

World Journal on Educational Technology: Current Issues

Volume 11, Issue 2, (2019) 01-11



www.wj-et.eu

Social relations in virtual world and social media aggression

Levent Eraslan*, Levent Eraslan, Open Faculty Of Education, Department Of Sociology, Anadolu University, 26000 Eskisehir, Turkey.

Ahmet Kukuoglu, Department of Health Psychology, Institute of Medical Sciences, Karadeniz Technical University, 61000 Trabzon, Turkey.

Suggested Citation:

Eraslan, L. &Kukuoglu, A. (2019).Social relations in virtual world and social media aggression. *World Journal on Educational Technology: Current Issues. 11(2)*, 01–11

Received from; revised from; accepted from;

Selection and peer review under responsibility of Prof.Dr.ServetBayram, Yeditepe University, Turkey.

©2019 All rights reserved.

Abstract

Living in the age of constant technology developments shifted social communication patterns and shifted social relations to virtual environments. The socialisation process that takes place in digital platforms also transferred many negative elements experienced in social life to the virtual environment. That is, the aggression behaviours concerning these negative processes have also been transferred to the virtual communication. The current study examines the effects of social media aggression (SMA) regarding digital platforms on the social relations in human life in the context of various variables. Results of the study revealed that the counter-comments towards participants' values have a significant effect on participants' demonstration of aggressive tendencies. In other notable finding participants reported that they aware of their rights $f=75$ (33%) against negative SMA, while $f=150$ (67%) of participants do not know them.

Keywords: Virtual communication, social media, aggression.

* ADDRESS FOR CORRESPONDENCE: **Levent Eraslan***, Open Faculty Of Education, Department Of Sociology, Anadolu University, 26000 Eskisehir, Turkey, E-mail address: leraslan@yahoo.com / Tel.: +90 506 488 71 20

1. Introduction

Technology-based communication in today's world is considered as an integral part of modern society that ideally represents the combination of time and space. The dynamic change of spaces happening in the information age affects new forms of interpersonal interaction and communication leading to empirical changes in social life. The transformation process creates a new interpersonal relationship in cyber virtual world. The social relations that have been established in the past and carried out face to face to the present nowadays are being replaced by a new relationship generated by virtual world. The new types of social relations established in the virtual world are now carried through social networks called social media (Eraslan, 2015). According to 2015 statistical data, 2.5 billion people around the world use internet having approximately 1.8 million accounts in various social media networks. Nearly, one in three people on Earth has a social network account. Kemp (2017) reports that according to 'We are social' web site data, 2.80 billion of the world's population is actively uses social media. The number of people connected to social media via mobile devices reached 2.56 billion, while the total number of mobile social media users is 4.92 billion. Among the social media platforms, Facebook is ahead this year. Following Facebook, Digital Platform is dominated by Messenger, while the Whatsapp application ranked on the third place. Youtube placed fourth. According to the same review, 48 million people in Turkey, that constitutes 60% of the country's population, are connects to the internet almost every day. Report showed that 48 million of people in Turkey actively use social media not just for individual purposes. When analysed in terms of growth since January 2016, Turkey with 4% growth rate increased its number of internet users by 2 million and with the 14% growth the number of social media users increased by 6 million. The total number of usersaccessingsocial media via mobile devices up by 17% compared to last year. Statistics show that about 50% of the population of Turkey is an internet user and most of them have an account in at least one social media platform. The data clearly demonstrates how concepts and applications in social media constantly develop and progress in a world of internet. The social effects of social media on human behaviour, industrial formations and consequently on academic literature in this context are gaining new dimensionsand different dynamics for debates.

