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Research Paper

Cyberbullying and Coping Mechanisms of YouTube Influencers in Metropolitan Cities

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ABSTRACT

Cyberbullying is one of the greatest challenges plaguing content creators at present. The study's objectives are to comprehend the nature effect and the coping mechanisms of YouTube influencers and to develop practical solutions for dealing with it. This study employed an exploratory qualitative design. 10 YouTube influencers, both male and female, between the ages of 20 and 35, who own more than 1000 followers and have experienced cyberbullying were sampled for this exploratory qualitative study. Thematic analysis was conducted based on the transcription to identify the main themes and their sub-themes. The major reasons for cyberbullying identified from this study are jealousy, attention seeking, anonymity, popularity, and cyberbullying networks. The different coping mechanisms identified by the study are a positive outlook, adapting to change, learning new skills, ignoring, acceptance, work-life balance, setting boundaries, changing perception, focusing on priorities, reposting and deleting the bullying comments, supporting social circle, peer support, self-control, self-awareness, supportive followers, self-talks, limiting expectations and social media groups.

Keywords: *Cyberbullying, Coping mechanism, YouTube influencers, Metropolitan cities*

The harassment that occurs through digital media is known as cyberbullying. Cyberbullying is the electronic posting of mean-spirited messages about a person often done anonymously (Webster,1998). However, as time has passed and the internet has grown, the definition of cyberbullying has also changed. Cyberbullying is "bullying that takes place over digital devices like cellphones, computers, and tablets," (ASPA, 2020). Cyberbullying is common on social media platforms such as Facebook, Snapchat, Instagram, and YouTube. The silent features of Cyberbullying are anonymity-the bullies can hide their identities and the victims are not able to find who their bully is, relentless-through the digital devices the bullies can access their victims 24x7 which eventually makes the victims escape from them, publicity-most of the time the content is shared to the public which will create more potential ridicule and pain to the victims, and permanent- Cyberbullying will permanently damage the victim's reputation because even when we remove or delete the content from the original site, it can be traced from some other sites, so it will create a negative impact on the victim's future. (Simao, 2021)

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The impact of cyberbullying is very dangerous. Victims of cyberbullying may experience increased stress, as well as increased anger and frustration. They will pull it off in many ways and it can drive them into addiction to the digital world, where they can create more identity to hide their true identity. (Davison, 2014) Because the main purpose of bullying is to reduce self-esteem, victims will soon have low self-esteem. Long-term bullying will have a devastating effect. To avoid cyberbullies, most victims are forced to avoid all social media. They take themselves out of the outside world to feel safe. The victims often stopped fighting and killing themselves. (Joiner, 2014)

The cyber-attack on YouTubers has got a tremendous increase today. Many incidents have been there about cyberbullying on YouTubers. One such incident is regarding a YouTube channel that introduces new trends in interior design named "Doctor Interior". In a particular episode, a woman in professional attire presents the new interior trends more authentically and scientifically. But there was a devastating comment under the video that the women blogger should take care of her dressing pattern while appearing in public and she should wear a shawl to cover herself. The product introduction should not be degraded as a female activity. (Twenge, 2014)

Need for the study
It is important to study the impact of cyberbullying on YouTube influencers especially, on their career, personal, and social relationships, it is high time to find out various reasons for cyberbullying on YouTube influencers and to understand how the influencers respond to cyberbullying.

Along with that, it is crucial to understand the physical, behavioral, and psychological changes of the participant with the experience of cyberbullying which will thereby help the mental health professionals to better address the problems of bullying among content creators.

