

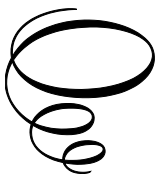
Advances in Urban Lifestyle and Technology

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Edited by

Wayan Suparta

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Advances in Urban Lifestyle and Technology

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PREFACE

Urban issues have posed important challenges for social strata, environmental management of cities and urban areas, and the economy. Especially for lifestyle problems that are always new because of changing customer preferences and needs. New directions and developments in the field of urban study, and discussion of future priorities for a better lifestyle, sustainable development, and the need for appropriate technology are a necessity. This is a basic human need for the future and is an important challenge for the environmental management of cities and urban areas.

This book discusses in detail the advances in the application of psychology, communication sciences, education, and information system as well as economics to provide the latest views and new solutions to new technology adapted to achieve urban sustainability welfare. For instance, green elements in buildings and green homes for residential areas needed adaptation to extend the useful life of buildings and the comfort of their inhabitants. Design with cheaper materials and resistance to weather changes are also taken into account. This also involves how the economic cycle in urban cities invites start-ups and their derivatives to start opening businesses. Even the megatrend 2030 predicts that urbanization will increase sharply, large-scale movements from rural to urban areas and land will be increasingly narrow. The ease of technology will change the business model. All of this must be well anticipated, comprehensive, dignified, and innovative. Academics, researchers, practitioners, intellectuals, and NGOs play an important role together with the authorities to contribute to urban sustainable development.

This contributed volume presents solicited selected papers of the 2020 International Conference on Urban Sustainability, Environment, and Engineering (*CUSME 2020*) with the theme “Urban Life and Technology”. The book covers the point of view with four scientific sections: (i) urban psychology and cultural, (ii) urban economics and lifestyle, (iii) urban architecture and green technology, and (iv) climate change and urban environments, which are addressed to Professors, postgraduate students, and scientists who took part in R & D. The results of the study at this conference will certainly support government policies, stakeholders, policymakers, scientists, and engineers in a real effort to reach a stage of

economic sustainability and social fairness, improvement of quality of life, and environmental protection.

The conference organizer and all our contributors wish to pleasantly thank for their efforts to provide this volume. We wish to acknowledge Adam Rummens for supporting our book proposal and also gratitude to Cambridge Scholars Publishing for granting the opportunity to publish these conference proceedings and for their cooperation and support.

Wayan Suparta, PhD
Chairperson of CUSME 2020
The Editor-in-Chief

SECTION I:
URBAN PSYCHOLOGY AND CULTURAL

CHAPTER 1

VERBAL AGGRESSIVENESS OF SELF-IDENTIFIED AND NON-IDENTIFIED HATERS IN SOCIAL NETWORKS

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ABSTRACT

Haters easily judge and express their minds in social networks in the form of bad, hateful or rude words. These are forms of verbal aggressive behaviour which attack someone's self-concept and can result in psychological grief. This descriptive study investigated the verbal aggressiveness of haters in social networks. Purposive sampling obtained 237 respondents who were members of an online haters community, aged 13–21 years old. They were divided into two groups: 185 respondents who self-identified as haters and 52 who did not. Results showed that 30% of both groups had high verbal aggressiveness. An additional finding showed that, in the sample studied, college girls between 19 and 21 years old scored highest in verbal aggressiveness in both groups.

Keywords: Social network, Hater, Verbal aggressiveness

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INTRODUCTION

Social networks such as Facebook, Instagram, Twitter, etc. can have positive value, such as connecting with other people around the world, supporting fundraising, developing creativity, generating income and so on. Nevertheless, many also use them to carry out negative activities such as uploading writing, photos or videos that are not in accordance with social norms, and those are responded to with negative or harsh responses. These kinds of responses are also contrary to social norms or even the law. These situations can happen to anyone but are more commonly experienced by artists, celebrities or other famous people through their social networks.