Many disciplines reached various definitions on the concept of social media. The main emphasis on all of the definitions is placed on interactive (mutual) communication. Moreover, all the definitions commonly emphasised the fact that the communication process is created by means of interfaces and is used for various purposes. Social media are online platforms where people communicate with each other, share ideas, views, perspectives and experiences via messages or images. Borger, Van Hoof, Costera Meijer and Sanders (2013) defines social media as an interactive, virtual environment where people communicate and share ideas. Palmer and Koenig-Lewis (2009) characterisethe social media as a new media platformfor collaboration and easy interaction, content and information sharing andan internet-based virtual platform where number of information sharing and online applications actively increases. Akar (2010) scrutinises social media as web addresses that allows deeper social interactions, community building and collaborative projects that are shaped by Web 2.0 technologies. Boyd and Ellison (2007) describe social media as virtual environments where users create a full or partial profile for presenting and sharing information with people they follow.Unlike mainstream media social media contains cheaper and faster applications and is open to everyone's creativity and sharing (Eraslan, 2015). Frunchterrepresents social media with 5C's, namely, conversation, community, commenting, collaboration and contribution. In this context, shared, evaluated and reviewed features of users in social media networks present a new medium where social relations are experienced in a virtual world. The components of social media are illustrated below.

Nowadays, more and more people are establishing social relations through social networks. Facebook as one of those platforms draws attention being the most popular social media platform that brings together groups of people sharing common interests (Ryan &Xenos, 2011).

According to Turkey Statistics Institute (TUIK) (2016) data, 61.2% of total households are connected to the Internet. The April 2016 statistical data including the percentage rates of computer and internet

usage in the 16–74 age groups is 54.9% and 61.2%, respectively, being 64.1% males and 45.9% females for computer usage and 70.5% males and 51.9% females' internet usage. The rate of computer and internet users in 2015 is 54.8% and 55.9%, respectively. According to the same data, approximately 8 out of 10 households have access to the internet and the social media usage is the most prominent purpose for internet connection. The use of the Internet is defined as a new form of virtual communication that allows many users to access large amounts of information with a touch of a finger (Pritchard, 2008). Social media is a medium where face-to-face communication moves into the virtual world through the creation of social interaction and content; it is a structure consisting of several virtual area of occupation (Stendberg, 2014). In this new virtual world, user can present an identity as it is or he/she can present and interact with other users in any identity and status they want to be. This new virtual medium allows users to interact individually or with other social communities online, communicate with people they have common interests, share files, photos, personal work and other information as well as plan organisations online (Deperlioglu&Kose, 2010).

Considering the process illustrated above, it is obvious that the social networks have become an important part of human's life. The development of technology and rapid change in mechanisation affect the process of understanding the concepts of communication and interaction and as a result, people all around the world, as well as in our country uses the social networking sites (SNSs) to fulfil the feelings of loneliness and worthlessness or to share feelings and ideas with other people. Popularisation of smart phones and tablets among the young people concordantly increased the rate of usage for SNSs such as Twitter and Facebook.

Research on young adults reveals that they are leaders in spending time and using social media in virtual environments (Lenhart, Purcell, Smith & Zickuhr, 2010). Similar study reported that 93% of individuals in the 12–17 age groups spend large amount of their daily time using various social media tools such as Facebook, Twitter and Instagram (Lauricella, Cingel, Blackwell, Wartella & Conway, 2014). Considering young people aged 8–17, it has been observed that they tend to use social media tools for communication with their peers and that social media became a new lifestyle of the generation (Huston & Ripke, 2006). In the absence of feedback on personal expectations from Facebook, people experience neurosis, hallucinations, insomnia and other disorders that are increasing every day. In a virtual environment, when the desire to satisfy the hunger and the emotional gap caused by the lack of love do not find any response in a real life as well, as a result lead to a number of pathological processes that appear as social media aggression (SMA) in social networks. The communication patterns in new social media networks affect and transform psychopathology into different dimensions with every passing day.

In the world of science, research on media and psychology is increasing day by day. In a study conducted in Germany subjects were given smartphones to determine to which extent they were addicted to social media and eventually the desire to use Facebook and Twitter deferred the desire for basic needs, such as sleeping and sexual intercourse. Similarly, in another social study conducted in Sweden, the correlation between self-esteem and Facebook use was examined and an inverse relationship was observed. As time spend on social media (Facebook) increases the self-esteem level decreases. The studies reported that the process is more clearly observed in women than in men. As the time spend on social media increased, the level of happiness in women decreased and their lives were found to be less satisfactory. While explaining the difference between male and female users, it was noticed that the women tend to think that other people are happier and writing more comments about emotions and thoughts, while men reported to be in a different aspects and more interested in organising other users through social media (Yildirim, 2014).