REVIEW OF LITERATURE
Traditional Bullying vs. Cyberbullying
Bullying is a type of mistreatment caused by a power imbalance. The most typical categories are physical, verbal, and indirect relationships. In recent years, a new form of aggression or bullying called "cyberbullying" has emerged, in which the abuse is carried out via mobile phones or the internet. (Peker & Yildiz, 2021) Unlike traditional types of school bullying, when the victim is free of the torment until the next day, cyberbullying allows the victim to receive text messages or emails wherever they are. When opposed to traditional bullying, cyberbullying has the potential to reach a far larger audience inside a peer group. Following on from this, unlike most traditional bullying, the person engaging in cyberbullying may be less conscious, if not completely unaware, of the ramifications of his or her conduct. (Slonje & Smith, 2008)

Cyberbullying is experienced by 5.3% of students at least once or twice and by 2.8% more frequently. When victims knew who a cyberbully was, 57% were at the same school, and only 10% were outside of school (with 33% unknown). Students had substantially lower rates. The research found no significant age differences for any sort of cyber victimization among 12- to 15-year-olds. (Lee & Shin, 2017)

Some factors may amplify its detrimental impact. Bullying through pictures or videos has a strong effect factor and might reveal the victim in uncomfortable or painful situations. Some

participants stated the worry of not knowing who had seen the picture/clip as a factor. Email and text message bullying were judged as less detrimental by students than conventional bullying. Phone call bullying was regarded to be more personal (the bully knew your cell phone number) and sometimes more unfavorable due to the bully's time spent locating a number. (Agatston, Kowalski, & Limber ,2007).

Cyberbullying: Causes and Impact

Most were caused by individuals' incapacity to deal with interpersonal problems. 89 percent of those polled said they had a companion who had been targeted or cyberbullied. Teenagers report break-ups that occurred via websites, text messages, e-mail, and blogs. Some cyberbullies attack one ex-boyfriend and his current girlfriend or boyfriend at the same time. Other students who were not involved in the connection were cyberbullied. (Misna,& Saini, 2009)

People who are romantically drawn to others and those who reject or ignore them are at odds. Jealousy about attributes that allow another to be more admired among teammates/ classmates or popular in school developed from relationship envy. People who are romantically attracted to others and those who reject or ignore them both contributed.

Teenagers claimed that it helps people "try to feel good about themselves" or "helps establish their place in the 'group' ". "It's generally due to ganging up on someone to reject and isolate that individual from the "group,". Overall, the problem stemmed from breakups, envy, intolerance, or ganging up, harassment, and victimization.

Targets were filled with rage, powerlessness, grief, and terror. Both male and female adolescents were affected negatively. Adolescents reported a loss of confidence, a disconnect from classmates and school, and an overall feeling of unease.65.3 percent of students said it would generally stop on its own without their intervention. Because of this avoidance tactic, cyberbullies were able to grow to dangerous levels, which can be harmful to kids' physical and emotional well-being.

Cyberbullying and Coping Mechanism

Research primarily on the coping process with cyberbullying. is a big problem facing young people nowadays. It is significantly linked to low self-esteem and high degrees of depression symptoms. The way victims deal with it can tell the difference between those who suffer from side effects and those who are resilient. The research will look at the Transactional Model of Stress and Coping (Lazarus & Folkman, 1984) as well as the literature on coping techniques. Focusing on problems, focusing on emotions, or avoiding concentration are all coping techniques. Coping with stress is essential for addressing the issue and preventing it from recurring in the future. For example, refusing or requesting intervention from an adult or peers. (Parris, Varjas, Meyers, Cutts, 2012).

Adolescents who use stress-focused techniques are more likely to adapt to stressful situations than emotionally focused teens. The process of choosing a coping strategy depends on both the actual stress and the resources available to the person trying to deal with it. Teens who use sedentary or addictive behaviors are less likely to adopt coping strategies or strategies.

Regrets about your condition have been linked to loneliness, social anxiety, and low self-esteem. Threatening ratings are important because they drive problem-solving efforts,

including judging results on an individual basis (and thus can vary from person to person) and predicting negative outcomes. In general, people tend to use problem-solving strategies (trying to solve a problem) where stress is seen as a controlled but emotionally focused approach when it is considered uncontrollable.

The negative impact on society can be mitigated by coping strategies. These strategies include problem-solving strategies and preventive coping. Commitment to peer pressure is associated with limited support that seeks to deal with depressive symptoms commitment may play a similar role in the disaster response process. (Juvonen & Gross, 2008; Raskauskas, 2010)

METHODOLOGY

Overview of the project

The project has been designed to give a better understanding of the phenomenon of cyberbullying. The study will exclusively focus on cyberbullying on YouTube influencers who have more than a thousand subscribers. The study focuses on cyberbullying and the coping behavior of YouTube influencers to understand cyberbullying and its various aspects, to get generalized perceptions of YouTube influencers about cyberbullying, to identify the impact of cyberbullying among YouTube's specifically, to understand the causes of cyberbullying and to suggest various helpful strategies to cope up with cyberbullying.