People who give negative responses are often referred to as 'haters'. The term describes people who hate celebrities or people they know, and they do not hesitate to attack their targets with their words. The phenomenon of haters showing their hostility is a part of cyberbullying, and it does not stop when the victim leaves school because it also happens at work (Kowalski et al., 2012). Cyberbullying itself has been linked to several negative emotions, including burnout. It has been defined as a behaviour to hurt or harm other individuals, intentionally and repeatedly, through electronic media (Turan et al., 2011). It occurs through short messages (SMS), electronic mail (e-mail), chat rooms, websites and social networking sites (Kowalski & Limber, 2013), but nowadays social networking outstrips them all.

Negative behaviours made by haters indicate aggressiveness at a high level, even though they are often not in direct physical contact with their victims. The hater's behaviour is a form of verbal aggression because of their behavioural traits, which are: (1) attacks on a person's character, (2) attacks on a person's abilities, (3) insults, (4) teases, (5) jokes, (6) curses, and (7) nonverbal emblems (Infante & Wigley, 1986). Aggressiveness is an intentional behaviour towards other individuals with the aim of injuring or hurting them (Palinoan, 2015). Verbal aggressiveness is inherent in interpersonal and symbolic communication skills that are both constructive and destructive, and is just as dangerous as physical aggressiveness (Infante & Wigley, 1986).

Indonesians are very much aware of verbal aggressiveness in social networks (see Fig. 1). Overall, 91% of participants of this research claimed to have known and been exposed to practices of verbal aggressiveness in their social networks. This behaviour caused unrest in Indonesia and made the Government Issue the Law on Information and Electronic Transactions (ITE) in 2008 and a Circular Letter (SE) of the National Police. The law was long overdue considering that the commercial

use of the internet in Indonesia began in 1994 (STEI ITB, 2017). The law was updated in 2016 to cover some loose ends and loopholes, but haters' behaviour keeps on increasing and cannot be controlled. So it is not surprising that in 2017 and 2018, 45% of all cybercrime in Indonesia was of defamation and hate speech (Chintia et al., 2018).

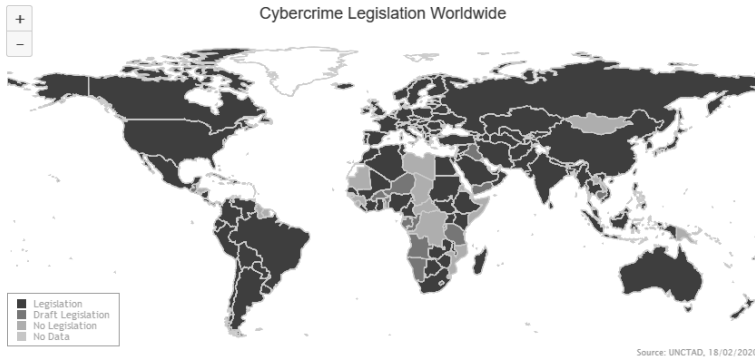


Fig. 1. Indonesia is among the nations with cybercrime legislation

It is not hard to find haters who ended up being reported and facing fines or jail time. Some of them confessed and apologized on their own social media to make peace with the aggrieved party. However, these cases do not set an example for others. One explanation of the phenomenon is that social media can escalate verbal aggressive behaviour, which is a typical characteristic of a hater (Pradipta, 2016). High usage of social media causes haters to be bolder in expressing their aggressive views. This happens because they consider it as their expression of criticism or opinion. Therefore, it is important to describe the verbal aggressiveness carried out by haters to distinguish it from simply being a form of expressing one's opinion.

METHODS

Hate is an emotion associated with frustration, anger and disgust. Haters are people who have stable, long-lasting and long-term feelings of hatred (Bernhard, 2015). They are quick to rate, judge or badmouth on social networks. In this study, haters were characterized as those harbouring hatred for at least a month and expressing it toward an artist or a celebrity (see Fig. 2). Participants in this research were required to have social

networking accounts, to have made comments on social media at least five times on a regular basis, and have identified themselves as haters who have hated another person, an artist or a celebrity for at least one month.