The fact that socialisation is a psychological requirement that is constantly evolving, and renewing is not new; however, perceptions and beliefs of the new generation about being online in a virtual world as a part of socialisation process need to be considered. The effect of belonging and self-presentation considered as the psychological basis for using social networks.

Facebook is favoured as a perfect platform and a justification for using the proposed model since it fulfils the need to be in touch with others and provide a basis to promote and maintain social relationships. Hence, people with high social anxiety cannot reveal themselves in their social relations the way they want, Facebook gives them that opportunity. Although being in social relations is undoubtedly a characteristic of being a human, for some individuals it might be an actual source of anxiety. Certainly, it can be stated that social media bring an opportunity for shy individuals to socialise. Different empirical studies demonstrate that individuals with high neurotic outcome are more oriented towards social networks due to their need to socialise; be a member of a group and overcome their feeling of loneliness (Yildirim, 2014).

The relationship between identity created in the virtual environment and the feedback received give a rise to more intense feelings. If the sharing (post) is found to be entertaining and fun, an increase in the number of feedbacks was observed. However, a pessimistic (negative) sharing reduces the reaction and caused emotions to be experienced on the edge. In this context, it may be argued that there is a relationship between sharing and feedback at the extremes of bipolar disorder. Moreover, the extreme processes experienced in an individual might bring aggressive behaviours (Sayar&Senkal, 2014). Any kind of behaviour in social networks can give some information about an individual. An addiction to SNS's can lead to mood disorders. Even though mood disorders are basic public health problems, they are recurrent and chronic disorders that cannot be correctly diagnose even in psychiatric clinics (Ghaemi, Sachs, Chiou, Pandurangi& Goodwin, 1999). Non-conformity between two opposite poles, such as person's social network identity and real personality, can provoke pathological experiences. It is believed that social media and internet become important and active part of human's life that can affect psychological health of individuals. Examining the effect of such development empirically it is evident that it has negative directions. SMA is among these negative effects. There are many different studies and explanations in the literature for the etiology of the concept of aggression.

1.1. Transforming aggression tools and the concept of aggression

In a postmodern world democracy, social media has become digital themed platform of freedom for individuals that communicate reciprocally. In fact in today's world, social media is accepted as the basic element of globalisation. Socialisation process that takes place on a digital surface, transferred many negative elements experienced in social life to the virtual environment (Eraslan, 2016). The aggressive behaviour within these negative processes also has been transferred to the virtual communication areas.

The most common negative process observed in interpersonal relations is the aggressive behaviour of individuals. The concept of aggression is defined as verbal or physical adverse behaviour towards an individual in order to cause a psychological or physical harm. The concept of aggression is differentiated in term of violence and hostility and the intention to exhibit such behaviours. Yet, there is no definite scientific definition for the concept of aggression. Not to mention the fact that the intention of an individual can be estimated but not exactly known. Berkowitz (1987) defined aggression as a pattern of behaviour that aims to cause physical or emotional harm to any living or non-living entity. Similarly, according to Freedman, Sears and Carlsmith (1993), any form of behaviour that is intended to hurt other individuals is defined as an aggression. However, Bandura (1973) defines aggression as any kind of actions that causes harm and disrupt social order. Freud defines aggression as an instinct and examined it as an impulse of hunger and thirst that need to be fulfilled. Similar to Freud, Lorenz stated that the aggression is a genetic impulse and characterised aggression as a covert and impulsive arousal in human subconscious rather than a negative reaction to stimuli in the environment (Fromm, 1997).

From different perspective, biologically based approaches reports that the base for aggressive behaviour is pathological changes in the endocrine and central nervous system, that is, deficiencies in brain functions (Lui, 2004). According to social cognitive theory, social behaviours are shaped by

experiences of individual in the first years of life. In this context, it is argued that the individual who had a conflict in social life exhibits aggressive behaviours (Senel, 2003). Ferris and Grisso (1996) report that aggressive behaviour may not be only the negative and damaging behaviour towards the person or people around him/her but a behavioural pattern of an individual for self-defense (Lui, 2004). Feshbach (1971) represents aggression under two subtypes. In the first subtype, individual aims to establish emotional superiority against any physical and verbal attack. In such context, it is researched under emotional, protective, aggressive and reactionary headings. The second subtype aims to establish dominance and dominate other individuals. This subtype is researched under the **calm**, destructive and proactive types.

