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Jordanian Newspapers Coverage of Cyberbullying during COVID 19 Pandemic

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Abstract: This study aims to find out the trends of the daily printed Jordanian press in addressing cyberbullying and to identify the media frames used in reporting cyberbullying. Content analysis was used as a tool to collect data of a sample of 139 press articles published in Al-Rai and Al-Ghad newspapers (63 in Al-Rai and 76 in Al-Ghad) during the Corona pandemic. The results of the study revealed that the Jordanian newspapers were interested in publishing cyberbullying topics. In fact, it relied on government officials to disclose these issues, and that ordinary individuals were the most targeted by cyberbullying in the published stories. The newspapers relied heavily on the awareness framework (prevention and intervention) to highlight the published content about cyberbullying. The results showed that there are no statistically significant differences between the studied newspapers and the active forces that addressed cyberbullying. The study suggestedthat the press is required to enhance awareness of the dangers of bullying on society and its negative aspects. The media should also intensify the publications on bullying in times of crises.

1.   Introduction

Bullying is a global phenomenon. Bullying and electronic harassment are among the most common problems users of social media platforms face.(Alhumaid et al. 2020; Ali, et al 2020) According to American studies, almost 70% of students in the United States have been exposed to cyberbullying(Wang, Iannotti, and Nansel 2009)Social media platforms, specifically text messaging, are the most commonly used tools for cyberbullying(Alghizzawi, et al 2019; Habes et al. 2020; Limber, Kowalski, and Agatston 2008)Cyberbullying occurs most onFacebook, Twitter

and Instagram (Abaido 2020; C. Johnson et al. 2016)According to Hootsuite, the percentage of Facebook users in Jordan increased 7% between 2017 and 2019, with a total of 5.8 million users. According toPew Research Center(2018)59% of teenagers in the United States have personally experienced at least one of six types of cyberbullying. The most common types of harassment are insults and describing individuals with abusive names, along with spreading rumors about them on the internet.Cyberbullying is defined as "aggressive or harmful behaviors that occur through electronic technologies, such as the Internet or cell phones, and are directed at other individuals or groups"(Peluchette et al. 2015).

The Jordanian society has never witnessed cases of cyberbullying related to contexts, cases and incidents as those related to Corona pandemic in 2020.(Habes, et al 2020)The amount of sarcastic and deceptive comments and verbal violence that was published on social media platforms is tremendous. Incidents include "Al-Khanasri driver", " Sobhi, the pharmacist ", "Irbid wedding", the talk of the former assistant minister of health, and his story of "the hyena",as well as the incident of the lady who returned to Jordan and was requested to be transferred to the quarantine in the Dead Sea upon which she said "I will ask dad to intervene".Each of these incidents was widely circulated by Jordanians via Facebook in a way that immensely affected the people mentioned above. They were victims of cyberbullyingwho were left with psychological and social setbacks.bDigital violence, electronic slander, symbolic violence, cyberbullying are vocabulary and concepts that are used in the Jordanian society. The Ministry of Education has taken notice of these phenomena and considered combating them a priority in its national strategy for the years 2018-2022. Therefore, it launched "Together for a safe environment" online campaign to reduce violence and combat bullying in schools (Al-Jayashi 2019).

In response to the widespread cyberbullying, the Jordanian Ministry of Culture and in cooperation with specialized bodies and organizations, held a local conference entitled "Confronting cyberbullying on social media". The conference revealed the results of an opinion poll that reported the spread of cyberbullying behavior among the society members specifically against women and through Facebook by 69.4%. 94% of the respondents reported that there is a lack of media awareness about cyberbullying. The problem of the study lies in the fact that social media platforms increase their role and risks on societies, because they have become the most important source of information for individuals, and hence a reference for building and shaping public opinion. Thus, these platforms have become an alternativeto the traditional media. However, they are not a reliable source of information as they do not obtain news from reliable and objective sources. Therefore, they are considered as a source of rumors(Tahat et al. 2020)To the best of the authors' knowledge, and given the increasing new role of social media platforms, especially during crises and the accompanying production of disturbing societal phenomena such as cyberbullying, there is no study that sheds light on the contributions of the Jordanian print press in addressing the increasing prevalence of cyberbullying campaigns against individuals, entities, or institutions within the Jordanian society. Nor are there studies on the size of interest and the

mechanisms and forms of presenting frameworks that reflect the local Jordanian press treatment of the concept cyberbullying in light of the Corona pandemic.

