ABSTRACT

International studies proved that deliberated self-harm is the common problem including Pakistan. Students or youth get information from internet about ways of suicide and involve bullying their selves. Digital self-harm has become one of the major problematic issues in the digital era and getting attention of scholars globally. So that to keep in mind, the current study is the inclusive empirical investigation on digital self-harm was analysis among students in Karachi, Pakistan. Results are showing that majority of students uses social media site on daily bases. Around 35% participant admitted that they injured or scratched themselves. Results also suggested that 6.7% of respondents anonymously posted something online to get attention from parents or peers and 6.7% to test their peers’ friendship and 11.7% students were mentioned they posted violence related and 5.0% Hatred content on social media platforms. Finally, statistical tests did not find any significance associations between regular use of social media, deliberated and digital self-harm. It is recommended that in-depth research should conducted nationwide with large sample size in future research.

Keywords: Digital Youth, Suicide, Digital Self-Harm, Internet, Social Media, Cyberbullying and Motivations

INTRODUCTION

Social media has become an integral part of youth’s daily live, social scientists defined this chunk as “Generation Z”, and “Generation Alpha”; the latter two are sometimes described as distinct “neo-digital natives” (Thomas, 2011; Takahashi, 2016), “digital natives” or “digital integrators” (McCrindle, 2015), “Net Generation”, and the “Millennium generation” (Sandars, 2007), who born in digital-media atmosphere used cyber media, social games, please with movies, and participate in virtual world.
Pakistani youth also is affecting the boom of digital media and local scholars and journalists are considering as a hotcake for academic studies. According to Salman (2005) Pakistani youngsters are more likely immature personalities and emotionally volatile, generally unreliable and represents a major portion of the society who always consider the future of the country who generally defined as a period when a person ready to an active role as a fully responsible member of the society. The United Nations has recognized youth as of 15-24 years old. Officially, youth are people between 15-29 years old in Pakistan. Strasburg (2002) stated that adolescents are often categorized as a challenging and turbulence some group. A teen wants more independence, so that scholars labeled it “adolescent’s egocentrism”.

**Research on Youth**

The study of youth was played a critical role in anthropology in the first phase of the twentieth century. Scholars defined youth in various categories like adolescent, teenager, or young adult. The differences between research on adolescence and youth referred to factor’s violence and sexuality (Bucholtz, 2002). Recently scholars have eagle eye on youth’s online doings and measure impacts (Chau, 2010). Generation Y (born after 1979) main users of Internet globally. In a study about Internet consumption by youth described themselves as ‘cyber geeks” and Internet dependent and very keen to use Internet for their activities.

A survey revealed that teenagers consumed more time on the Internet than watching T.V. Online world is vibrant social universe for young generation, and they heart of net communication (Montgonery et al., 2004). According to Maggiani (2012), “Gen Y is inherently more comfortable in digital world in terms of using social media sites (Steeves, 2012). Media Awareness Network (2005) conducted a study on proliferation of computers and Internet and found that Canadian youth have failed to differentiate between virtual and real world. 94% young people have Internet connection their homes, majority of students used social media daily. Social media permits teenagers to enjoyment which is some time dangerous for mental and physical health. Social media is an immense a part of many teens’ lives (Viner, 2019). Young adults also use social media for leisure and self-expression which is created mental disorder and anxiety (Nesi et al., 2015). Frequent users of social media might be at heightened hazard for intellectual health troubles. Different studies additionally focused on link between heavy use of social media and downhearted or tension symptoms. Late nights’ connectivity is
harmful for youth’s health (Tayyeba & Richm, 2019) including bad feelings, higher ranges of tension and sadness (Chou et al., 2012; Wang, 2017). Kross et al. (2013) discovered that older youth saw others’ daily posts didn’t enjoy on cyber world. Romer (2010) found that individual alterations were closely related with personality. Varghese et al. (2021) examined the association between use of technology, digital media and sleep-onset difficulties and found that in 15-year-olds difficulties were more frequent among youths with sophisticated use of electronic devices.