Dodge and Coie (1987) with a similar approach represent aggression under two types: reflexive and proactive. The reflexive type of aggression is conveyed as a counter-reaction to negative, frightening and triggering feelings in experienced situation. The ultimate goal of reflexive aggressive behaviour is to eliminate the perceived threat. On the other side, proactive aggression behaviours aim to establish dominance, cause harm and damage to the environment without any explicit negative trigger.

Buss and Perry (1992) examined aggression under three different dimensions. The first dimension is a verbal or physical aggression, the second is aggression in the context of passive or active behaviour and the third dimension is aggression in the form of direct or indirect behaviour. In the first aggression, behavioural patterns, such as pushing, hitting, leaving people under psychological pressure are observed. In the second dimension of aggressive behaviour, individual behave in a violent manner towards the other individual during a communication. In the direct aggression attitude evaluated within the third dimension, individual exhibit behaviour patterns that directly provoke the opposite side or might cause physical or psychological harm. Indirect aggression behaviour is defined as exhibiting behaviour that cause harm to the individual implicitly rather than directly (Walker & Richardson, 1998). Fromm (1997) work on violence and human destructiveness reports the existence of a second and narcissistic structure of the human nature. This structure creates a sense of revenge in the individual. That is, the person starts behaving aggressively in the environment where he/she is negatively affected by any situation or the community in which he/she lives. Along with this, sadistic ideas develop and person heads to violence in an aggressive manner with a sense of revenge. The essence of the physical painful drive is the pleasure of full dominance over another being. It is a force that exists in the nature of man.

All mentioned evaluations clearly show that the concept of aggression is a common area researched in many different disciplines. Aggressive behaviour in today's societies has been transferred to a new social environment; a virtual communication environment called social media. Social media transformed communication and technology into a structure that can be organised very quickly. In a social media environment where communication is established more swiftly than before, aggressive behaviours spotted as negative elements that spread to different dimensions in a new social basis. This situation led to new aggressive behaviours that spread through the transforming social media tools.

1.2. The transforming face of violence and social media aggression

The formations of new world technology such as Internet and the virtual platform carried the social relations to the new virtual environment. These new media made communication fast and instant and on the surface is seen as practicable and useful. However, an aggressive behaviour that takes place in a social media environment is important social process that needs to be considered. Virtual communication carrying out with social media tools (mailing, commenting, etc.) has also brought the urge (*drive) for aggression to this new digital social environment. It has been observed that aggressive behaviours that are not even possible to detect in a daily life are fearlessly exhibited at a very high psychological aggression levels in social media environments. Considering the fact that the effects of digital life in today's world are beyond arguments, it is inevitable that thousands of people daily exposed to aggression in different forms, dimensions and processes through social media

networks. Given the complexity of New York's social environment and the extent of the education system remarkable study conducted in the US revealed that social media serves students as a new tool for aggression. In a similar study, a Federal court take a decision in which group harassment of the students by the peers on social media had been accepted by the court as a new dimension of aggression in social media environment (and condemned students for such aggressive behaviour). Today, aggressive behaviour in the social media constitutes as a crime act not only in the psychological but also in a legal aspect. An important point of this issue is that most exposed group of social media aggression are adolescents and young adults (Myers, 2015).

Fromm (1997) reports that the player aggression is the most normal nonpathogenic form of violence. Player violence is the aggressive behaviour of ordinary people who have extraordinary powers. In today's world, player violence moved to a new digital platform, to a modern communication networks formed on social media. Now that individuals have an opportunity to reach the millions of people around the world who are at the distance of a click faster than ever, enables players to turn their violence into aggressive behaviour through the more quick empirical process. These destructive behaviours occurring much faster through social media violently affect the victim's social life. Generally, individual that is being threatened faces the reality of reactive violence that leads to the urge to exhibit aggressive behaviour towards the other person. Here, violence is not a type of physical aggression; it is based on the manipulation of the human mind. That is, individual who does not fulfil personal wishes or who believes that he/she has suffered for different reasons intensifies negative thoughts within the sadistic impulse and carries destructive and aggressive behaviours towards the other party (Fromm, 1997). In the context of the arguments, it can be stated that SMA has become a major problem for people in the digital platforms.