Scientific importance The importance of this study to shedding light on the role that traditional media plays during crises, including the Corona pandemic, in enhancing societal awareness of cyberbullying, as well as Proposing solutions that help the media decision-makers in Jordan to update their tools and plans in facing cyberbullying, and Identifying the groups that are most vulnerable to cyberbullying through media coverage and proposing the most appropriate programs to confront them. Add to Testing the*framing theory* and its ability to explain modern societal phenomena as well as other virtual media issues. Finally raising awareness about the dangers of social media platforms as an unreliable and subjective source of information in light of the increase in the number of their users locally, and showing how these platformspromote an unhealthy societal opinion regarding the important issues in the Jordanian society.

2.   Literature Review

In a study entitled 'The Impact of Cyberbullying on News in Iraqi Media Institutions: A field survey,Al-Jayashi (2019) aimed to find out the attitudes of Iraqi media workers towards the repercussionson those exposed to online bullying in the news. The researcher had a random sample of 100 workers in the newsrooms of Iraqi channels. The results indicated that more than half of the workers (56%)were rarely exposed to cyberbullying, while 18% answered that they weremassively exposed to bullying. 60% said that those who bully them are often anonymous, 17% of which are co-workers. 33% mentioned that distorting the journalist's image and damaging his/her personal reputation is one of the most prominent damages caused by bullying. 49% of the study sample revealed that their reaction to bullying was wanting toverify the identity of the bully. The results found that 24% of the workers believe that the behavior of the bully seeks to achieve the goals of opposing personalities or institutions. This was the main motives for committing bullying, followed by entertainment (20%), love of fame(14%), andfinally blackmail and the search for quick financial gain constituted (11%).

Abdullah's study (2019) "The differences between those exposed and those not exposed to cyberbullying in five major factors of personality of adults," aimed to find out the forms of cyberbullying and the relationship of exposure to some variables, including the number of hours of using the Internet. The study sample included 224 respondents from the Kingdom of Saudi Arabia. The results of the study indicated that the violation of privacy was one of the most prominent manifestations of exposure to cyberbullying, which is widespread among the study sample (62%). Then comes sexual harassment (54%), exclusion (50%), threats and humiliation (49%), and finally defamation and mockery (42%). The study revealed that females were more vulnerable to defaming their reputation and images, and that compared to males, the females received insulting images and

information through the Internet and social media sites with the aim of threating them.

 In his "Cyberbullying on Social Media Among College Students",Johnson et al. (2016) examined the experiences of undergraduate students and / or their participation in cyberbullying. Specifically, the study tried to find out the beliefs, attitudes, feelings, and behaviors of respondents towards electronic bullying, whether they were bullies, victims or witnesses. The study was conducted on a sample of 170 undergraduate students at Jackson State University. The participants were 122 females and 45 males. 22% of respondents reported that they had rarely been victims of cyberbullying; 93% said that they rarely bully others online. In general, cyberbullying was low at this university. When asked about their behavior in the event of being bullied on the Internet, 62% said that they would block the assaulter. 15.24% reported that they would only ignore the bully; 10% said that they would submit a report of abuse to the competent authorities; 3.66% said they would tell an adult or a person with authority about the abuse that occurred even if it stopped, just in order to prevent bullies from targeting others.

Abaido (2020) "Cyberbullying on social media platforms among university students in the United Arab Emirates", explored the extent of cyberbullying among university students in the Arab societies, its nature, locations, and people's attitudes towards reporting cyberbullying in exchange for remaining silent. The researcher used the circle of silence theory to explain cyberbullying. The data were collected from a random sample of 200 male and female students in the United Arab Emirates. 91% of the study sample confirmed cyberbullying on social media; on Instagram (55.5%) and on Facebook (38%). Also, 75% of the sample indicated that they had been subjected to cyberbullying, specifically on Facebook. 62.1% of the participants indicated that both genders could be exposed to cyberbullying, while the sample believed that women are more likely to fall victims to cyberbullying compared to men (34.1% vs 3.8%). The results indicated that abusive comments (63.5%), hate speech (40.5%), and publishing and sharing embarrassing pictures and videos (33%) are among the most common forms of cyberbullying they have been exposed to. The results showed that more than a third of the sample, (37%), will inform someone about what happened to them, while 27% prefer not to do anything and that they would log out or even sign out of the platform in order not to aggravate the problem. Participants pointed out that "personal frustration", "insecurity" and "defense mechanism" are among the main reasons for resorting to bullying. Finally, two-thirds of the sample (60.5%) would prefer to trust their friend about incidents of cyberbullying rather than telling a family member.