**REVIEW OF THE LITERATURE**

Digital Self-Harm is now considering the hidden side of adolescent online aggression. Pakistani youth has become intolerant and violent isolated and segregate from their own families. Social media and internet are affecting youth destructively in psychologically, political, and socially (Zaheer, 2018). Technology is considered as the king and human must be knowledgeable to control the king (Rani & Padmalosani, 2019). The term Digital self-harm came to light after a 14-year-old girl from England anonymously posted mean messages about herself on social media before committing suicide in 2013. A similar case involving a 15-year-old Texas girl occurred in 2016. Interpersonal problems, family struggles, domestic violence, relational urgings, and tension were associated with deliberate self-harm (Paiman et al., 2019).

Digital self-harm is a communal problem (Macey, 2018). A study conducted in 2014 discovered the linked between Cyber bullying and self-harm among the youth in Singapore. Psychologists and therapists well-thought-out self-harm in the situation as a trauma or distress (Sin, 2016). Same as, both cyber victim and cyberbully-victim clusters reported significantly higher frequency of self-harm activities, suicidal feelings and attempts more likely to the non-involved group (Ong et al., 2020). A study identified 11% of Canadians between ages 15 and 24 as having behavior commonly associated with depression and involved in suicide attempts used social media (Skinner, 2017). US researchers has explored this element of self-harm, called “automated positive reinforcement” (APR). Results suggested that young felt satisfaction and hopes after harming themselves. Moreover, social media encourage thoughts of self-damage, any episodes of self-harm (Jarret, 2013). Hinduja (2017) suggested that anonymous hateful messages and posts against oneself well-defined as digital self-harm. during their lifetime. Self-abuse and self-bullying are ever more dangerous offline and online (Preece, 2015). Moreno et al. (2015) conducted a study on self-
harm related content posted on Instagram and stated that youngsters, now using Instagram as major social networking sites for sending and posting anonymous hateful and harmed messages.

Suicide rate in students have increased in Pakistan during past few years and despite the fact, official statistics are still unknown. There are no official data available on self-harm and suicide in Pakistan. Cyber victimization was specific throughout gender and its mental effect was more reported for women than boys. Kanwal and Jami (2019) inferences have been debated in Pakistani background. One Pakistani student, Naila Rind was committed suicide, she was blackmailed on social media. (Dad & Khan, 2017). Obscene images or clips are associated with vanity, bent of self-harm, and get attention of others. Moreover, fierce images mostly post because of on vengeance, low moral values, and outcome of pleasure in mocking or defaming another person in Pakistan (Butt, 2020). Virtual self-harm as “nameless on-line posting, sending, or otherwise sharing of hurtful content approximately oneself.” digital self-damage, more clearly placed, is self-cyberbullying, virtual self-damage has allegedly been connected to 2 high-profile bullying instances that ended within the self-bullying teenagers committing suicide (Birdsong, 2018). Youth are anonymously bullying and trolling themselves online (Winterman, 2013).

Zaffar et al. (2015) revealed that there is a strong like between Facebook use, nervousness and hopelessness in Bahawalpur Zone, Pakistan. Dr. Anila Malik (2003) concluded that shy people typically, not interested in make new friends, have social anxiety, and feel self-conscious. Nixon (2014) exposed a durable linked between bullying maltreatment, negative feelings, and digital self-harm among youth who felt pleasure after harming themselves. Digital self-harm in adolescents is a major concern in India where social media users found involve in sexting, profanity, sexually explicit material, sexual harassment (Memon et al., 2018). Pater and Mynatt (2017) emphasized that digital self-damage is an exercise of virtual aggression that’s influences some risky sports on social media structures. digital self-damage isn’t always limited to posting facts associated with hurting self; it’s also demeaned oneself, or display oneself in a horrific mild, or cyberbullying oneself. (Maloney, 2014). Semenza et al. (2021) investigated the association between sleep duration, depression, and engagement in a new cyber behavior, digital self-harm, among youngsters. The younger victim is more likely to take to self-harm or live with negative thoughts. School behavioral problems have closed linked with bullies and self-harm and the bully-victims and self-harm
Teenagers are anonymously posting cruel remarks and cyberbullied about themselves on social media health (Pater & Mynatt, 2017), this is youth-generated problematic content has been discussed widely in around the world (Boyd, Ryan, & Leavitt, 2010). According to Chancellor (2016) self-harm is the infliction of pain or injury onto oneself is called “thinspiration”. Results suggested that annual ratios was increased (BBC Report, 2017). Heavy use of Internet and social media has linked with practice self-injury. The Internet has some complaints about self-injurers because verifying anonymity online comforts people who struggle with shyness, isolation, and depression (McKenna & Bargh, 2000; Whitlock et al., 2006). Winterman (2013) reported that Internet trolling is on the increase; 9% had anonymously cyberbullied themselves 13% of boys had done it and 8% of girls. This is emerged as a new phenomenon of self-aggression, digital self-damage (Fraga, 2018). Concerns of researchers and media experts and called it ‘toxic digital world’ Tallulah Wilson, who killed herself in 2012, was stuck up in a “toxic virtual word”, in line with her mom, while the parents of Sasha Steadman, a sixteen-yr-vintage who died from a suspected drug overdose in January after searching at self-damage information on websites (Topping, 2014).

