

Victimization of Cyberbullying Target: VIVA Observation from Lifestyle Exposure

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摘要

隨著聯際網路的普及，網絡霸凌讓受害者受到社會和精神創傷。越來越氾濫的網絡霸凌的，使用者必須提高對聯際網路用戶的風險意識，並保持警覺。為提醒網絡使用者可能存在的網絡霸凌威脅，本文從生活方式暴露理論觀察台灣的楊又穎遭受網路霸凌事件。並用VIVA（Value-Inertia-Visibility-Accessibility；價值、慣性、可見性、可接觸性）四面向觀察來描述受害者生活方式，解析其生活習性，包括著重聲譽的價值，網絡霸凌的慣性，密集出現的可見性以及匿名環境的可接觸性。本文建議採取保護性策略，期降低網路使用者成為網絡霸凌的機率。

關鍵字：網絡霸凌，生活方式暴露理論，日常活動，適宜的目標物

Abstract

As the Internet becomes accessible, cyberbullying inflicts social and mental wounds upon the victims. As the presence of cyberbullying becomes more prominent, awareness must be raised among Internet users of its insidious nature. In order to remind the online users of cyberbullying threats, this paper aims to observe it from the viewpoint of lifestyle exposure theory (LET). The cyberbullying case was explored from a Cindy Yang incident in Taiwan. The cyberbullying target of lifestyle exposure can be described by VIVA (Value-Inertia-Visibility-Accessibility) observation, including the value of well-known reputation, the inertia of cyberbullying situations, the visibility of intensive showtime, and the accessibility of anonymous circumstances. A protective strategy is proposed to prohibit Internet users from the risk of cyberbullying victimization.

Keywords: Cyberbullying, Lifestyle Exposure Theory, Daily Routine Activities, Suitable Target

1. Introduction

With the advent of the Internet and the emergence of cybercrimes (e.g., cyberbullying, cyberstalking, and cyber harassment), criminologists have begun to explore the empirical utility of lifestyle exposure in cyberspace to adequately explain cybercrimes or account for personal victimization as a consequence of cyber misuse [17]. Cyberbullying is widespread. Cyberbullying could be a simple way of proceeding forward an e-mail or message to the target or diffusing false rumors about a person to damage his or her reputation. Cyberbullying is often

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threatened, harassed, humiliated, embarrassed or targeted by another person using the Internet, interactive technologies or mobile phones [7]. While general individuals underestimate their risk of cyberbullying, the psychological effect might lead them to commit suicide. Cyberbullying includes the following elements (Figure 1) [11][12]:

- (1) Denigration: Sending aggressive gossip or rumors about a person to cause psychological, emotional, and social harm to targeted individuals.
- (2) Exclusion: Intentionally excluding someone from an online group.
- (3) Flaming: Online fights using digital messages with angry and vulgar language.
- (4) Harassment: Repeatedly sending offensive and insulting messages.
- (5) Impersonation: Breaking into someone's account, sending messages to get the person in trouble, or damage that person's reputation.
- (6) Trickery: Tricking someone into revealing secrets or embarrassing information online.
- (7) Trolling: Intentionally posting provocative messages to create conflict, upset people, and bait them into fighting.