Whittaker and Kowalski (2015)conducted a study entitled "Cyberbullying Via Social Media". The study aimed to explore cyberbullying and test the congruence between internet use and bullying places. A sample of 169 females and 75 male university students in the department of 'Psychology' was randomly chosen. 18% indicated that they were victims of cyberbullying for one time during the past

year. Regarding the sample's reaction to their exposure to bullying, a quarter of the sample reported that they did not take any action; some said that they would report online bullying (31.8%); some mentioned that they would ask the person to stop (29.5%); 18% would save evidence; while (34.5%) would block the bully of accessing their personal accounts. As well as Zsila et al. (2019)conducted a study on'Gender differences in the association between cyberbullying victimization and perpetration: The role of anger rumination and traditional bullying experiences'. The study examined the gender differences between males and females in perception, motives, and reaction to bullying. The study tried to find out the correlation between the respondent's frequent exposure to bullying and the level of anger over committing electronic bullying! The research was conducted on a sample of 1500 teens and adults who participated in an online survey about their experiences of cyberbullying. More than a quarter of the sample (28%) reported that they were subjected to cyberbullying during their lifetime, and 33% said that they were subjected to cyberbullying during the past year. The results indicated that males were more likely than females to engage in cyberbullying, especially if they were previously exposed to cyberbullying. The study also revealed that being extremely agitated leads to an increased risk of committing cyberbullying among males who were victims of cyberbullying. Furthermore, repeated abuse of traditional bullying increased the risk of committing cyberbullying among females.

Akrim and Sulasmi (2020)carried a study 'Students perception of cyberbullying in social media which measured the extent of Indonesian students' perception of the concept of cyberbullying. The results of the study, which was conducted on a sample of 200 respondents, revealed that more than 50 % of the students believed that cyberbullying include blocking messages on emails, SMS, or text messages on social networks. Such an action is exercised continuously. More than 40% of respondents agree that if cyberbullying is a result of anger, harm, revenge, or frustration, the thirst for power through projecting an ego hurts others the most. Respondents have different views on the penalties that ought to be imposed on the perpetrators of cyberbullying, with more than 40% of them agreeing that the perpetrators of cyberbullying should be ignored and should be returned to the family to receive guidance and perhaps severe penalties. The study also found that more than 50% of students agreed that victims of cyberbullying should be given an ethical message so that they can easily tolerate.

Reviewing these recent studies that are related to cyberbullying, we find that most of these studies addressed the phenomenon from an educational perspective and its impact on school students and their academic achievement. In addition, most of these studies dealt with issues of gender differences, as well as the effects, forms and responses of the respondents regarding bullying. Most of these studies were conducted in the United States, the UAE, Iraq and other countries, but none of them addressed this phenomenon in Jordan. It is clear that most of these aforementioned research papers focused on measuring the trends, attitudes and opinions of the respondents through a questionnaire. By contrast, this study

address cyberbullying through content analysis, which is what distinguishes it from the rest of the studies.thus we can hypothesis :

H1: There is a statistically significant difference between the study papers and the acting forces that deal with the subject of cyberbullying in Jordan.

2.1 Framing Theory

Research on *framing news* stems from a scientific assumption that "how something is presented to the audience (called "the frame") influences the choices people make about how to process that information. Frames are abstractions that work to organize or structure message meaning. The most common use of frames is in terms of the frame the news or media place on the information they convey. They are thought to influence the perception of the news by the audience. They not only tell the audience what to think about, but also how to think about that issue(Alhawamdeh,et al 2020; Entman 2004)Frames are expressed through the following:

1.   The news form used in creating the media material (news, article, investigation ...), which includes the elements that make up this material, as well as the types of designation and information contained in this material.
2.   The main ideas included in the material, which consist of the main dimensions of the topic, and the summary that provides the central idea around which this material revolves. This includes the backgrounds of the topics as well as some citations and evidence on which these backgrounds are based.
3.   The implicit conclusions that help support and emphasize the basic essence of the media material.