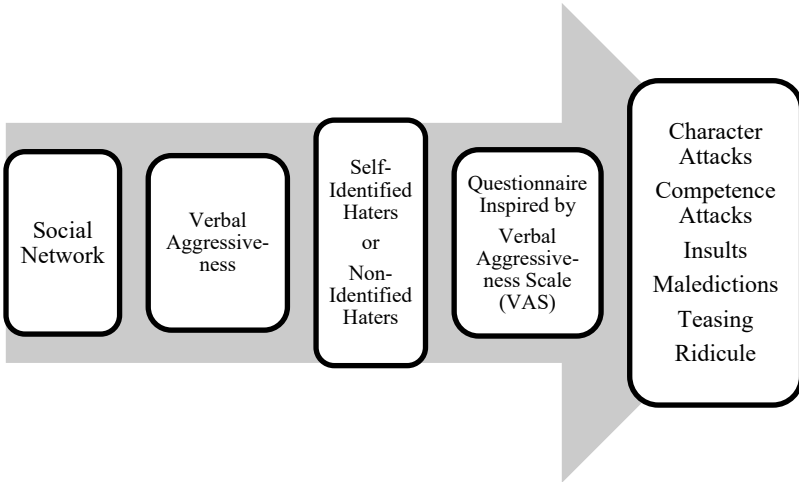


Fig. 2. Research framework

This quantitative research used purposive sampling and asked 237 male and female adolescents aged 13–21 years old to fill out a questionnaire regarding their verbal aggressiveness. Adolescents were targeted because this period is a transition from childhood into adulthood that involves changes in biological, cognitive and socio-emotional factors (Santrock, 2008). Adolescents have a tendency to be more aggressive, emotionally unstable and unable to resist their desires. When they cannot adapt to an ever-changing environment, they will engage in maladaptive behaviours, such as aggressive behaviour that could harm themselves or others.

Expressing hatred may fall into the verbal aggressiveness category. This study defined verbal aggressiveness as messages exchanged between two persons where at least one person attacks the other person to inflict psychological pain. This study measured verbal aggressiveness with an instrument inspired by the Verbal Aggressiveness Scale (VAS) of Infante and Wigley (1986) with moderate changes.

The original Verbal Aggressiveness Scale (VAS) is widely accepted and often used as a measuring tool of the nature of verbal aggression. It is a unidimensional scale with positively and negatively worded items. All

20 items are correlated with traits of verbal aggressiveness (see Table 1). This study developed a scale of verbal aggressiveness for haters based on VAS and using its dimension combined with forms of verbal aggression. Initially, the new scale consisted of twenty items; however, three items, all of which were unfavourable, were removed after validity testing. The remaining 17 items were utilised, and the reliability of the instrument was found to be Cronbach's alpha = .892.

Table 1. Blueprint of instrument

Form of verbal aggression	Item number	Example
Character attacks	2, 3, 6, 14*, 16, 17 and 20*	When an artist/celebrity simply will not budge on a matter of importance, I lose my temper and say rather strong things to them
Competence attacks	1, 8, 18 and 19	When an artist/celebrity refuses to do a task I feel is important, without good reason, I tell them they are unreasonable
Insults	4, 5, 7, 11* and 15	When an artist/celebrity is very stubborn, I use insults in social media to soften the stubbornness
Maledictions	9 and 10	I write a malediction toward an artist/celebrity who criticizes people's shortcomings
Teasing	12	I like poking fun at an artist/celebrity in their social media
Ridicule	13	When I feel an artist/celebrity has poor taste, I ridicule them through social media

*numbers followed by asterisk are deleted items

Participants were contacted personally based on observation of their activities in social media networks, especially in online hater communities. They were asked to identify themselves as a hater or not. After that, they were asked to fill in the instrument. A Likert scale, ranging from 1–4, was used to prevent participants from giving doubtful answers. They were asked to choose answers which described themselves as they use social media. In favourable items, the score obtained from the responses is from 1–4 and vice versa for unfavourable items. The scores obtained are as follows: strongly disagree represented by a score of 1;

disagree represented by a score of 2; agree represented by a score of 3; and strongly agree represented by a score of 4. The total score was obtained from the score enumeration of each item after reversing scores of the unfavourable items.