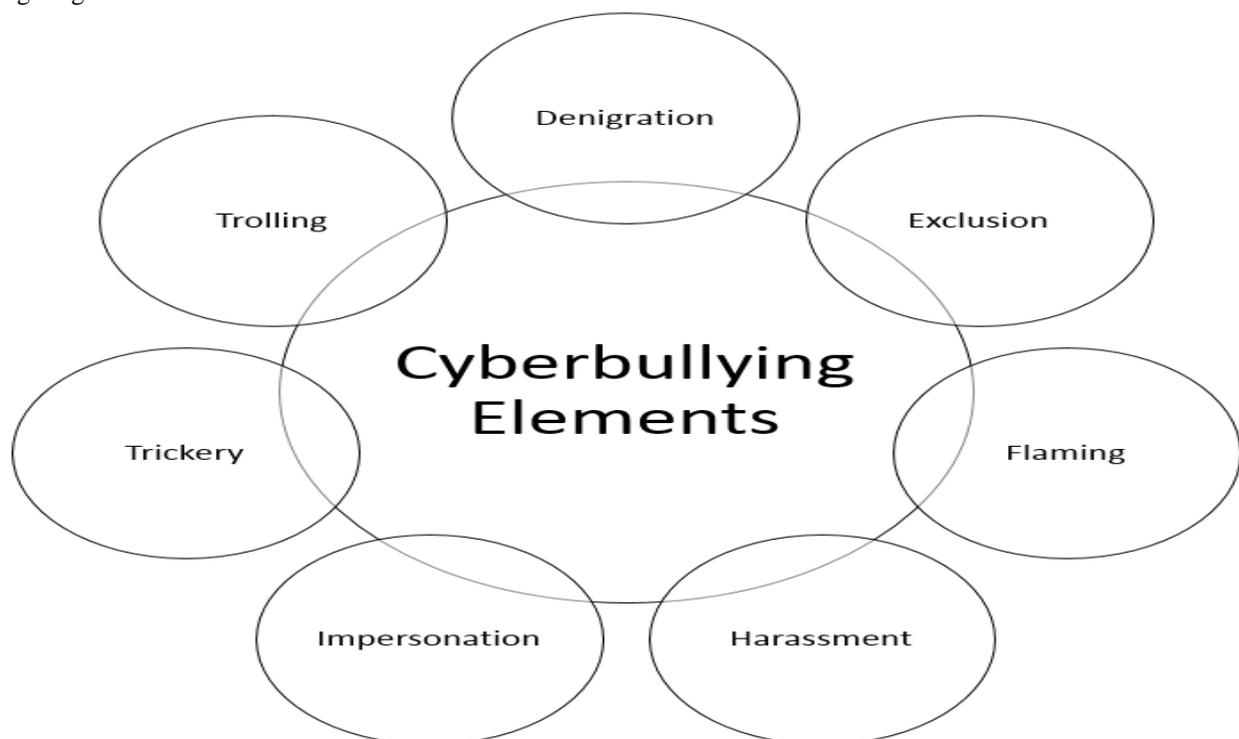


Figure 1: Cyberbullying elements

Internet technology allows us access to lots of information. People share photos, send instant messages to their friends, and keep personal profiles on social networking websites. Most of cyberbullying are oriented towards either children or young women on social network sites (SNSs). The facilitated features of SNSs, like Facebook, Twitter, and Google+, support self-publishing and encourage cyberbullying. Cyberbullying victimization is related to the intensity of Facebook use, such as the number of friends, time spent and the operation of risky behaviors [12]. The intention of this paper is to observe the criminological content, and propose a protective strategy from case study.

The reviews about the explanation of cyberbullying victim and lifestyle exposure are described in Section 2. Section 3 takes a Taiwanese cyberbullying case as an example, and explains lifestyle exposure theory (LET) in the cyberbullying issue. The proposed strategy is proposed in Section 4. Our conclusions are given in Section 5.

2. Literature Reviews

2.1 Lifestyle Exposure Theory

Choi argues that routine activities theory (RAT) is an extension of lifestyle exposure theory (LET) in which the assumptions of LET is absorbed as the suitable target component [3]. According to LET, differences in the lifestyles of victims are primarily responsible for variation in victimization risk across demographic groups [10][15]. Numerous studies have combined the assumptions of both LET and RAT into empirical analyses of victimization, fear of crime, and situational crime prevention [3][14][22]. They focus on how daily lifestyles of individuals create opportunities for offenders to commit crime. Cohen and Felson integrated with the suitable target tenet from LET and developed another two other tenets in RAT [5]: capable guardianship and motivated offender. The theoretical integration is essential to help explain the cybercrime phenomenon.

Hindelang and his colleagues in 1978 assert that the risk of victimization depends on different lifestyles of individuals [10]. Different lifestyles expose people to different situations, which include risky behaviors, leisure activities and vocational activities, such as work, school, and keeping house. In Cohen and Felson's view, target attractiveness (suitable target) is created and influenced by an individual's vocational and leisure activities, which reflect the individuals' routine activities, such as social interaction and social activities [3][5]. Lifestyles may bring people into the exposition of high-risk victimization [22]. Those who spend more time in public places or cyberspace with other non-familiar people are more likely to be crime victims.

2.1.1 Online Activities

Routine activity patterns translate into individual lifestyles, produce opportunities for criminal victimization by influencing the likelihood that an individual will come into contact with potential offenders [5][10][17]. Certain lifestyles predispose individuals to higher risk of victimization by increasing their suitability as a target to potential offenders [15]. This paper examines how people respond to cyberspace victimization experiences and focuses on identifying the nature of and risk factors for cyberbullying.

