity theft, while Section 66D addresses cheating through personation using computer resources. Section 66E punishes violations of privacy involving

²⁸ UNESCO, *School Violence and Bullying: Global Status Report*, 2019.

²⁹ John A. Halliday, "Cyberbullying, Depression and Suicidal Ideation in Adolescents," *Journal of Adolescent Health*, Vol. 53, 2013.

³⁰ National Crime Records Bureau (NCRB), *Crime in India Report – Cybercrime and Juvenile Mental Health Trends*, 2023.

³¹ World Health Organization (WHO), *Adolescent Mental Health and Digital Safety Report*, 2021.

electronic transmission of private images. Sections 67 and 67A penalize publication or transmission of obscene and sexually explicit material in electronic form.

The Bharatiya Nyaya Sanhita, 2023 includes provisions relating to criminal intimidation, stalking, defamation, obscenity, sexual harassment, threats, and intentional insult. These provisions apply to cyber bullying activities involving online threats and abusive communication.

The Protection of Children from Sexual Offences Act, 2012 provides safeguards for minors against online sexual exploitation, grooming, and circulation of explicit images.

The constitutional framework is equally important. Article 21 of the Constitution protects the right to life, dignity, and privacy, while Article 19(1)(a) guarantees freedom of speech and expression. Courts have clarified that freedom of speech does not include the right to harass or threaten others online.

Landmark Cases Related To Cyber Bullying and Online Harassment

1. In *Shreya Singhal v. Union of India*, the Supreme Court struck down Section 66A of the Information Technology Act because it violated constitutional free speech protections relating to freedom of speech and expression under Article 19(1) (a) of the Constitution of India³². Although the judgment strengthened civil liberties, it also created challenges for regulating offensive online communication³³.
2. In *K.S. Puttaswamy v. Union of India*, the Supreme Court recognized privacy as a fundamental right under Article 21³⁴. This judgment has important implications for cases involving unauthorized sharing of private information or images online.
3. The case of *State of Tamil Nadu v. Suhas Katti* involved online harassment through defamatory and obscene messages posted on internet forums³⁵. The conviction demonstrated judicial recognition of cyber harassment as a punishable offence under Indian cyber laws and highlighted the evidentiary value of electronic records in criminal proceedings³⁶.

³² *Shreya Singhal v. Union of India*, AIR 2015 SC 1523.

³³ Apar Gupta, *Commentary on Free Speech and the Information Technology Act*, Internet Freedom Foundation Journal, 2016.

³⁴ *K.S. Puttaswamy v. Union of India*, (2017) 10 SCC 1.

³⁵ *State of Tamil Nadu v. Suhas Katti*, C.C. No. 4680 of 2004.

³⁶ Kamika Seth, *Computers, Internet and New Technology Laws*, LexisNexis Butterworths, 2013.

4. In *SMC Pneumatics (India) Pvt. Ltd. v. Jogesh Kwatra*, the Delhi High Court addressed cyber defamation through abusive and defamatory emails sent by an employee against the company and its management³⁷. The Court acknowledged the harmful impact of electronic communication on individual and corporate reputation and granted an injunction against the circulation of defamatory content.

These judicial decisions illustrate the evolving nature of Indian cyber jurisprudence and the increasing recognition of digital rights, privacy protection, online dignity, and accountability in cyberspace³⁸.

Challenges in Combating Cyber Bullying

Despite legal protections, several obstacles hinder effective prevention and enforcement. One major challenge is anonymity. Offenders frequently use fake identities and encrypted communication tools, making investigation difficult.

Jurisdictional problems also arise because online offences often involve perpetrators and victims located in different regions or countries. Coordination between law enforcement agencies and international digital platforms remains complex.

Underreporting is another serious issue. Many victims avoid reporting cyber bullying because of shame, fear, social stigma, or lack of awareness regarding legal remedies³⁹. Parents and educational institutions may also hesitate to involve authorities.

Rapid technological advancement creates additional challenges. New communication platforms, artificial intelligence tools, and encrypted applications continuously change the nature of cyber offences. Law enforcement agencies often struggle to keep pace with evolving technology⁴⁰. Balancing free speech and online regulation is another important concern.