1.3. Passive aggressive behaviours on social media tools

Social expectations, increasing workload and insufficient time in today's world caused the rapid spreading of social media tools in people lives. This new digital world also opens up a space for displaying behaviours that individuals hardly exhibit in daily life. Although people are successful in hiding many of their flaws in a real life, nowadays they prefer to share them in social media rather than concealing the details (Oz, 2014). Social media gives individuals the opportunity to act in rude and aggressive way without taking any responsibility for their actions. Internet environment provides people a space for passive aggressive maneuverability due to privacy (policy) that allows people to remain invisible and in a some way escape responsibility. The definition of passive aggressive behaviour is characterised as a type of behaviour or personality symptom that is shaped by indirect tolerance and avoidance of direct confrontation against the wishes of the individual. We can classify passive aggressive behaviours displayed on social media tools as follows:

Appendix A. Not liking photos because you're not in it

Social groups of adolescents and young adults in particular, transferred thousands of visual and video materials to virtual environments by means of sharing. What is noteworthy in this process is that when individuals are not included, invited or presented in a shared image in any way, they perceive this as an indicator of social exclusion and as an emotional response they do not like the shared post.

Appendix B. Tagging a friend in a negative comment related to him/her

It can be stated that with the introduction of social media tools a new terminology, including new concepts of social media language has emerged. One of the most popular terms among these terms is tagging. One of the passive aggressive behaviours observed in social media tools is to tag friend you are angry or furious with for any reason under a post that might annoy or discomfort him/her.

Appendix C. All types of unfriending activities in social media tools

Today, one of the most common behaviours on social media tools is to unfriend a person in a shared social media environment due to anger experienced towards that person in daily life for any reason. Nowadays, when digital tools are indispensable in human life, first things that an angry individual do is unfriend a person he/she get angry with from social media environments through smartphone within arm's reach. This case can be distinguished as one of the substantial indicators of exhibiting a passive aggressive behaviour.

Appendix D. Status sharing for an apparent addressee

A significant passive aggressive behaviour exhibited through social media tools is to share a status not with a person he/she get angry with in a real life but to share personal status to all friends instead. In fact, a sent status that is seen by all the friends in a social media environment is an aggressive attitude targeting addressee (*recipient) that aims to impose indirect threat.

Appendix E. Tag only loved ones on social media

Another passive aggressive behaviour in social media is individuals deliberate tagging of people they love and eventual neglecting others. Such attitude can be considered as an important indicator of aggression.

Today, social media tools provide a ground where obliquely rude notifications and different feelings about a person or situation are shared. That is, social networks used as a tool for passive attacks. By posting negative comments individuals express their anger explicitly in an environment they apparently feel safe, hidden and invisible. Passive offence is so common in social networks that Twitter followers use a hashtag '#Passiveaggressive' to characterise such comments.

Here, a question: 'Is the passive aggressive behaviour on social media contagious?' is important. To find an answer first of all, it should be explained how passive offence initiate an intense cycle where 'grown, rational and self-confident adults in one moment loose themselves and acquire inappropriate, childish behaviour'. Passive aggressive comments and behaviours not only contagious but also offensive. For instance, 'Do you get angry about a comment or meaning you suppose it conveys'? Passive aggressive behaviour can be minimised by clear communication that can be resolved with 7 C's: Clear, Concise, Concrete, Coherent, Complete and Courteous.

Facebook, Twitter, YouTube and many other SNSs connect people and provide an environment for sharing and interaction. Nevertheless, transformations of these platforms into a ground for exhibiting aggressive behaviour is a process that needs to be considered. Today, face-to-face communication among young people is losing its value. In average, a youngster sends 420 messages per week that is equal to 60 messages a day. Nearly, 7.5 million Facebook users are under the age of 13, and 1 out of 10 of these children complain that they have been bullied. This figure corresponds to 800,000 children. 81% of young people reported that online bullying is much easier than face-to-face bullying. Every month, 3 million children skip the school for the fear of bullying (Eraslan, 2015).