Digital Self-Harm is a comparatively new term and is an alarming new trend. The term Digital Self-Harm is used interchangeably with Virtual Self-Harm, Cyber Self-Harm, and Self-Cyberbullying. Volpe et al. (2015) used term “Problematic Internet Use” (PIU), many different kinds of injurious use of Internet, “Cyber-suicide” refers to self-inflicted death promoted by websites that provide informative ways and encourage people to perform suicidal attempts (Kim et al., 2006). Self-injurious behavior (SIB) refers to the direct and deliberate damage of one’s own body surface without suicidal intent (Claes & Vandereycken, 2007). The Internet offers an immeasurable platform for the depiction of deadly events (Carolina & Klein, 2012). Sakarya et al. (2013) studied suicide related information searching behavior and identified few key words such as suicidal phrases i.e., “suicide methods,” “painless suicide,” “guaranteed suicide,” “killing yourself” and “how can I die”, in the Google search engine. Biddle (2012) conducted an in-depth study and found that internet promote suicidal views. Durkee et al. (2011) reported that internet is the responsible for both physical and cognitive anguish. Brack and Caltabiano (2014) found that cyberbullying has become a net- culture and largest group of respondents (62%) identified was victim of cyberbullying. Patchin & Hinduja (2017) noticed that around 6% of youth
was posted somewhat online about themselves where males were pointedly more likely involved than female respondents. Kyung, Lim and Lee (2021) investigative that outcome of broadband Internet on suicide phenomena. Marchant and Hawton et al. (2021) conducted a meta-analysis explored that viewing images as an alternative to self-harm and pictorial pictures’-based posts are boost self-harm among young social media users. Self-harm and suicide are corelated with disorders of the self and reestablish the borderline between mind and body, and to communicate and tenacity childhood trauma (Yakeley & Burbidge-James, 2018). Past studies proved that Internet and social media can stimulus suicide-related behavior in vulnerable groups belong to virtual communities (David, Jennifer, & Fairall, 2012). Evidence showed that self-harming youth are more active in social networking than other counterparts who did not engage in self-injury activities (Memon et al., 2018).

Oksanen et al. (2016) examined the harmony in eating syndromes, self-injury, and suicide among American, British, German, and Finnish social media users. Analysis of the retrieval results provides a natural and vivid indication of suicide-related information that can be accessed by the average Romanian-speaking user (Marhana et al., 2012). Yang et al. (2020) studied the gender differences in Non-Suicidal Self-Injury (NSSI) behaviors and attitudes toward suicide among Chinese youth and analyzes the impact of the frequent use of the Internet on these dynamics among young people of the opposite sex. Results suggested that internet promote risk of self-harm, suicidal ideation, and depression (Daine, 2013). We can recognize NSSI the “next teen disorder” (Welsh, 2004). Researchers are interested in the Internet in It is often very helpful or even prevent suicide. Attempts to determine the influence of the Internet on suicidal behavior. It is difficult because of the indirect and complex connection between Internet use and suicide (Luxton et al., 2012). Research indicates that the internet and social media are double edged swords and can provide both benefits and challenges (Robinson et al., 2016). Internet use was linked to lower levels of suicidal thoughts directly and indirectly and reducing stress in a study found that Overall, 6% of New Zealand teens were involved in digital self-harm regularly more than once (Pacheco et al., 2019). Boyd (2010) first time uses term digital self-harm. Englander (2011) studied this type of online behavior.