RESULTS AND DISCUSSION

The norm was calculated using the Z-score technique categorized into five categories: very low range (Z -1.5) from 17 to 30; low range (Z -0.5) from 31 to 41; average or moderate range (Z 0) from 42 to 53; high range (Z +0.5) from score 54 to 64; and very high (Z +1.5) from 65 to 68.

Table 2. General data of self-identified haters

Age	Male	Female	Total	Percentage
13–15	3	18	21	11
16–18	13	48	61	33
19–21	33	70	103	56
Total			185	100

A total of 185 participants identified themselves as haters (see Table 2). Of these, 42% (n=78) were haters for more than six months. Most participants were in college (n=106), while the remainder were in middle school (n=8), in high school (n=54) or working (n=17). All participants had an Instagram account, and just below half had a Facebook account (n=79) and/or a Twitter account (n=78). The results of verbal aggressiveness scores were obtained by using Statistical Package for the Social Sciences (SPSS) version 2.0 and fifty-seven (57) participants had high or very high verbal aggressiveness. The average value was 47.46, and the standard deviation was 11.233. In addition, there was also a minimum value of 17, a maximum value of 68 and a modal value of 51.

Fifty-two (52) participants identified themselves as a non-hater (see Table 4) although they were a member of an online hater’s community and making harsh comments on social media accounts of an artist or a celebrity. Of these, 27% (n=14) had hated an account in social media for more than six months. Most participants were in college (n=30), while the remainder were in middle school (n=4), high school (n=13) or working (n=5). All participants had an Instagram account, and slightly more than half had a Facebook account (n=30) and/or a Twitter account (n=28).

Table 3. Verbal aggressiveness scores of self-identified haters

Categories of Verbal Aggressiveness	Scores	Frequencies	Percentage
Very Low	17–30	29	16
Low	31–41	35	19
Moderate	42–53	64	34
High	54–64	28	15
Very High	65–68	29	16
Total		185	100

Table 4. General data of non-haters

Age	Male	Female	Total	Percentage
13–15	0	5	5	10
16–18	5	15	20	38
19–21	5	22	27	52
Total			52	100

The average verbal aggressiveness score of these individuals was 31.98, and the standard deviation was 8.3388 (see Table 5). The Z-score was also used here, and the five categories were: very low (Z -1.5) from 17 to 19; low (Z -0.5) from 20 to 27; average or moderate (Z 0) from 28 to 36; high (Z +0.5) from 37 to 44; and very high (Z +1.5) from 45 to 52.

Table 5. Verbal aggressiveness scores of non-haters

Categories of Verbal Aggressiveness	Scores	Frequencies	Percentage
Very Low	17–19	9	4
Low	20–27	6	11
Moderate	28–36	21	42
High	37–44	14	26
Very High	45–52	2	4
Total		52	100

Results showed that thirty percent (30%) of haters were proven to have had high or very high levels of verbal aggressiveness in the form of aggressive sentences on social media. This result is in accordance with previous research which says that haters tend to be bold in expressing opinions in sentence form: aggressive because they perceive it as a form of criticism and opinion (Pradipta, 2016). Their view is that this criticism responded to issues that need to be ‘straightened out’ and that their actions were needed and was a ‘good thing’. This point of view clearly showed in

answers given to item number 14: it almost always received a full score of 4 (Strongly Agree) from both haters and non-haters. The item was 'I berated an artist/celebrity who behaves badly through comments or direct message in social media so the person becomes better'.