The current study testifies the reality that SMA has become an important topic for the research in the digital world. For the research study, 225 university students aged between 18 and 25 years studying in Ankara and Kirikkale in 2015–2016 education year were included. In participants' selection, the maximum diversity method was used. An (SMA) questionnaire developed by Eraslan was used as a data collection tool for this research. The main purpose of this study is to examine the role of social relations in the virtual world on the transformation of aggressive behaviours to a new area in the context of various variables. Besides, it is aimed to analyse SMA as a new dimension of aggression and its conceptualisation in a digital world.

2. Research and methodology

The main purpose of this study is to analyse the role on being moved to a new area of social relationships which is being shaped on cyber world today and aggression behaviours occurred at these social relationships in the context of various factors. It is also the other purpose of this study to examine pathological dimension of SMAAs as a new aspect of aggression behaviours. The participants in this study consist of 225 university students aged between 18 and 24 who are training in Kirikkale and Ankara. While the participants were selected, maximum diversity technique was used which is one of the purposeful sample techniques. SMA Survey developed by Eraslan was used as a data collection tool.

The study shows that there is a significant effect of the comments made against their own values of participants on directing them to aggression leanings. Another important finding is that 75 of the participants (33%) stated that they knew their rights, while 150 of them (65%) stated that they did not know their rights in the presence of SMA. In addition, it was seen that the participants were more likely to have anger and violence tendency in the presence of SMA.

3. Results

In this section, 225 university students aged between 18 and 25 who were studying in Ankara and Kirikkale were evaluated for their answers to the data collection tool developed by Eraslan (SMA). The results of this evaluation are given below.

3.1. How do you feel immediately after received SMA?

During the research, participants were asked about their instant reactions and feelings about SMA they encountered in social media platforms. Participants were asked to mark three domains that best described their feelings.

Table 1. Feelings felt by the participants immediately after SMA

Perceived emotion	Despondency (Depression)	Anger	Rage tendency for violence	Tendency for violence	Counter response	Physical assault	Remain silent (*Ignore?)
	114	150	122	24	124	14	52

Results showed that the majority of the participants feel anger at the moment when they encounter an SMA (150 responses). Following striking response that participants experienced a rage and tendency for violence (122 responses) in the face of unfair situation shows that they will possibly exhibit an aggressive behaviour. Together with the Rage, Tendency for violence (122 responses) and Counter Response being nearly at the same position (124 responses), participants reported feeling depressed immediately after received SMA. Such experience reduced life quality of participants for a while. Likewise, a group of participants reported that they remain silent facing an SMA (52 responses) and that they temporarily had experienced emotional catatonia.

3.2. Do you consider the negative criticism of your own ideological values as an aggression?

During the research, participants were asked whether they experienced a state of exhibiting aggressive tendencies towards the counter-comments that criticised their values.

Table 2. Aggression reactions to respondents' views of SMA against their views

Yes	155
No	70
Total	225

Results clearly showed that the majority of the participants (155 people) might exhibit aggressive tendencies when they encounter a comments criticising their values. Present results suggest that individuals tend to exhibit aggressive behaviour towards any opposing ideas on social media tools that criticise individual's values.

3.3. Do you know your rights against received SMA?

In today's world, there is a legal basis for every kind of relations in social media tools. However, in the early 2000s, social media tools were not based on legal grounds and any negative kind of behaviour did not bring any legal issues. After violent acts of aggression and personal rights violations over various social media tools in recent years, new legal arrangements have been made. An important issue today is that social media users are incompetent about their rights.

To find an answer about this issue, we surveyed participants and the following results have been reached.

Table 3. Awareness of the legal rights of participants after SMA

Yes	75
No	150
Total	225

The majority of the participants stated that they did not know their legal rights ($f=150$ (67%) 150 people) encountering an SMA. However, a small number of participants ($f=75$ (33%) 75 people) reported that they know their rights in virtual communication processes. The sample group comprised university students should be taken into consideration in the interpretation of this result.