One study concluded internet is major part of digital life. (Siddhartha et al., 2020). Students who heavily use social media love get more likes and they are very for this (Vogel, 2014). Thus, social media is used both become selfish
and fanatic for construction and destruction purpose for people from different walks of life (Rani & Padmalosani, 2019). Media was inversely correlated with self-reported satisfaction, life pleasure and self-esteem (Kusuma, 2020). Such as Cacliappo et al. (2009) discovered that inferior social influences boost the anxiety in large social networks. Self-esteem is not linked with the frequency with which students use social media or the extent of popularity or reputation of the users (Siebert, 2019; Rostam, 2020). Sifferlin (2013) reported that frequent users of Facebook were dissatisfied with their lives. A Pew studies center survey (2018) suggested that 97% respondents were using a social media platform at time of study. Use of media was contrariwise correlated with self-satisfaction, pleasure, entertainment, and self-esteem (Kusuma, 2020).

Social networking sites promote self-harm deportment and suicidal ideation in vulnerable adolescents (Memon et al., 2018). Social media’s influence on youth suicidal risk and students become victims more often than anyone else (Rani & Padmalosani, 2019). Social media influences youngster’s lifestyles and it is helping them create own world of dreams. Sachdev (2013) found that emergence of social media has great impact on the Indian youth, who had negative online experience in adult age. Jain et al. (2012) conducted a study about role of social media in changing the mindset of youth on social issues in India. Some findings proved that social media has played a magnificent role to change the mind set of Indian youth.

According to Open-Source Center (2010) digital media just like a Game changer. One study also found that boys were more likely downloaded prone content (MacAfee, 2010). Facebook usage, uploading and sharing information may reduce the loneness and build social connections. Numerous academics suggested that internet has created a “lonely crowd” in cyber space (Deters & Mehl, 2012). Gilbert (2009) suggested that digital life of youth is producing overload information which affected their minds. University of Michigan’s study concluded that use Facebook is the major reason of loneliness (Kross, 2013). Basch and Damour (2014) revealed spending extra time on social media is a major cause of anxiety in girls than boys. Bas (2014) noticed that males were more likely shyer than female students’ due social media. According to BBC News (2010) more women than men reporting loneliness. Labrague (2014) explored that heavy Philippines Facebook users have sophisticated level of strain. young adults who use social media web sites for 2 hours or additional substantially more likely to be afflicted by terrible mental fitness, mental misery, and suicidal thoughts (Gregoire, 2015).
Conceptual Framework

These evidences proved that social media users have serious mental issues which is lead to digital self-harm and promote negative thoughts in younger generation. Following conceptual framework is proposed for current study.

METHODOLOGY

According to Patchin and Hinduja to digital self-harm is a new problem that demands additional scholarly attention. This study is the continuation of that recommendation. In this study, I use survey method and random sampling. Participants were media students \((N=120)\) drafted from 5 major universities and Institutes (Greenwich University, Federal Urdu University, AIMS Media Institute, University of Karachi, Indus Valley Art & Design & Sindh Madressatul-Islam University) of Karachi. Data was collected through Google Doc online. Researchers selected the WhatsApp groups of the media and design students of the above said universities. Data Analysis and Interpretation have been done on SPSS 26. Firstly, a file from Google doc was imported in *.csv format then converted into excel form using software MS-Excel 2018. Finally, that file was imported into SPSS for process the data analysis. 120 respondents were the final sample size. The primary data
was collected by the researchers during August to October 2021. Researchers used age, gender, income, and personality type as demographic variables.

Research Questions
Q1: What is association between the deliberate self-harm and digital self-harm?
Q2: What is the relationship between social media usage amount and digital self-harm?

Research Hypotheses
H₁: There is an association the deliberate self-harm and digital self-harm
H₀₁: There is no association between the deliberate self-harm and digital self-harm
H₂: There is the strong relationship between social media usage amount and digital self-harm
H₀₂: There is no relationship between social media usage amount and digital self-harm

RESULTS
Table 1: Researcher asked, have you ever injured / Scratch yourself?
Results are showing that 28.3 % respondents admitted that they were involved deliberate self-harm.