(1) Role Expectations

Different lifestyles affect individual choices and expose individuals to different risks of victimization [10]. Some types of lifestyles lead people into high risk situations. The role expectations may combine with structural constraints, and compel them to adjust their behaviors as an individual's lifestyle [22]. The role expectations and structural constraints can expose people to different risk levels of victimization.

(2) Vocational, Leisure, or Risky Behaviors

The LET to cyberspace can be linked from online vocational activities, leisure activities, or risky behaviors [20]. Individuals' activities are the key factors of suitable target [2][4]. Online toolkits and smartphone applications can persistently be used to interact with other online users [2]. They can create their lifestyle by participating various online associations such as online forums, blogs, clubs, and bulletin boards [3].

(3) Victimization Risk

Although cyberspace creates an environment for offenders to find suitable targets, everybody in cyberspace has the different level of victimization risk. People who engage in risky online activities, such as visiting unknown websites, downloading music, video and games, are likely to experience cyberspace victimization [3]. The understanding of cyberspace victimization requires knowledge of individuals' lifestyles.

2.1.2 Risky Online Behaviors

(1) Cyberbullying Habitats

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Individuals are more likely to be the target of crime because of their tendency to engage in abnormal or risky activities [5][10]. Cyberspace itself is deemed as a risky place. SNSs, online dating sites, or sexual web forum are hot spots in the virtual world. These hot spots are likely to become cyberbullying habitats for offenders and victims. Individuals who perform risky behaviors on SNSs are likely to become cybercrime victims. Cyberbullying easily occurs due to the facilitated features of SNSs.

(2) Cyberbullying Victimization

Individuals may reveal their personal information and expose themselves to cyber victimization risk [1]. Their risk level of victimization is determined by appearing in cyberspace and certain online activities of individuals. The following specific risky online behaviors are identified as predictors of cyberbullying victimization [7]: sharing personal information, sharing passwords, communicating with cyber friends, and using specific features, such as social networking websites, video sharing websites, and chat rooms. A way to reduce cyberbullying victimization is proposed to avoid risky online behaviors or increase their safety behaviors.

2.2 Cyberbullying Victims

The offender may have a chance or choose any place that has a lack of guardian protection to commit crime. If the suitable target of individuals is not showed up, a criminal act may not be accomplished. An essential issue is how individuals could protect themselves in cyberbullying cases [16].

2.2.1 The Characteristics of Cyberbullying Victims

Cyberbullying victims could be both aggressors and targets. The cyberbully often changes roles, becomes the next victim, and goes from victim to bully again. Digital data in cyberspace can be copied, altered or deleted instantaneously with no cost, which makes the target less vulnerable to avoid unwanted psychological experiences [19]. Cyberbullying is repeated harm through the Internet use of computers, cell phones, and other digital devices. Figure 2 illustrates the characteristics of cyberbullying victims.



Figure 2: The characteristics of cyberbullying victims

(1) Target Attractiveness on SNSs

There are some general techniques for offenders to find suitable targets on any SNSs. Everyone needs a username to be on SNSs. People frequently reuse their usernames across sites. What makes a person an attractive cyberbullying target for a cyberbully is the symbolic value and perceived inertia, which offer less resistance against an illegal act of offender [5].

(2) Risk for Decreased Self-esteem

The amount of Internet use is identified as an important predictor for the cyberbullying experience. Cyberbullying victims may be at risk for endorsing loneliness and decreased self-esteem [6]. Different lifestyles expose people to different situations [22]. The amount of Internet use was also a predictor of online harassment [21]. Some lifestyles may bring people into more crime-prone situations or higher risk of random victimization.

(3) Responding to Harm Messages

When the victim starts responding to harm messages, cyberbullying begins. The risk of cyberbullying victimization is almost equal for girls and boys [12]. Cyberbullying is oriented towards adolescents. Youth who participated more in online activities were more likely to experience cyberbullying [11]. There will be a frightening scenario if individuals are victims of both face-to-face and cyberbullying. These individuals will get extreme distress of peer victimization in their school, workplace or home environments.

2.2.2 VIVA Observation on the Suitable Target of Cyberbullying

Target suitability is based on the target's attractiveness and other physical characteristics of the target. A suitable target can be an individual or a property that an offender desires to possess or to control [5]. Many suitable targets exist in cyberspace. From Felson's study in 1998, the VIVA (Value-Inertia-Visibility-Accessibility) observation could be assessed to explain the nature of suitable targets for cyberbullying [7][8].