2.2 Types of News Frames

Scholars have presented several types of news frames that are often associated with media coverage of news.(Habes, Ali, et al. 2020; L. D. Johnson et al. 2016; Wang, Iannotti, and Nansel 2009)for instance discussesissue-driven frame, the general frame, strategy frame, human interests frame, economic results frame, accountability frame, conflict frame, andethical principles frame. (Ali, et al, 2020)The research team made use of a number of news frames, and it also used other frames, including the awareness, legal, consequences and risks frames. For the purposes of this study, the framing theory will be used in studying specific variables including the acting forces of cyberbullying (who said what?). Finally, the study tackled types of frames used by the study newspapers highlighting the publication on cyberbullying topics during the study period.

3.   Methodology

This research belongs to the descriptive studies that are concerned with describing the qualities of the phenomena or groups under study(Kanaker et al. 2020; Salloum, Al-Emran, Khalaf, et al. 2019; Zughaib 2009)Thus, it seeks to present a

complete and accurate description of the problem and ensure that the data is collected correctly and accurately without any kind of bias(Habes 2019; Zsila et al. 2019) `The study population consists of all the daily Jordanian newspapers published in Arabic: Al-Ghad, Al-Rai, Al-Anbat, Al-Dustour, Al-Arab Al-Youm, Al-Sabeel, and Al-Diyar. For the purposes of this study, Al-Rai and Al-Ghad newspaper were chosen as representatives of the study community due to the nature of their ownership and the difference in their editorial policies. Al-Rai newspaper expresses the semi-official view and is owned by the Social Security Department, whereas Al-Ghad is privately owned and adopts a liberal approach.To determine the population of the study, a search engine for each of the two newspapers Al-Rai and Al-Ghad was used. All the news materials published in each newspaper related to bullying were printed during 01/01/2020-31/12/2020. These materials were sorted out in separate lists for each newspaper from the oldest to the most recent. A total of 246 news items have been published on bullying. For the purposes of delimiting the sample community, the researchers read each article separately, and the content of the study did not count any article that mentions 'bullying' without having a real content about the topic. The study also excluded any published articles on bullying that are not related to the Jordanian community. Accordingly, there were 63 news articles on cyberbullying in Al-Rai newspaper, and 76 in Al-Ghad newspaper. For the purpose of this research, the research team decided to adopt the comprehensive survey to include the study population.This study relied on content analysis as a study tool as it is one of the best tools for collecting data within the framework of our research methodology. It is worth mentioning here that content analysis is one of the most used tools in analyzing journalistic material published in newspapers as it enables us to access the mental knowledge underlying this media production (Hussein 2017; Salloum,et al. 2019)This study focused on a review of analyzing thecomponents of treatment of the daily Jordanian newspapersof cyberbullying. These include the acting forces who dealt with the issue of cyberbullying, people, entities or institutions being bullied, the news frames, the press patterns,size of interest.

Validity and Reliability

The validity of the tool was tested by presenting the analysis tool to a number of academics in the fields of media, education and sociology, who, in turn, provided the researchers with several comments to be taken into account. The researchers, accordingly, modified the form and content to make the questionnaire ready for data collection. As for the reliability, Cohen's Kappa Coefficient was used. In this study, four variables achieved a percentage of complete agreement between analysts (1.00), namely the size of interest, journalistic patterns, bullied people, entities or institutions, and the class of acting forces. Finally, the news frames achieved 0.83. Therefore, all agreement percentages between analysts are considered high and this indicates the stability of the analysis.

4.   Results and Discussion

The different topics of cyberbullying received much attention in the study newspapers in terms of the volume of publication. The results of the study revealed that the study newspapers paid great attention to the topics of cyberbullying (publishing news materials that are more than 300 words) accounting for 60% of the total published press materials (41 large-sized news articles (65%) in Al-Rai Newspaper, compared to 33 large-sized news articles in Al-Ghad newspaper(44%)). Small-sized news articles on bullying (less than 150 words in a single article) covered 21% in total: 12 news articles (12%) in Al-Rai newspaper and 17 (22%) in Al-Ghad newspaper.

The possible explanations for this great interest in the study papers regarding cyberbullying is the extent of its spread and its impact on the Jordanian society. Indeed, we could not find a single without cyberbullying being mentioned or covered. Another possible explanation is that designating certain spaces for topics on cyberbullying may reflect the responsibilities of the media in promoting awareness of such negative phenomena in our society. In addition, most of the press materials published in the study newspapers on cyberbullying took the form of press reports rather than news. This confirms that the content was presented in an analytical explanatory style, which usually needs more space for publication. The research team also noted that a good amount of news materials was published in special appendices or on holidays such as Fridays and Saturdays, and that such topics are took larger space of coverage.

