Cyberbullying Reporting System Success Model in Online Game Environment

JeonDo KIM,
Graduate School of Information,
YONSEI University, South Korea.
E-mail: zzang20044@naver.com

Taeoh Hong,
Graduate School of Information,
YONSEI University, South Korea.
E-mail: hongteao2@gmail.com

Abstract

The increasing use of social media has moved many interpersonal communications from offline to online. In parallel with such movements, cyberbullying on online has also increased tremendously. Therefore, there is a need to reduce cyberbullying in online environment, and this study focused on online game environment among such environment. In order to reduce the cyberbullying in the online game environment, we used the reporting system for the purpose of punishment. To reduce cyberbullying in the online gaming environment, we have used a reporting system for punishment purposes, and we have figured out what to consider to successfully model that reporting system. Therefore, it is expected that the Cyberbullying reporting system success model of this study will contribute to the successful reduction of cyberbullying in various domains where cyberbullying exists.

Key Words: Cyberbullying, online game, punishment, severity, clarity, information quality, service quality, system quality, intention, satisfaction, net system benefit, IS success model, deterrence theory, Cyberbullying reporting system success model

JEL Classification: C 19, G13, G 14