Research design

This study employed an exploratory qualitative design. This helped in have a better understanding of the effect of cyberbullying and its coping mechanism on YouTube influencers. This study further explored the impact of cyberbullying on YouTube influencers especially, on their career, personal, and social relationships, to find out various reasons for cyberbullying on YouTube influencers, to understand how the participants respond to cyberbullying and how people respond to their experience of cyberbullying, to understand the physical and the behavioral and psychological changes of the participant with the experience of cyberbullying. It also identifies the existing strategies to cope with cyberbullying and to come up with effective and meaningful strategies to cope with cyberbullying for YouTube influencers.

Research paradigm

The data is collected to help YouTube influencers by providing them with a comprehensive understanding of Cyberbullying with its reasons, nature, and effect and suggesting useful and meaningful coping mechanisms to overcome the effects of cyberbullying.

Problem Statement

To study the impacts of cyberbullying and its coping mechanism on YouTube influencers.

Objectives

1. To study the impact of cyberbullying on YouTube influencers especially, on their career, personal, and social relationships.
2. To understand various reasons for cyberbullying on YouTube influencers.
3. To understand the response of the influencers towards cyberbullying.

Operational Definitions
1. Cyberbullying can be generally considered a phenomenon where people hurt each other through social media platforms like Facebook, WhatsApp, YouTube, Instagram, etc. (Kowalski, 2014)
2. Coping mechanism: Coping mechanisms are the strategies people use in the phase of stress or trauma to overcome such feelings or emotions. (Baqutayan, 2014)
3. YouTube Influencers or YouTubers: A YouTuber is an individual who produces videos on the video-sharing platform YouTube specifically whose main or only platforms are one or multiple YouTube channels, or personalized subpages of the platform. (Morcillo, 2014)

CONCEPTS
Cyberbullying and Coping mechanisms.

Sample
Ten YouTube influencers who are living in Bangalore, Bhopal, Kochi, and New Delhi, between the ages of 20 to 35, who have more than 1000 subscribers, and subjected to any kind of cyberbullying, were the participants.

Procedure
The researcher took permission from each participant to meet the inclusion criteria before beginning the study. An informed consent form which is prepared to seek consent from the participants is given to each participant individually. This form entails the willingness to participate in the research voluntarily along with ethical considerations regarding their participation in the study which includes confidentiality of the data they give, and freedom to withdraw from the study at any point in time.

After the participants agreed to participate in the study, a socio-demographic form was given to each participant. The participants are informed about the semi-structured interview. It was noted that the definition of the Coping mechanism was read out to each participant before beginning the interview.

Analysis of Data
 The qualitative data was recorded and transcribed before deriving themes. Inferences were drawn from the themes and later reflected in the light of the review of literature. Descriptive statistics like frequency and percentage were utilized. The interviews were audio recorded after the participant gave consent to do so. After the audio data was collected, it was transcribed. The data was later converted into themes and was reflected in light of the review of literature, theories, and observations made by the researcher.

Ethical considerations
- Consent: Obtaining permission from the participant.
- Confidentiality: The data collected from the participant will not be disclosed to anyone without the participant's permission and will be used for research purposes only.
- Freedom to withdraw from the study at any point in time: The participant has the freedom to quit the research without completing it.
- No physical harm will be caused: The researcher will ensure a safe surrounding and place for gathering data from the participant