Thirty percent (30%) of participants identifying as non-haters also had high or very high verbal aggressiveness. It is important to point out that both groups were analysed using different norms, depending on their own data. If we used haters' norms for all participants, then the non-haters would only fall into the moderate level. Nonetheless, this finding suggests that even the non-haters joined an online hater community and tried to moderately hurt someone through their comments on social media, and 27% of them had hated a person for more than six months. So why they would not identify themselves as a hater?

Self-deception could be an explanation. Self-deception is one of two kinds of social desirability, which is how a person responds to enhance some positive social characteristics and minimize the presence of some socially undesirable characteristics in accordance to the community. Self-deception is somewhat a person's defence mechanism when caught re-handed joining an online haters community and writing harsh comments. They do not identify themselves as haters because it is an undesirable behaviour. The other kind of social desirability is impression management, which is someone's representation to be considered attractive or desirable by others (Baron & Byrne, 2003).

High scores of verbal aggressiveness for haters and non-haters could be related to previous research about cyberbullying. It was found that cyberbullying could start in middle school, but 30% of participants stated that they experienced cyberbullying for the first time when they were in college (Widhiarso, 2011). This happened not only for those who were full-time students but also for those who worked while studying in college.

The results of this study may be influenced by several factors which were considered to be the weaknesses of this research. The first factor is that the questionnaire did not have balanced numbers of statements for each form of verbal aggressiveness. This might explain the wide range of deviation in the scores. Further research could focus on determining an optimal number of items for each type of verbal aggression. One of the types that could be added is the use of nonverbal emblems, such as emoticons, emoji and memes, as an expression of verbal aggressiveness. The second factor was that all unfavourable items were excluded because they do not have a good level of validity. This factor is related to the first factor. Since verbal aggression was considered to be a unidimensional

scale, it is important to make sure that the participants' answers are consistent; this could be done, for example, by creating unfavourable items.

The third factor was the highly uneven number of participants with each characteristic, such as age and sex. Female participants always exceeded the male participants in both groups, in most cases by as much as 100% or more. Meanwhile, it was found that in general females were found to be more hostile toward men than men were towards other men (Kowalski et al., 2012). Moreover, women considering themselves as feminine were more likely to hold negative attitudes toward the other sex (Glick et al., 2004). This calls for further research regarding the sex of haters (or non-haters) and the sex of the artist or celebrity that they hate.

The last factor concerns the instrument itself. There is a disagreement between researchers of VAS's dimensionality: whether it has one dimension, which is verbal aggressiveness, or two dimensions, which are ego-enhancement and non-aggression (Maltby & Day, 2001). The two-dimensional form of VAS had only 15 items, and they did not represent the many forms of verbal aggression. That is why this study preferred to use the original version. Therefore, further research could explore both dimensions including forms of verbal aggression and revisit the instrument.

CONCLUSION

The study draws one important conclusion: that haters' verbal aggressiveness scores tend to be high. Thirty percent (30%) of them had high or very high levels of verbal aggressiveness, regardless of their self-identification as a hater. This means that almost one-third of the haters often write comments in abusive language in order to hurt others. Moreover, female respondents aged 19–21 had the highest scores of verbal aggressiveness. This might happen because most of the respondents who claimed to be haters were women, and they tend to induce their aggressiveness indirectly. Physical aggression costs are greater for women, compared to men, so they are more likely to engage in indirect aggression such as aggressive gossip (Campbell, 1999 as cited in McAndrew, 2014, p. 197). Gossip is used to socially ostracize rivals (Vaillancourt, 2013, as cited in McAndrew, 2014, p. 197), and highly attractive females, such as artists and celebrities, are at greater risk of victimization. High scores were also obtained by respondents who were new at being haters – around 1–3 months – and were in college. This might happen because most respondents were attending college, had wide access to the internet without parental supervision and were considered to be adults who can answer for their actions.

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