(1) Value: Easily gain access to target's information

Wherever the cyberbully can gain access to target's information, people are exposed to commit cyberbullying. The valuable targets by exploring valuable online resources can be violated by a broad realm of perpetration. Cyberbullying victimization is increasing in frequency and scope. Nearly every SNS has some profile pages for its users to display the following essential demographic information: age, gender, location, and any short personal description. This negative experience can result in severe psychological and emotional ramifications.

(2) Inertia: Effortlessly attack suitable targets online

The level of inertial resistance on SNSs is very low, and cyberbullies can effortlessly attack suitable targets online. There are relationships between psychological characteristics and the cyberbullying victims, although the characteristics of personal data sharing can be the cause and consequence of cyberbullying. Cyberbullying inertia refers to how individuals can resist or reject situation on any Internet applications.

(3) Visibility: Globally expose to online offenders

Visibility refers to the situation where a potential offender knows the existence of the potential target. Targets of cyberbullying can globally expose to online offenders. The characteristics of visibility environment accelerate cyberbullies to search attractive targets from anywhere at any time.

(4) Accessibility: Easier approachable to offenders

Accessibility refers to potential offenders' ability to get into contact with potential targets, and escape from the crime scene [14][19]. Those who provide easier approachable to offenders are more likely to be victims [5][14]. Cyberbullying offenders remain anonymously, and get an excellent accessibility on SNSs.

3. Sample Case

Cyberbullying can take place in multiple different arenas online. It affects the likelihood of individuals. Cyberbullying can be very dangerous unless everyone pays enough attentions. A horrible side effect may happen if there are no proper preventive methods.

3.1 Case Scenario

Due to anonymous cyberbullying, this cyberbullying case occurred in April 2015 to a 24-year-old entertainer named “Cindy Yang.” Cindy was known from her frequent appearance on TV show programs, variety shows and movies in Taiwan entertainment industry. She was interested in making a connection with online societies to support her career as well as making new friends. She became a cyberbullying victim after her Facebook involvements. Her daily online activities have become cyberbullying grounds for anonymous offenders, who were probably her peers through Facebook. Cindy committed suicide in her residence at Taichung, and left a suicide note on her body [13]. The note contained critical information pertaining to her cyber victimization, and the desire to push the insidious nature of cyberbullying into the spotlight through her death. Prior to her suicide, Cindy encountered various problems: She became a social pariah among her peers, was heavily disappointed with her work, and had a rough time dealing with cyberbullying. She strived to do the right thing, but her occasional visits to various hospitals for mental disorder still was in vain. Since she was combined with insomnia and professional pressure, Cindy was unable to cope with the ongoing online libel and slander. Her emotional instability was used as ammunition against her.

Several hate induced posts on Facebook did not directly mention Cindy, but instead used Chinese characters that are homonymous with the name “Cindy Yang”. It is apparent that the posts are targeted at Cindy, calling out on her phoniness, naivety, hypocrisy, and so on. One particular Facebook fan page called “Kao Bei Bloggers” regularly attacked Cindy’s character through hateful messages. Cindy thought that the people behind these attacks were her friends, which made her upset and had no idea who she could trust. Cindy should have a right to know who can get access to her personal information and decide to limit any features that others can use to contact her either directly or indirectly. She had tried to reply many of the posts and showed her intolerance of such blatant cyberbullying. All of her efforts were to no avail. Eventually, Cindy left a message blessing her followers on her fan page before the day of her suicide.

3.2 Target Attractiveness from VIVA Observation

Individuals’ lifestyle increases opportunities for criminals. This section discusses what kind of her online lifestyles have made her a suitable cyberbullying target. The target attractiveness from the VIVA (Value-Inertia-Visibility-Accessibility) observation is further analyzed in the following elements (Figure 3): the value of well-known reputation, the inertia of cyberbullying situations, the visibility of intensive showtime, and the accessibility of anonymous circumstances.

3.2.1 Virtual Facebook: The Value of Well-Known Reputation

Cindy Yang was an actress or entertainer who began her career in entertainment industry. Cindy gradually got well-known due to her appearance on various public media. She spent much time in many public places or cyberspace. To connect with her fans, Cindy used her avatar to the online community and created an account as her real identity. The well-known reputation was one of her most concerns on SNSs. The cyberbully can commit a variety of offenses without the anxiety of being detected due to the difficulty of tracking, apprehending, and prosecuting cyber criminals [22]. Facebook facilitates peer communication and increases the possibility for cyberbullying occurrence [18]. Her online activities directly involve with her career. In Cindy’s viewpoint, her role expectations as a famous person forced herself to interact with online strangers necessarily. She tried to keep her ideal image all the time. Cindy was exposed herself to a high victimization risk that relates directly to her lifestyles. Her online activities are directly connected with the ideal role expectation in her career.