Thematic analysis

Themes	Subthemes	Examples from the interview transcript
Nature of bullying	Threats	In every video, I have seen the negative comments of the person trying to seek more attention through these comments. The examples are like: go and do your work or you don't have any work like that stuff. How dare you be? (p3) At the beginning stage, a few people were criticizing the video followed by threatening comments and messages in my inbox.(p6)
	Derogatory statements	Under my videos, some people used to, you know, negatively comment things. Like my video is not up to the level. I'm not pretty and I am fat. I have so many pimples on my face and things like that. (p1)
	Body shaming	I think as a YouTuber few times it has happened that I got comments regarding the videos I put up on, sometimes I put on a funny kind of song as a cover song, and people criticize it very much in a very negative way. people have told me that I don't sing well, reduce my weight, or eat less such as a lot of comments (p4)
	Abusive words	They just share comments like "Stop it and go", and "You can't do this". This is not the way to say, all the kinds of negative comments. Sometimes people used to call uh bad words in the comments uh comments section (p5) Comments mostly abuse words. How I can speak like this? It's bad actually. they used to take such uh, words. (p2)
	Fanaticism	I think three months, 3 or four months before we started uploading, some of the people like Hindus or other believers started commenting regarding that you people are converting people. You are changing their perceptions and they started abusing. they reported many times and uh they started bullying(p2)
	Jealousy	

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Themes	Subthemes	Examples from the interview transcript
The reason for cyber bullying	Attention seeking.	There are people who in my past were jealous of me. Because of me creating all of this content, who knows me personally, they just wanted to get into my head and mock me. They have called me and mocked me two years back or something like that. So last week I had a shooting of a movie in Vagamon. So I have some people there who were jealous of the things I do and were saying you should look to this person. This is so much better and like. (P3)

The thing is that these people just want attention. Humans are attention-seeking animals and some people do anything for that. I feel most of the people posting comments on my video are just doing it for attention. Especially the ones who post bad comments.(p3) |
	Anonymity	Every video, everything that you post something will have a negative comment mostly from fake accounts, because people think that what they write doesn't reflect them, the power of social media is that their identity will not be revealed(p3)
	popularity	First three to four months as a YouTuber, my videos reached up to 100 to 200 people, and my subscribers were below hundred. I started a video that reached more than 100k. After this video, it might have just started reaching up to different kinds of people with different characters and from different platforms and different attitudes. I have felt like there are very different kinds of people are watching my video, uh, some like uh within uh those people who don't doesn't like us to grow(p5)
	Cyberbullying network	They are uh, then if one person started uh, they've grouped. I recognize that it is not one person doing it. Like those people are group, they planned and uh started bullying different thing in Facebook also, they started and in YouTube also they did and then started disliking, they started commenting in every video likewise they started and reporting every video, so we recognize like that some of the people, not only one person it is the group of people is doing. (p2)
	sadness	There will be a moment of sadness when people say bad things that will make me a little bit sad. So that's a humane thing to see and I'll feel bad for the minute.

Themes	Subthemes	Examples from the interview transcript
The effect of cyberbullying	Mood changes	It took a long time like the sadness was just not the one minute but for some days or something.(p3)
	Short temper	I was also a little disturbed and sad at the beginning, seeing all these negative comments(p6), it's not a good experience, so yeah, I felt bad. I cried (p1): so when this happened, I was really sad in the beginning. It affected me there was a change in mood and: I became a bit temper. (p4)
	desperation	It's just not feeling sadness but more... If you if you creator alike. I have made a lot of in the past. I have made short links and I have made sketches. I made a lot of thing that takes a lot of time, It starts with an idea, and it takes a lot of time to make the result. but still...
	Helplessness	Initially, it was tough for me because I didn't know how to cope with it. There was a time, when I thought, You know what, I'll just stop it. I don't want to continue this because of all the negative comments. And there was a time when I stopped it also (p1) for a while. I just stopped putting up videos. (p4) Our motive was only right, doing right. We felt very. Very bad, and we also thought to stop doing it and uploading the video.(p2)
	Feeling of worthlessness	I started feeling very worthless. And there were times, I'm like I do think I'm not worthy enough to, you know. Do anything, even if I wanted to portray something I think twice.(p1)
	Fear of negative judgment	Why should I put it, how will people take it? Are they going to take it positively, all those thoughts used to come(p1) Still, we are uploading, but uh very limited. Now we are not uploading every weekly or monthly.(p2)
	Affected self-esteem	But I feel myself so bad, and I thought to myself, am I such an ugly person You know, a good person or a bad person? That put me down. There was a time when I felt very low about myself and low about everything. There was so much negativity.
	Emotional breakdown	(p1) So this uh, these comments were put up and uh, it kind of troubled me to some extent, something was