<table>
<thead>
<tr>
<th>Responses</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>28.3</td>
</tr>
<tr>
<td>No</td>
<td>63.3</td>
</tr>
<tr>
<td>Maybe</td>
<td>8.3</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 2: We asked, If Yes, why did you perform this act?
And found a very interesting finding, 13.3 % said that they harm because of To feel some pleasure and 6.7 % To avoid or suppress negative feelings

<table>
<thead>
<tr>
<th>Responses</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>To avoid being with people</td>
<td>4.2</td>
</tr>
<tr>
<td>To avoid or suppress negative feelings</td>
<td>6.7</td>
</tr>
<tr>
<td>To avoid or suppress painful images or memories</td>
<td>2.5</td>
</tr>
<tr>
<td>To avoid or suppress suicidal thoughts</td>
<td>0.8</td>
</tr>
<tr>
<td>To feel some pleasure</td>
<td>13.3</td>
</tr>
<tr>
<td>To get attention from others</td>
<td>1.7</td>
</tr>
<tr>
<td>To punish myself</td>
<td>9.2</td>
</tr>
<tr>
<td>To show others how strong I am</td>
<td>2.5</td>
</tr>
</tbody>
</table>
Table 3: Results are showing that mostly students (92.5 %) use social media on daily.

<table>
<thead>
<tr>
<th>Social media usage</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>92.5</td>
</tr>
<tr>
<td>Once a fortnight</td>
<td>.8</td>
</tr>
<tr>
<td>Once a month</td>
<td>.8</td>
</tr>
<tr>
<td>Once a week</td>
<td>1.7</td>
</tr>
<tr>
<td>Rarely</td>
<td>1.7</td>
</tr>
<tr>
<td>A few times a week</td>
<td>2.5</td>
</tr>
</tbody>
</table>

Table 4: As shown in Table 4, 6.7% of students in our sample reported that they had “anonymously posted something online to get attention from parents or peers and 6.7 % to test their peers’ friendship. A good no of respondent 33.3 % said that they posted the data because of fun 31.7 % for gain a sense of control.

<table>
<thead>
<tr>
<th>Main motivations for Social Media Posting</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>to get attention from parents or peers</td>
<td>6.7</td>
</tr>
<tr>
<td>to test their peers’ friendship</td>
<td>6.7</td>
</tr>
<tr>
<td>to punish oneself</td>
<td>1.2</td>
</tr>
<tr>
<td>to gain a sense of control</td>
<td>31.7</td>
</tr>
<tr>
<td>to be funny</td>
<td>33.3</td>
</tr>
<tr>
<td>Multiple Reasons</td>
<td>20.4</td>
</tr>
</tbody>
</table>

Table 5: Results are showing that 11.7% students were mentioned they posted violence related and 5.0 % Hatred content on Social media platforms.

<table>
<thead>
<tr>
<th>Nature of Content do usually share on social media</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jokes</td>
<td>33.3</td>
</tr>
<tr>
<td>Celebrations related content</td>
<td>17.5</td>
</tr>
<tr>
<td>Selfies</td>
<td>11.7</td>
</tr>
<tr>
<td>Violence related content</td>
<td>8.3</td>
</tr>
<tr>
<td>Hatred content</td>
<td>5.0</td>
</tr>
<tr>
<td>Entertaining</td>
<td>62.5</td>
</tr>
<tr>
<td>Multiple Reasons</td>
<td>15.4</td>
</tr>
</tbody>
</table>

Table 6: In this table investigator discussed Perceived motivations for digital self-harm.

Results suggested that self-bullying in common problem in Karachi’s youth, 45% respondents post content when to maybe make others laugh as a
joke. More important is 16.7% students said that they posted anonymously online content about themselves when they were very sad and upset.

<table>
<thead>
<tr>
<th>Main motivations for digital self-harm</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>When just wanted me hurt</td>
<td>2.5</td>
</tr>
<tr>
<td>When feel worse</td>
<td>9.2</td>
</tr>
<tr>
<td>When make fun of myself</td>
<td>12.5</td>
</tr>
<tr>
<td>When I was bored</td>
<td>35.8</td>
</tr>
<tr>
<td>When to maybe make others laugh as a joke</td>
<td>45.0</td>
</tr>
<tr>
<td>When I was very sad and upset</td>
<td>16.7</td>
</tr>
<tr>
<td>When someone ignore me</td>
<td>4.2</td>
</tr>
<tr>
<td>When nobody would listen or talk to me</td>
<td>5</td>
</tr>
<tr>
<td>When needed attention from others</td>
<td>13.3</td>
</tr>
<tr>
<td>Other reasons</td>
<td>9.2</td>
</tr>
</tbody>
</table>