With regard to the most prominent journalistic patterns used by the study newspapers to present the topics of cyberbullying, the results reveal that the newspapers greatly tended to publish topics oncyberbullying through 'news report', with a percentage of 42% of the total published materials (27 (43%) in Al-Rai, 31 (42%) in Al-Ghad), followed by 'press news', witha percentage of 32% in total (17 stories (27%) in Al-Rai and 28 (37%) in Al-Ghad). As for news articles, 35 articles were published, with a percentage of 26% (19 articles in Al-Rai (20%) and 16 articles on Al-Ghad, with a percentage of 21.5%). The only explanation for this result is that the study newspapers adhered to analytical journalism (the article and the report with a total of 103, covering 74% of the total published material). This type of analytic journalism is congruent with the awareness-raising and educational role of issues as sensitive and big as cyberbullying.Table (1) below presents the most prominent acting forces which cyberbullying topics in Jordanian newspapers relied o

Table (1): The most prominent acting forces on which cyberbullying topics in Jordanian newspapers relied

Acting Forces	Al-Rai Newspaper	Ah-Ghad Newspaper	Total
Gov. officials	39(62%)	41(54%)	80(58%)
Experts and specialists	14(22%)	20(26%)	34(24%)
Bullying victims	2(3%)	4(5%)	6(4%)
Social media	5(8%)	6(8%)	11(8%)
NGOs	3(5 %)	5(7%)	8(6%)
Total	63	76	139

Chi-square =7.946, df=4, $P \geq 0.096$

Table (1) confirms that the study newspapers relied heavily on government sources (58%) to discuss cyberbullying during their media coverage; 39 (62%) in Al-Rai newspaper, and 41 (54%) in Al-Ghad newspaper). Experts and specialists were the second most used source, at a percentage of 24% (14 (22%) in Al-Rai, and 20 (26%) in Al-Ghad). By contrast, the victims of bullying were the least among the sources relied upon with a total rate of 4% (2 (3%) in Al-Rai and 4 (5%) in Al-Ghad).Recall that we set a hypothesisthat there are statistically significant differences between the study newspapers and the acting forces that dealt with the subject of electronic bullying. To verify this hypothesis, a chi-square statistical analysis was conducted. The results show that there are no statistically significant differences at ($\alpha \leq 0.5$) in the variable of acting forces, as chi-square value reached 7.946, which is not statistically significant as ($\alpha \leq 0.096$) and a degree of freedom of (4). This indicates that the study newspapers had close percentage in their reliance on similar news sources. In particular, both journals relied on government officials to a large degree in discussing cyberbullying issues.These results can be explained in different ways. First, the issue of cyberbullying receives more attention of Jordanian officials than other members of society. Second, cyberbullying has become a government priority due to its wide societal spread, which calls for the intervention of the media to confront it and address the public opinion about it. Therefore, we find many official statements regarding it in the study newspapers. Moreover, many of the cases that were exposed to cyberbullying during the Corona pandemic were officials occupying decision-making positions, which makes their painful experience as victims of bullying an additional motive that pushes them to talk about its dangers and work to combat it and educate people about it through media. The results also show that the victims of bullying are the least reporting to the media. This is perhaps they belong to societies governed by customs, traditions, stereotypes and ready-made images that look negatively at the victims. They do not consider them victims of bullying in the virtual world and they do not think that they need psychological support. Rather, in many cases, these victims have become the target of a wave of sarcastic comments and mockery by many members of society.

This explains the reluctance of bullying victims to confront society by disclosing what they suffered through the media. Finally, many journalists consider official government sources to be one of the most reliable and accurate sources for obtaining information and directing people's schemes in the media.