Themes	Subthemes	Examples from the interview transcript
Coping mechanism	Moral conflict	missing. You know, I started criticizing myself. (4) what do I do will they criticize it or not? (p6)
	Positive outlook	I felt uh really sad about that. And also I became very angry. It took me a very down, in my emotion, (p5) like for what purpose. likewise, so many existential questions arise.(p6)
	Adapt to change	The first time I got bullied, I reacted very badly. I have to say that because many different kinds of people are watching my videos and there are even kids that uhh.. there are even kids who are watching this one, so it will also affect those kids, I called some bad words in the uh live streams uh and it is a bad model for the kids. (p5)
	Learning new skills	
	Understanding	Someone says that your camera frame is not right, your lightning is not right. So that usually will try to figure. One guy messaged me that I should change my dress style because, in all of my videos, I have the same dress style. This was done because I wanted to make a brand that we wear that dress like that combination, so I wanted to do that, but when I used it people asked me why you don't change my dress style. I have those criticisms. Yeah, I have that criticism; I have a lot of other criticism. Which has helped. (p3) And I decided to like improve uh the way I sing. And I learned a new instrument. yeah. so that's the way I coped it up.(p4)
	Acceptance	And so whenever I hear this, I just laugh because I know why these people are saying this. I know what is it. They are doing it so they can feel okay And I will understand why people are tied back. You know, like people just want to feel good about the bad stuff of others understand that again and I move on. (p4)
	The work-life balance	That was On my mind I've changed it for some videos. But there is no ah like there is no difference in the comments or anything, so that's all it and I didn't do anything, so I reverted to my same clothes and all. Okay, so I know, so that is how good criticism is like trying to make different things. I listen to them and have tried to change the lighting and everything in the coming videos. This is all criticism I get from people. The people on the internet what they just want is attention. So if you don't give that attention, people stop bullying. (p3) I

Themes	Subthemes	Examples from the interview transcript
	Setting boundaries Changing perception Peer support	just ignore that. When I rejected or avoided, there was nothing ah after that there was no such things uh happened and uh it helped me (p2) If something happens on YouTube.It stays on YouTube. So anything on my social life and my professional life is completely detached.2. My YouTube and Instagram is an acts. That person is not a real person. But at the moment, that type of stocking the type of uh behaving uh, that thing is not what I am in real life. So you have to put on a show for the people because that's what entertainers do. They have to put on a show. Some people have the same capacity, but I have to believe that professionalized and personalized should be not mixed. I know what the boundaries are. Getting many followers, so getting not many followers doesn't affect me. But getting followers and getting recognition is always something we tried for you, so making this content not just for service, still it is an exchange of information and knowledge. But everything should be recognized. But when we come to their personal life, their family, and their environment, it should not affect them.(p3) I have a few friends who have YouTube channels, and I said this incident to them, they also said that they went through the same experience at the beginning of their YouTube channel, and they motivated me and inspired me by saying that all these things should not be taken too much personal, and it's part of the YouTube channel, and it's part of development, so they suggested me and they motivated me to go forward and take it as a challenge, and consider it as a part of improvement and how can improve in that way. So it was just a motivation for me also.(p2) With the help of my good friends and good motivators, YouTube coworkers with their effort and guidance I overcame that situation. (p6)

DISCUSSION

Data analysis involved systematically analyzing the data and derivation of themes and subthemes from the semi-structured interview. The transcribed interview was first analyzed by the second author. The second analysis involved the presence of both the first and second author, for careful theme and sub-theme derivation. The theme and sub-theme derived are as mentioned below,

The Nature of Cyberbullying
In terms of attitudes and behaviors, people vary. Additionally, it shows up in. Different strategies are employed by the cyberbullies. The nature of these can be described as a whole by all of these strategies. It includes critiquing political views, making threatening remarks, body shaming, abusive remarks, fanatical remarks, mocking remarks, and remarks on technical matters.