**HYPOTHESIS TESTING**

H$_1$: There is an association the deliberate self-harm and digital self-harm

H$_{01}$: There is no association between the deliberate self-harm and digital self-harm

Table 7: Have you ever injured /Scratch yourself? * How frequently do you use social networking media applications? Such as, Facebook, Instagram, YouTube, etc. (Select only One) Cross tabulation

<table>
<thead>
<tr>
<th>Have you ever injured /Scratch yourself?</th>
<th>How frequently do you use social networking media applications?</th>
<th>Count</th>
<th>% within Have you ever injured /Scratch yourself?</th>
<th>% within How frequently do you use social networking media applications?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maybe</td>
<td>A few times a week</td>
<td>Daily</td>
<td>Once a fortnight</td>
<td>Once a month</td>
</tr>
<tr>
<td>Count</td>
<td>0</td>
<td>10</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>% within</td>
<td>0.0%</td>
<td>9.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>No</td>
<td>3</td>
<td>68</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>% within</td>
<td>100.0%</td>
<td>61.3%</td>
<td>0.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Yes</td>
<td>0</td>
<td>33</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>% within</td>
<td>0.0%</td>
<td>29.7%</td>
<td>0.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td>3</td>
<td>111</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 8: Chi-Square Tests

<table>
<thead>
<tr>
<th>Value</th>
<th>df</th>
<th>Asymptotic Significance (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>20.551*</td>
<td>.690</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>10.041</td>
<td>.437</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>120</td>
<td></td>
</tr>
</tbody>
</table>

*a. 15 cells (83.3%) have expected count less than 5. The minimum expected count is .08.*
H₂: There is the strong relationship between social media usage amount and digital self-harm
H₀₂: There is no relationship between social media usage amount and digital self-harm (X² ≤ 20.551ª, p = .690)

What type of content do usually share on social media? How frequently do you use social networking media applications? Such as, Facebook, Instagram, YouTube, Crosstabulation (Crosstab is too large unable to fitted).

Table 9: Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymptotic Significance (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>186.833ª</td>
<td>235</td>
<td>.991</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>52.586</td>
<td>235</td>
<td>1.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>120</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ª. 283 cells (98.3%) have expected count less than 5. The minimum expected count is .01.

No association was found harm (X² ≤ 186.833ª, p = .991) between social media usage amount and digital self-harm. Results are insignificant. So we accepted our null hypothesis.

DISCUSSION

International studies proved that deliberate self-harm is the common problem including Pakistan. Students or youth get information from the internet about ways of suicide and involve bullying their selves. Digital self-harm has become one of the major problematic issues in the digital era and getting attention of scholars globally. According to Patchin and Hinduja (2017) Digital self-harm is a new problem that demands additional scholarly attention. Whereas, between 15 to 35 people end their lives in Pakistan every day (Rehman, 2020). Digital self-harm first got communal consideration with the suicide of 14-year-old Hannah Smith in 2013. In November 2016, a 15-year-old girl from Texas took her own life after apparently posting anonymous comments toward herself saying she was “ugly” and “should kill herself.” Similarly, Naila Rind was committed suicide after exploitation and blackmail on social media who posted her pictures on FB. Police officials say this lecturer in a private school at Jamshoro, was blackmailing her pictures and videos for three months (Dad & Khan, 2017).

These examples are showing that cyber bullying themselves in an important problem among youth but get insignificant academic attention globally. So that to keep in mind, the current study is the first comprehensive empirical inquiry of this behavior was analysis among students in Karachi, Pakistan.
Results are showing that majority of students uses social media site on daily bases. Around 35% participant admitted that they injured or scratched themselves. Results also proved that youth. As well as 6.7% of students in our sample reported that they had “anonymously posted something online to get attention from parents or peers and 6.7% to test their peers’ friendship and 11.7% students were mentioned they posted violence related and 5.0% Hatred content on Social media platforms. Finally, statistical tests did not find any significance associations between regular use of social media, deliberated and digital self-harm. It is recommended that in-depth research should conducted nationwide with large sample size in future research.

CONCLUSION

It is proved that 28.3% respondents admitted that they were involved deliberate self-harm and 6.7% of students anonymously posted something online to get attention to other. These results are considerable. So, It is recommended that in-depth research should conducted nationwide with large sample size in future research and select nationwide sample.
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