3.2.2 Unstable Emotion: The Inertia of Cyberbullying Situations

Those who are afraid of cyberbullying effect may commit suicide. Cindy considered cyberbullying as a vicious circle which causes much stress. Her reputation and social image got diminished on the Internet and made much trouble of losing self-esteem to her works. The inertia of her cyberbullying situations was low. She still can

have the chance to resist or reject cyberbullying. However, Cindy did not decide to report anything to law enforcement agencies. It could be worked out if she accepted to be helped by someone else. As a weak support relationship in the physical world, she was likely to have an unstable emotional state like feeling angry, lonely, or frustrated. The inertia of this cyberbullying situation is the capability to resist oneself from being affected. If the victim could not stand for cyberbullying effect, she would have been given up any hope in this world and try to escape from the circumstance. Before her suicide commitment, lacking notice of her parents was considered to protect unexpected circumstances.

3.2.3 Suicide Commitment: The Visibility of Intensive Showtime

Her vocational activity was speculatively an important factor of cyberbullying victimization risk. The risk of cyber victimization is increasing when individuals perform a risky behavior on SNSs [3]. It seems risky for Cindy to share personal information with her followers on Facebook. This behavior could affect her with higher level of risk. Her online activities could easily motivate someone else to commit a cyberbullying, since Cindy paid many concerns on her good reputation in both physical and virtual world. Any users could easily know her from anywhere when they interacted to SNSs and cause some cyberbullying attacks inevitably if it was someone who was originally hostile to her. Any users could easily know her from anywhere when they interacted to SNSs. It caused some cyberbullying attacks inevitably if someone was originally hostile to her.

3.2.4 Victimization Tendency: The Accessibility of Anonymous Circumstances

A suitable target can include a person, an object, or a place. In Cindy case, Facebook could be a habitat for offenders to find a suitable target for cyberbullying and to leave the crime anonymously. Being victim of cyberbullying or harassment might not be habitable. It could turn out worse considering end up with fatal consequences. Cindy as a public figure usually spent much time in public social media or virtual world. Everyone can get access to her online reputation. Figure 3 presents the components of target attractiveness analysis from VIVA observations.