Derogatory remarks, body shaming, threats, and harsh language are the most common tactics, according to the report. To damage the reputation of the persona and undermine the confidence of the YouTube influencers, cyberbullies post disparaging comments beneath the video. (Aggarwal et al, 2014) According to influencers, the majority of the time when someone posts a video, they receive negative feedback saying that the content is unsuitable or that it's a joke. People have voiced their disapproval of the video, saying that it is not up to par.

The most popular tactic employed is derogatory language. The comment section contains derogatory language from the online bullies. Most of the time, it erodes YouTubers' self-esteem. Most words have connections to their ancestry and other things. (Macaulay et al., 2019)

The Reasons for Cyberbullying
In this study, the main causes were shown to be networks of, anonymity, attention-seeking, and jealousy. The majority of participants concur that attention-seeking and anonymity are the key drivers.

People's innate need to attract attention. People employ a variety of tactics to attract attention, and some will go to any lengths to do so (Berne et al,2014) is one such strategy that may be used. When identified, the majority of cyberbullies later tell the celebrities that they did it for publicity, according to the people who have shared their experiences with many movie stars and other famous people. People claim that aids individuals in "trying to feel good about themselves" or "helping build their place in the 'group'. (Saengprang et al,2021)

The Effect of Cyberbullying
Both boys and girls are negatively affected similarly. Targets discussed their lack of confidence, estrangement from friends and family, careers, and general unease. Students stated that will often end on its own in 65.3 percent of cases. They are powerless to stop it because of this evasive tactic. Cyberbullies can develop to dangerous levels, endangering the targets' physical and psychological health. (Hoff, 2018).

Influencers on YouTube include anxiety, shyness, sadness, mood swings, snappiness, desperation, helplessness, and a sense of worthlessness. They also include anger, emotional breakdown, moral conflict, demotivation, personal distress, anxiousness, and painful feelings. (Landstedt, 2014)

Sadness is a common emotion among influencers who have experienced it. They all think it was a painful experience. Influencers report that she cried out in pain when exposed to it, and they also say that it took a few days for the anguish it induced to pass. People disclosed that she was severely damaged, and it took her a long time to recover. The majority of

participants view it as a terrible experience, and influencers, in particular, emphasize that it is due to its open nature.

Another result was fear. It may be the outcome of a threat. Influencers acknowledge that they first hesitated to share their connections with strangers after experiencing them. Influencers freely acknowledge that they are extremely anxious before uploading a new video to YouTube. Due to concern, some influencers have restricted their YouTube video uploads. (Randa et al., 2019)

The damage to one's self-esteem is the most significant consequence. The participants' self-esteem was impacted by their experience in one way or another. They lose motivation with time. Influencers describe how it damaged their self-esteem and made them feel depressed. She also believes that she is a useless, ugly person. Influencers began adversely criticizing themselves after being subjected to. Influencers claim that his exposure caused him to develop numerous existential concerns. (Polishchuk, 2017).

The individuals experienced the despair brought on by. Some of them claim that creating the content requires a great deal more effort, time, and energy and that when it is disparaged without cause, it fuels desperation. It could result in emotional breakdowns of many kinds, such as rage, irritability, shyness, mood swings, etc.

The sense of moral turmoil is one of 's severe side effects. Influencers experienced very little online bullying. Influencers similarly responded to the bullies. They afterward realize that he shouldn't have responded in that manner. They believed that by doing so, he had established a bad example for them. Regarding that, he struggled with a moral dilemma. (Park et al., 2021)

The Coping Mechanisms
Problem-solving and seeking out social support are examples of coping mechanisms based on problem-oriented methods. Internal, external, and isolation from stressful situations are all effective coping mechanisms for emotional states. (Huynh & Raskauskas, 2015)

The study offers practical coping mechanisms that YouTubers may employ in their experiences as a result. The work-life balance, setting boundaries, altering perception, shifting focus, reposting bullying comments, deleting comments, responding on the same wavelength, self-control, self-awareness, supportive followers, self-talks, limiting expectations, and social media groups are all part of it. It also includes having a positive outlook and learning to adapt to change.