³⁷ *SMC Pneumatics (India) Pvt. Ltd. v. Jogesh Kwatra*, 2001 (Delhi High Court).

³⁸ Ministry of Electronics and Information Technology, Government of India, *Cyber Law and Digital Governance Report*, 2023.

³⁹ UNICEF, *Cyberbullying and Youth Online Safety Report*, 2022.

⁴⁰ Ministry of Electronics and Information Technology, Government of India, *Emerging Technologies and Cybercrime Challenges Report*, 2023.

Excessive censorship may threaten democratic rights, while weak regulation may permit widespread online abuse and harassment⁴¹.

Legal Remedies Available to Victims

Victims of cyber bullying may file complaints with local police stations or specialised cybercrime cells⁴². India also provides online cybercrime reporting portals for easier registration of complaints⁴³. Depending on the nature of the offence, victims may seek criminal prosecution under the Information Technology Act, Bharatiya Nyaya Sanhita, or child protection laws⁴⁴. Courts may order removal of offensive content and impose penalties on offenders. Victims may also pursue civil remedies such as defamation suits and claims for damages. Social media companies provide reporting mechanisms for abusive accounts, fake profiles, harassment, and privacy violations⁴⁵.

Psychological counselling and mental health support are equally important remedies. Emotional trauma caused by cyber bullying often requires professional intervention and long-term support⁴⁶.

Conclusion

Cyber bullying has emerged as a major social, psychological, and legal challenge in the digital age. The expansion of social media and online communication has created opportunities for connection and self-expression but has also facilitated harassment, intimidation, and emotional abuse. Victims of cyber bullying often suffer severe mental health consequences, including depression, anxiety, emotional trauma, and suicidal tendencies.

India's legal framework provides partial protection through existing cybercrime and criminal laws, yet the absence of dedicated cyber bullying legislation creates enforcement difficulties. Judicial decisions have strengthened digital rights and privacy protections, but challenges such as anonymity, underreporting, technological advancement, and jurisdictional barriers continue to hinder effective regulation. Combating cyber bullying requires a comprehensive and

⁴¹ Shreya Singhal v. Union of India, AIR 2015 SC 1523.

⁴² National Crime Records Bureau (NCRB), *Cybercrime Reporting and Investigation Statistics*, 2023.

⁴³ Indian Cyber Crime Coordination Centre (I4C), Government of India, National Cyber Crime Reporting Portal.

⁴⁴ Information Technology Act, 2000; Bharatiya Nyaya Sanhita, 2023; Protection of Children from Sexual Offences Act, 2012.

⁴⁵ OECD, *Digital Services and Online Platform Accountability Report*, 2023.

⁴⁶ World Health Organization (WHO), *Mental Health and Digital Safety among Adolescents*, 2021.

multidisciplinary approach involving legal reform, digital literacy, mental health support, technological accountability, and public awareness. Governments, educational institutions, families, social media companies, and civil society organizations must work together to create safer online environments. As digital communication continues to expand, protecting human dignity, mental well-being, and online safety must become a central priority of modern legal and social policy.

Suggestions and Recommendations

India should enact comprehensive legislation specifically addressing cyber bullying and online harassment. Dedicated legal provisions would improve clarity, accountability, and victim protection. Educational institutions should introduce digital literacy and cyber ethics programs to educate students regarding responsible online conduct. Parents and teachers must be trained to identify warning signs of cyber bullying and provide emotional support. Social media companies should strengthen content moderation systems, reporting mechanisms, and user safety policies. Artificial intelligence tools may help identify repeated abusive behaviour and harmful content. Law enforcement agencies require specialized cybercrime training and technological resources for effective investigation. Faster grievance redressal systems and victim assistance programs should also be developed. Mental health awareness must become an integral part of anti-cyber bullying strategies. Counselling services should be accessible in schools, colleges, and communities. International cooperation is essential because cyber offences frequently cross national boundaries. Governments and technology companies must collaborate to establish global standards for digital safety and online accountability.

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