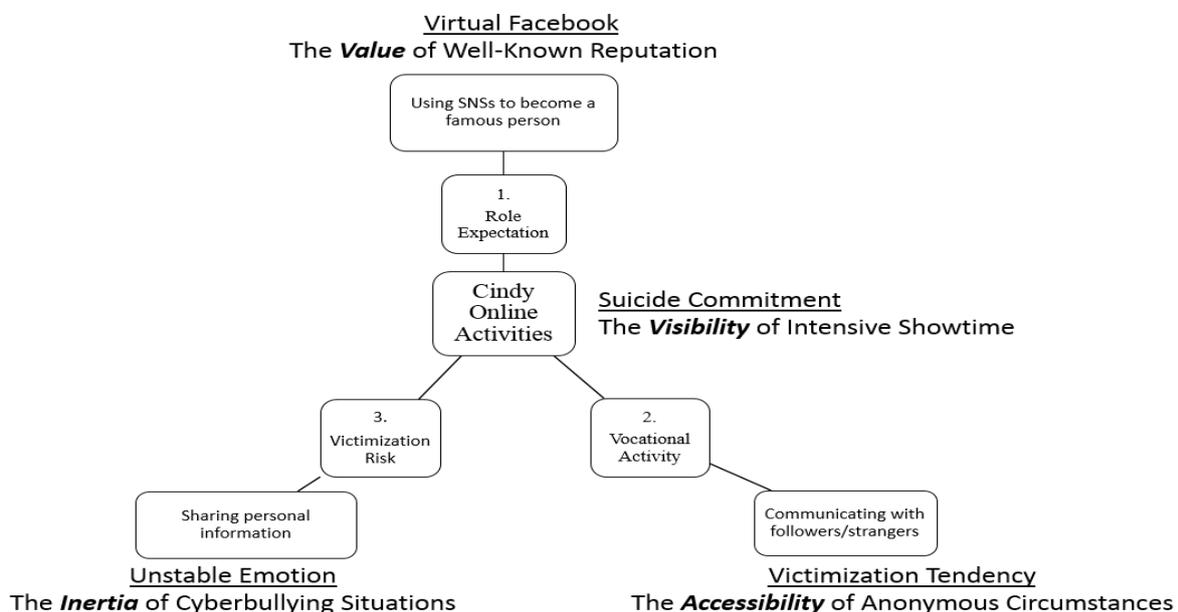


Figure 3: Target attractiveness analysis from Felson’s VIVA observations

4. The Proposed Strategy from Cyberbullying Observation

4.1 Cyberbullying Observation

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Figure 4 illustrates her victim process: prelusion plan process and incident response process. Each process includes two phases. Prelusion plan process identifies where the commencement of cyberbullying incident is before the cyberbullying occurrence. Incident response process occurs when the cyberbullying happens. The four phases include [4][9][20][21]: (1) Virtual Facebook, (2) Victimization Tendency, (3) Unstable Emotion, and (4) Suicide Commitment.