Table (2): Individuals and entities targeted by cyberbullying

Entity	Al-Rai Newspaper	Al-Ghad newspaper	Total
Gov. officials	10(%16)	16(%22)	26(%19)
Deputies	11(%18)	10(%14)	21(%15)
Society figures	6(%9)	8(%10)	14(%10)
Ordinary Individuals	27(%43)	33(%43)	60(%43)
Institutions	4(%6)	6(%8)	10(%7)
undefined	5(%8)	3(%3)	8(%6)
Total	**63**	**76**	**139**

The results in Table (2) show that one of the most published topics in study newspapers is bullying that targets ordinary individuals in society, with a percentage of 43% (27 articles in Al-Rai newspaper (43%) compared to 33 topics (43%) in Al-Ghad newspaper. Second comes government officials (19% (10 (16%) in Al-Rai newspaper and 16 (22%) in Al-Ghad newspaper). Cyberbullying against deputies ranked third, 15% (11 (18%) in Al-rai, and 10 (14%) in Al-Ghad). Finally, bullying targeting institutions was the leasttackled topic (7%).It is likely that the study newspapers' interest in focusing on publishing topics related to cyberbullying that targets ordinary individuals can be accounted for by the large number of cases that the Jordanian society has witnessed since the start of the Corona pandemic, some of whose mistakes have contributed to the increase of the spread of the epidemic in different areas in Jordan. This coincided with the strict laws of health and security control to prevent the spread of the pandemic. As a result, the society has dealt with the individuals in these cases including (Irbid's wedding, the driver of Al-Khanasri, the pharmacist Subhi, and others) as reasons for increasing the spread of the epidemic and not victims of it. On the other hand, the other explanation for the focus on bullying that affects more citizens than officials may be that officials are more able to take formal measures in media clarification through the public relations channels of his institution regarding what has confused people about a situation, which leads to a reduction in the severity of bullying compared to the average citizen who may not have access to access to media.

Table (3): The news frames used to present cyberbullying topics

News Frame	Al-Rai Newspaper	Al-Ghad newspaper	Total
Protection and intervention	41(%65)	48(%63)	89(%64)
spread	6(%10)	6(%8)	12(%9)
Humanitarian	9(%14)	11(%14)	20(%14)
Legal	4(%6)	7(%9)	11(%8)
Risks and consequences	3(%5)	4(%6)	7(%5)
Total	**63**	**76**	**139**

Table (3) makes it clear that the Jordanian newspapers preferred to use the prevention and intervention frame (the awareness frame) as a method for presenting issues related to cyberbullying, with an overall percentage of 64% (41 (65%) in Al-Rai newspaper and 48 (63%) in Al-Ghad newspaper), followed by the humanitarian frame, with a percentage of 14% (9 (14%) in Al-Rai and 11 (14%) for Al-Ghad). Notably, the frame of risks and consequences was the least used with an overall percentage of 5% (3 (5%) for Al-Rai and 4 (6%) for Al-Ghad).The possible explanation for the preference of the study papers to resort to the awareness frame that is based on prevention and intervention is that Jordan considers bullying a recent phenomenon associated with the widespread use of social media applications. In addition, bullying issues arise in crises more than other situations. In crises, the government and its officials and sectorsuse all means to reach to the public to avoid rumors. With regard to bullying, this phenomenon has grown and happened repeatedly, and therefore the resort to prevention and intervention reflects the efforts made by the government to combat cyberbullying. This also explains why government officials are the ones who generally talk about what is published in on bullying. In order to emphasize the importance of this frame, prevention and intervention took many forms in dealing with cyberbullying such as focusing on awareness campaigns, media education, and advice from experts, specialists and stakeholders to young people on how to detect, avoid and combat cyberbullying.

5.   Conclusion and Future research

The Jordanian daily press paid great attention to the issue of cyberbullying, and relied on statements by government officials to addressthe topic. The mediaexerted a professional effort to present the topic through the prevention and intervention frame- the awareness framework- by employing interpretive and analytical journalism specially through the news report and the news article. The irony is that the results of the analysis revealed that ordinary individuals are the most targeted by bullies during the Corona pandemic. However, they were the least to disclose their experiences of bullying. The researchers suggestthat those in charge of the media diversifytheir frames, especially the humanitarian frame,

which may have a greater impact on readers and followers when presenting the personal experiences of bullying victims. In addition, victims of bullying need to be allowed to express their experiences and include their opinions and feelings in news materials instead of relying on the opinions of the government officials. The press is also required to enhance awareness of the dangers of bullying on society and its negative aspects, as it kills creativity. The media should intensifythe publications on bullying in times of crisis. This study opens the way for more future studies, especially in an environment of a conservative society, such as Jordan. More studies should be carried out to analyze the pages of social media influencers and their role in the face of cyberbullying.

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