4. Discussion, conclusion and suggestions

In today's world, billions of people use social media channels for a variety of purposes. A giant virtual world is created from thousands of utilities and channels. People socialising on social media less often communicate in everyday life and gradually become asocial in real life. Excessive use of social media can lead to social media addiction. Pathological behaviour patterns observed in such individuals increases concurrently. One of relatively new concepts that best describes this process is the Fear of Missing Out (FoMO). FoMO pathology is observed in individuals as a behavioural pattern in which individual has a constant urge to check the account and follow latest developments in social media. Eventually, the process impairs consciousness control in individual. This condition is believed to trigger aggressive behaviour. According to Youth and Social Media Profiles project data (Eraslan, 2013), majority of the young people (41%) in Turkey reported that they find elements, such as 'inappropriate words, insults and curses, in social media written messages' unethical. Here, it can be concluded that young people are exposed to aggressive behaviour through social media tools (Eraslan, 2013).

Finally, many researches demonstrated that today people spending most of the time on social media networks, demonstrate depressive tendencies and transfer aggressive behaviours into different dimensions. These individuals are more vulnerable to the psychological problems they may experience in the future. In the context of community mental health: psychological problems mentioned and health problems that might appear in the future, the findings indicate that we should pay attention on duration and how we use social media. It cannot be asserted that these behavioural disorders are caused merely by the unconscious use of social media networks. However, it is believed that there is a relation between behavioural disorders mentioned and individual's personality and genetic tendencies. Here, it can be clearly stated that considering the possibility that each individual may be prone to similar behavioural disorders society must act to avoid risking the individual's mental health. Another important issue is that individuals do not know their rights against (offensive) SMA.

Moreover, individuals are uncertain about their attitudes towards a potential negative SMA. Numerous social media users are exposed to aggressive behaviours every day. Yet, in such instance, they unaware of their rights and moreover prone to respond instinctively to an act of aggression in a similar aggressive reaction. Thus, the pathological process transforms to different dimensions.

To ensure control of process of SMA following steps should be taken into consideration:

1. Provide individuals instructional courses from the primary education level for the aware use of social media
2. SMA is also a legal process. In this context, it might be useful to introduce instructional courses in Faculties of Law,
3. Expanding the relevant legal regulations about SMA, establishing the national institute of social media can minimise the lose of individual rights,
4. In particular, it may be useful for parents to inform their children about conscious internet use and to establish a supervisory basis for what they are doing on social media networks,
5. At the time of received SMA, individuals exhibit an anger and violence tendency at first. To prevent such behaviours, providing emotion control trainings to the new generation believed to be helpful.