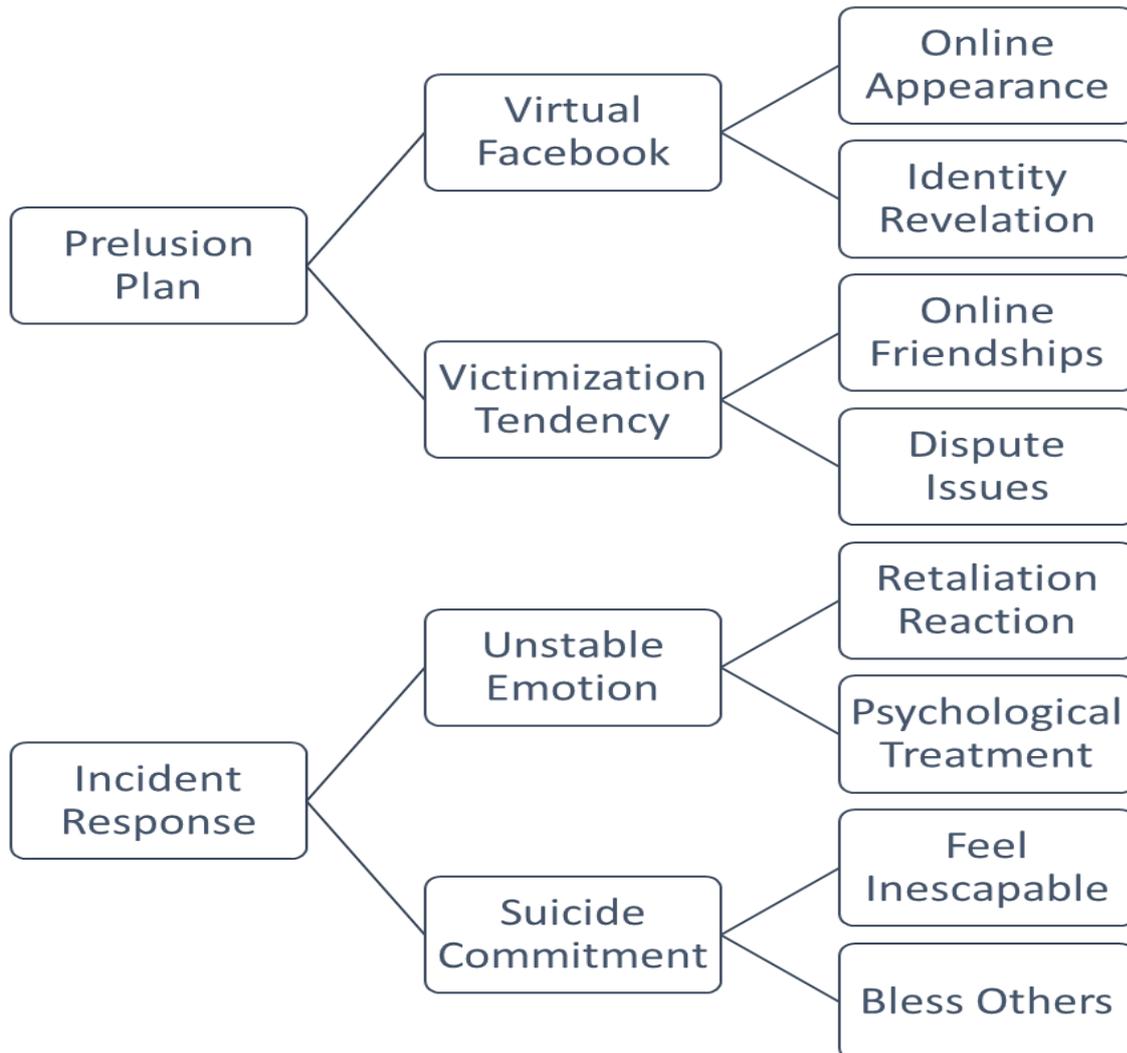


Figure 4: Victim Process Observation on Cindy's Case

4.1.1 Virtual Facebook

SNSs provide vast amounts of information about any individuals. This application style increases the possibility that users will become targets of online victimization [18]. The crime scene appeared on Facebook which has the chat room-style, instant messaging application. All that features have facilitated peer communication and provide a path for cyberbullying occurrence.

(1) Online Appearance

Cindy joined the online Facebook society. Facebook has the chat room style to facilitate peers' communication. She used an email account to create the active profile and shared her personal information such as name, photo, and address.

(2) Identity Revelation

She participated in Facebook, chat rooms, and instant messaging. She kept less privacy to the public and communicated with her followers.

4.1.2 Victimization Tendency

Cindy's online activities were exposed on Facebook, and involved with vocational and leisure activities. In Cindy case, Facebook was a place with many facilitated venues suitable to find a victim. Cyberbullies can also use another social networking site that has similar features with Facebook as victim directories.

(1) Online Friendships

Making friends with strangers tends to be as risk of cyberbullying.

(2) Dispute Issues

Her routines and lifestyles were disclosed on the Internet. Her posts on Facebook became a new topic/dispute for her followers. Some disagreements or conflicts occurred.

4.1.3 Unstable Emotion

The impact of cyberbullying victim was physical and psychological. She was disappointed from work and was excluded by her followers. Cyberbullying had caused some side effects of mental health problems on the victim.

(1) Retaliation Reaction

Cindy retaliated against cyberbullying by posting some complaint messages, seeking for help, and replying with her followers' response. She paid much concerns on whether her followers spread bad rumors or damage her reputation.

(2) Psychological Treatment

She could not stand for her psychological effect from these terrible things, and felt losing self-esteem and self-confident. She tried every means to cure her frustration and loneliness. She decided to visit clinics to get psychotherapy since her emotional state was unstable.

4.1.4 Suicide Commitment

(1) Feel Inescapable

Cindy needed a good reputation for her career. After this victim had encountered cyberbullying again and again, she felt inescapable eventually. When individuals are extreme suffering, unbearable thoughts of suicidal behavior commonly arise. It is important to develop effective prevention and treatment programs for the tendency of psychological acceptance. The follow-up support mindfulness can escape suicidal stress and avoid unwanted psychological experiences.

(2) Bless Others

Cindy gave up all her hope. She posted a Facebook message, blamed terrible cyberbullying, and blessed her followers before committing suicide. Her intensive intention turned a spotlight on the dreadful power of cyberbullying incident.

4.2 The Proposed Strategy for Protecting an Individual from Cyberbullying

Cyberbullying victimization is associated with a range of emotional and behavioral behaviors. Some issues are identified in Table 1 to protect individuals from cyberbullying [15][22]. This study focuses in cyberbullying case,

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creates some protective phases, and brings some elements from the concept of self-motivated alert. The proposed strategy for protecting individuals from cyberbullying are illustrated in Table 1.

Table 1: The Proposed Strategy for Protecting Individuals from Cyberbullying

Process	Phase	Activity	Issue
Prelusion Plan	Severe Threat on Virtual Facebook	Online Appearance	- Start active profile - Create her pages or forums
		Identity Revelation	- Reveal personal information - Participate in chat rooms, instant messaging - Open public comment feature
	Probable Vulnerability in Victimization Tendency	Online Friendships	- Contact to followers and strangers - Spend more time on Facebook
		Dispute Issues	- Post messages - Reveal personal perspectives
Incident Response	Preventive Behavior from Unstable Emotion	Retaliation Reaction	- Do not reply to any rude or vulgar posts
		Psychological Treatment	- Block people who try to commit cyberbullying
	Perceived Self-efficacy in Suicide Commitment	Feel Inescapable	- Encounter cyberbullying again and again
		Bless Others	- Bless her followers

4.2.1 Prelusion Plan

Cyberbullying could possibly change into a more aggressive crime in nature in the cyber world if left unchecked. People should be made aware of the threats of cyberbullying and help each other in safe-guarding and spreading knowledge in the community.

