

CYBERBULLYING IN SCHOOLS: PREVENTION AND INTERVENTION STRATEGIES IN THE DIGITAL AGE

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Abstract

Cyberbullying is one of the main challenges in schools in the digital age, where technological advances and the widespread use of social media have expanded the space for bullying among students. This phenomenon has a significant impact on students' mental health, academic achievement, and social well-being, with victims often experiencing psychological distress, anxiety, and even depression. This study uses a literature review method to identify forms of cyberbullying, its causes, and analyse effective prevention and intervention strategies in schools. The findings indicate that prevention efforts can be implemented through digital literacy education, character building, parental involvement, and the creation of a safe and inclusive school culture. Meanwhile, effective interventions involve psychological support, counselling services, and collaboration between schools, families, and digital platforms. With integrated and collaborative strategies, it is hoped that cases of cyberbullying in schools can be minimised, thereby creating a healthy learning environment that supports the optimal development of students in the digital era.

Keywords: Cyberbullying, School, Prevention Strategies, Intervention in the Digital Era

Introduction

Cyberbullying is now one of the most serious problems in educational environments, especially in schools. Cyberbullying is the intentional and repeated act of bullying or violence carried out through digital media, such as social media, messaging apps, or other online platforms, with the aim of hurting, humiliating, or intimidating the victim, who is often unable to defend themselves (Imani et al., 2022). This phenomenon has emerged alongside the rapid development of information and communication technology, which has led to an increase in social interactions among teenagers in the