

**DEVELOPMENT AND VALIDATION OF CYBER
BULLY INSTRUMENT**

BY

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ABSTRACT

Statistics shows that cyber bullying has increased rapidly in technologically advanced countries such as North America, Europe and some parts of Asia. However there is deficiency in its psychometric properties among its instruments and there is lack of study in the Asian context. Hence, this study is aimed to identify the most reliable and valid combination of items to develop cyber bullying instrument which mainly focused on cyber bullying victimization for the purpose of assessing the level of cyber bullying behavior in Malaysia. The instrument consists of 5 Likert-type items. Through review of literature and focus group interviews, sixty-four items were generated for this instrument. Participants of this research were 308 Malaysian university undergraduates. Exploratory Factor Analysis was employed to determine the possible emerging factors and Confirmatory Factor Analysis to confirm the measurement model. Five factors were extracted through Exploratory Factor Analysis which are labeled as direct insult, social exclusion, rumors, racial bully, and sexting. Results from confirmatory factor analysis demonstrated high levels of reliability, acceptable level of convergent and discriminant validity. The five constructs were further supported by confirmatory factor analysis indicating that the instrument is a valid and reliable instrument to measure cyber bully behavior in the Malaysian context.