References

- Akar, E. (2010). Sanal Toplulukların Bir Turu Olarak Sosyal Ağ Siteleri—Bir Pazarlama İletişimi Kanali Olarak İncelemesi. *Anadolu Üniversitesi Sosyal Bilimler Dergisi*, 10(1), 107–122.
- Bandura, A. (1973). *Aggression: a social learning analysis*. Oxford, UK: Prentice-Hall.
- Berkowitz, L. (1987). Frustration, appraisals, and aversively stimulated aggression. *Aggressive Behavior*, 14, 3–11.
- Borger, M., Van Hoof, A., Costera Meijer, I. & Sanders, J. (2013). Constructing participatory journalism as a scholarly object: a genealogical analysis. *Digital Journalism*, 1(1), 117–134.
- Boyd, D. M. & Ellison, N. B. (2007). Social network sites: definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210–230.
- Buss, A. H. & Perry, M. (1992). The aggression questionnaire. *Journal of Personality and Social Psychology*, 63(3), 452.
- Deperlioglu, O. & Kose, U. (2010). *Web 2.0 Teknolojilerinin Eğitim Üzerindeki Etkileri ve Örnek Bir Öğrenme Yasantısı*. 10. Akademik Bilisim Konferansı, Mugla Üniversitesi Eğitim Fakültesi, Mugla.
- Dodge, K. A. & Coie, J. D. (1987). Social-information-processing factors in reactive and proactive aggression in children's peer groups. *Journal of Personality and Social Psychology*, 53(6), 1146.
- Eraslan, L. (2013). *Gençlik ve Sosyal Medya Araştırma Raporu*. Ankara, Turkey: Gençlik ve Spor Bakanlığı Yayınları.
- Eraslan, L. (2015). *Sosyal Medya Toplum Araştırma*. Istanbul, Turkey: BETA yayıncılık.
- Eraslan, L. (2016). *Sosyal Medyayı Anlamak*. Ankara, Turkey: Nobel İletişim Yayınları.
- Ferris, C. & Grisso, T. (Eds.) (1996). *Understanding aggressive behavior in children*. New York: New York Academy of Sciences [Annals of the New York Academy of Sciences, v. 794].
- Feshbach, S. (1971). Dynamics and morality of violence and aggression: some psychological considerations. *American Psychologist*, 26(3), 281.
- Freedman, J. L., Sears, D. O. & Carlsmith, J. M. (1993). *Sosyal Psikoloji* (Cev: A. Donmez). Ankara, Turkey: İmge Kitabevi.
- Fromm, E. (1997). *İnsandaki Yikiciliğin Kökenleri* (2. Baskı). Istanbul, Turkey: Payel Yayınları.
- Ghaemi, S. N., Sachs, G. S., Chiou, A. M., Pandurangi, A. K. & Goodwin, F. K. (1999). Is bipolar disorder still underdiagnosed? Are antidepressants overutilized? *Journal of Affective Disorders*, 52, 135–144.
- Huston, A. C. & Ripke, M. N. (2006). *Developmental contexts in middle childhood*. New York, NY: Cambridge University Press.
- Kemp, S. (2017). *Social, digital & mobile world wide in 2017*. Retrieved from <https://wearesocial.com/special-reports/digital-in-2017-global-overview>.
- Lauricella, A. R., Cingel, D. P., Blackwell, C., Wartella, E. & Conway, A. (2014). The mobile generation: youth and adolescent ownership and use of new media. *Communication Research Reports*, 31(4), 357–364.

- Lenhart, A., Purcell, K., Smith, A. &Zickuhr, K. (2010).*Social media &mobile internet use among teens and young adults*.Pew Internet & American Life Project.Retrieved from <http://pewinternet.org/Reports/2010/Social-Media-and-Young-Adults.aspx>
- Lui, J.H. (2004). Concept analysisaggression. *Issues in Mental Health Nursing*, 25, 693–714.
- Myers, R. (2015). “Deliberate Indifference” to bullying: what schools need to know.*Bullying, Teen Aggression & Social Media, Civic Research Institute*, 4, 49–52.
- Oz, M. (2014).SosyalMedyaKullanimiveMahremiyetAlgisi: Facebook KullanicilarininMahremiyetEndiseleriveFarkindaliklari. *Journal of Yasar University*, 35(9), 6245–6254.
- Palmer, A. & Koenig-Lewis, N. (2009).An experiential, social network-based approach to direct marketing.*Direct Marketing: An International Journal*, 3(3), 162–176.
- Pritchard, P. C. (2008). *Internet use and its effect on sexual behavior in traditional college-age students* (Doctoral dissertation). University of Florida, Florida.
- Ryan, T. &Xenos, S. (2011). Who uses Facebook? An investigation into the relationship between the Big Five, Shyness, Narcissism, Loneliness, and Facebook usage.*Computers in Human Behavior*, 27(5), 1658–1664.
- Sayar, K. &Senkal, Z. (2014). Facebook asklari: Depresyon, psikozvecevrin-iciromantizm. *Journal of Mood Disorders*, 4(1), 26–33.
- Senel, F. (2003).BeyninGizemi.*BilimveTeknikDergisi*.YeniUfuklaraEkim, Ankara, Turkey.
- Stendberg, I. D. (2014). *Influence of social media in stages of democratization* (Unpublished master thesis).University of Nevada, Las Vegas.
- TUIK.(2016). *HanehalkiBilisimTeknolojileriKullanimArastirmasi*. Ankara, Turkey.
- Walker,S.&Richardson,D.R.(1998).Aggressionstrategiesamongolderadults:delivered but not seen.*Aggression and Violent Behavior*, 3(3), 287–294.
- Yildirim, E. (2014). Sosyal Medya Psikolojisi ve Dijital Yerliler. *SaglıkDusuncesive Tip Kulturu*, 31, 80–83.