(1) Severe Threat on Virtual Facebook

Cindy started active profile and created her pages or forums to facilitate communications with her followers. Individuals should pay much attention on the severity of cyberbullying case. This perception will draw individuals’ attention to securely share personal information among SNSs. Sharing something important in physical world is better than in virtual one. When Cindy became a cyberbullying victim, she would perceive the severity of cyberbullying, and could share her story to alert other people.

(2) Probable Vulnerability in Victimization Tendency

Cindy revealed personal information, participated in chat rooms, instant messaging, and opened public comment feature. The probability of cyberbullying vulnerability could be considered to prevent from becoming a suitable target of cyberbullying. She spent more time on Facebook and contacted to followers and friending with strangers. After she posted lot of messages and revealed some personal perspectives, some disputes occurred. When Cindy communicated with friends, followers, or strangers, she should take a good care of every step on SNSs s. Do not show the any identity to the public. It is not safe.

4.2.2 Incident Response

Cindy Yang has committed suicide after having been involved in a cyberbullying incident. What we see is only part of the story. No one knows the situation better than the individual. The self-awareness can be the first shield guarding the individual. One person’s truth is not necessarily everybody’s. Preventing oneself from becoming a suitable target in

cyberbullying becomes essential to fight against it. It helps escape from the unpleasant situation and stay away from any risky circumstances.

(1) Preventive Behavior from Unstable Emotion

The efficient preventive behavior is recommended for coping with online risky behaviors and preventing from the risk of cyberbullying. Dealing with cyberbullying can be difficult. Guidance advice for preventing the cycle of cyberbullying aggression is listed below [6][7][22].

a. Ask help.

Ask help from a friend or an adult who can listen, help you process what's going on. Just standing by can empower a cyberbully. If the victim is being bullied, bystanders should take action. If the victim comes for help, it is important to respond thoughtfully for she is often well on the way to healing.

b. Avoid chain reaction

A reaction is often what cyberbullies are looking for. Respond back at a bully can turn one mean act into a chain reaction. No one deserves to be treated repeatedly or cruelly. The victim needs to get out off chain reactions. Humor may disarm a person from cyberbullying.

c. Block the cyberbully

Bullying or cyberbullying usually involve a loss of dignity over a social situation. What the victim needs most is to regain a sense of dignity, resolve the problem, and and restore self-respect from the cyberbullying. The victim needs to be part of the solution. The victim needs to make a clear position to ask the cyberbully to stop. Most social media services allow users to block the cyberbully from texting or comments. If the victim is getting threats of physical harm, she can call local police, parents or school authorities.

d. Document the evidence

Cyberbullying information can be collected as evidence in case things escalate.

(2) Perceived Self-efficacy in Suicide Commitment

Cyberbullying might cause individuals a serious stress. Losing self-esteem and self-confident mean feeling afraid or fear of cyberbullying. The way to build up a strong shield is to perceive much self-efficacy on the following activities: refuelling, thinking straight on good sides, paying much attention to interesting hobby, consulting with a doctor, disconnecting Internet for a while, staying close with parents or friends, and so on. These activities bring an individual to fill up self-efficacy and encourage oneself to fight against any unpleasant situation. If perceiving self-efficacy works, cyberbullying is an inability to harm individuals in any circumstances.

5. Conclusion

Cyberbullying is sometimes an argument between two persons. It's not the victim's fault. Human race need to keep working through figuring out how to eradicate cruelty. Youth cyberbully may think it is a joke, and does not realize the negative impact on the victim. They may be encouraged by friends or believe that everyone else is also the cyberbully. LET was considered in this paper to analyse Cindy cyberbullying case, find suspicious sequences, and formulate the risk of cyberbullying victimization. The VIVA nature of suitable targets in cyberbullying is explored below: (1) The value of victim was her reputation in physical world. (2) The inertia of victim was low. Victims are not likely to resist cyberbullying situation due to lacking of self-esteem or self-confident. (3) The visibility was from the great audience among SNSs (Facebook). (4) The accessibility was facilitated features of Facebook which offenders can find a suitable target and remain anonymous. Cyberbullying offenders could create a little disagreement which possibly motivates others to join offending victims. The victim can keep less interact with strangers, and block people who try to commit cyberbullying. To

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cope with cyberbullying threat on SNSs efficiently, a protective strategy is proposed to prohibit Internet users from the risk of cyberbullying victimization.

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