The participants all agree that altering one's perception is the best defense against online bullying. People were devastated by their initial exposure. But with time, individuals develop a positive view, acceptance, and understanding of others. (Slonje, 2013)

Additionally, people frequently see the criticism as constructive. People are getting flak for the way they dress and the caliber of their videos. Influencers have also experimented with various clothing choices and camera equipment. Influencers assert that it has significantly improved the caliber of his videos. They concur that she made improvements to her singing by focusing on the criticism she received because she was being criticized for the way she sang. Few participants said that being aware of bullies made it easier for them to deal with bullying. (Mishana, 2009).

They view it as a manifestation of the inferiority complex of online bullies. This explains why they constantly seek out and draw attention to others' flaws. They feel cozy there. YouTubers stressed that accepting others helped them deal with it. They acknowledged that there are users of social media platforms who need attention and will do anything to get it.

Supportive social networks, peer followers, and online communities can all be thought of as factors that make it easier to deal with. (Rorgers,2010). The majority of participants acknowledge the assistance of friends and family in overcoming the impacts. Some YouTubers mention how they've formed WhatsApp groups to assist one another and fight online bullying. They can use it as a forum to share their experiences and receive immediate responses from others who have had similar situations. (Hellfeldt,2020) It might be considered that YouTubers' efforts to combat this are commendable.

A YouTuber should possess self-awareness, self-talk, and self-control. (Baumeister,2007). The YouTuber needs to be mindful of his or her status as a public person. Therefore, they should exercise caution in all that they say and do. Participants emphasize that YouTubers shouldn't respond to cyberbullies in the same way based on their own experiences. Provocation is the cyber bullies' most popular tactic. The YouTuber needs to be self-controlled and have a propensity for this. The second thought is referred to as self-talk. The YouTuber should carefully consider each choice they make. because the entire society is affected in addition to them.

SUMMARY AND CONCLUSION

The major reasons for cyberbullying identified from this study are jealousy, attention seeking, anonymity, popularity, and cyberbullying networks.

The nature of bullying revealed through this study is questioning political ideologies, derogatory statements, threats, body shaming, abusive words, fanatic comments, mockery, and ungrounded comments on technical aspects.

One of the major and important aspects of this study is the effect of cyberbullying. It includes fear and shyness, sadness, mood changes, short-tempered, desperation, helplessness, feelings of worthlessness, fear of negative judgment, affected self-esteem, anger, emotional breakdown, Moral conflict, demotivation, personal distress, anxiousness, and painful feelings.

The most significant aspect of the study is the coping mechanisms. The different coping mechanisms identified by the study are a positive outlook, adapting to change, learning new skills, learning psychology and mentalism, ignoring, acceptance, the work-life balance, setting boundaries, changing perception, focus on priorities, reposting and deleting the bullying comments, supporting social circle, peer support, self-control, self-awareness, supportive followers, self-talks, limiting expectations and social media groups.

The study can be used by YouTube influencers to understand cyberbullying and coping mechanisms to withstand cyberbullying. Even though the study is conducted on YouTube influencers, its applicability can be extended to all social media platforms. It provides new insights into the concept of cyberbullying.

Limitations and Implications
The study aimed to understand the impact of cyberbullying and its coping mechanism on YouTube influencers. Following are the limitations and implications of the study.

Limitations
- The semi-structured interview was limited to English English-speaking population.
- The topic lacks a quantitative investigation.
- The sample size is restricted to 10
- Although the researcher had aimed to collect an equal number of males and females for the study, they showed more interest in responding to the topic.
- The study was restricted to only 4 metropolitan cities.

Implications
- The study will benefit YouTube influencers specifically and others in general in understanding cyberbullying
- The reasons and nature of cyberbullying help YouTubers create a predisposition towards cyberbullying.
- Understanding the effects of cyberbullying helps YouTubers and professionals to deal with it better.
- The study provides a good number of coping mechanisms. So that the victim of cyberbullying can choose the convenient one.
- The findings of the study can used to create awareness about cyberbullying.
- A follow-up study can be done on a larger sample to have a better understanding of the subject.

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