

Impact of Trolling and Its Effects on the Popularity of social media

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Abstract: Internet trolling is one of the fastest spreading pieces of computer jargon of the 21st century. The term has been helpful for building the careers of politicians in search of causes to fight, as well as mass media organisations looking for a means to create a moral panic that provides both entertainment and interest to their audiences. English speaking Countries across the world have quickly adopted the term to better communicate ideas and concepts around forms of internet abuse and misuse. The term trolling has essentially gone from meaning provoking others for mutual enjoyment to meaning abusing others for only one's own enjoyment. Trolling is a phenomenon that is normally covered in a very biased way. Hardly anyone has written about trolls in a positive way, other than the trolls themselves and most people wouldn't even go as far to associate trolling with the word culture. Although the word "to troll" was probably not mentioned in this context until the UseNet of the early 90s, similar behaviour could even be seen in Socrates, who lures others into thinking of themselves as savants or scholars who then proceed to teach the, now famous, philosopher. This went on until Socrates asked questions that questioned the whole philosophy of the other leading to his realization to not know anything. This cannot be compared entirely to the trolls of modern days, but the phenomenon was there for a long time. The Internet, however, amplified this behaviour with anonymity, ephemerality and the following disinhibition of the mind.

Key words: Trolling, Online communities, UseNet, Troll, Anonymity

I. INTRODUCTION

There are competing theories of where and when "troll" was first used in Internet slang, with numerous unattested accounts of BBS and UseNet origins in the early 1980s or before. The English noun "troll" in the standard sense of ugly dwarf or giant dates to 1610 and comes from the Old Norse word "troll" meaning giant or demon. The word evokes the trolls of Scandinavian folklore and children's tales: antisocial, quarrelsome and slow-witted creatures which make life difficult for travelers. In modern English usage, "trolling" may describe the fishing technique of slowly dragging a lure or baited hook from a moving boat. The contemporary use of the term is alleged to have appeared on the Internet in the late 1980s, but the earliest known attestation according to the Oxford English Dictionary is in 1992. Commonly, what is meant is a relatively gentle inside joke by veteran users, presenting questions or topics that had been so overdone that only a new user would respond to them earnestly. For example, a veteran of the group might make a post on the common misconception that glass flows over time. Long-time readers would both recognize the poster's name and know that the topic had been discussed a lot, but new subscribers to the group would not realize, and would thus respond. These types of trolls served as a practice to identify group insiders. This definition of trolling, considerably narrower than the modern understanding of the term, was considered a positive contribution

I.1 Significance of the Study

Online trolling is the practice of behaving in a deceptive, destructive, or disruptive manner in a social setting on the Internet with no apparent instrumental purpose. Much like the Joker, trolls operate as agents of chaos on the Internet, exploiting "hot-button issues" to make users appear overly emotional or foolish in some manner. If an unfortunate person falls into their trap, trolling intensifies for further, merciless amusement. The deceptive and "pointless" disruptive aspects may distinguish trolling from other forms of online antisociality, such as cyber-bullying, where perpetrator identities are usually clear and the intent is more straightforward. Frequency of activity is an important correlate of antisocial uses of technology. For instance, cyber-bullying is often perpetrated by heavy Internet users and disagreeable persons use mobile technologies more than others – not for socializing, but for personal entertainment.

I.2 Scope of the Study

Trolling as a phrase for describing internet abuse was popularised in 2011. The use of the term 'troll' to describe transgressive and subversive humour was proliferated by the 'hactivist' group. Anonymous. This creates an easy to identify difference between trolls in the classical sense, and this more modern usage. Classical trolling can be seen to be done for the community's consensual entertainment in order to build bonds between users. Anonymous trolling on the other hand can be seen to be done at the expense of someone outside of a particular community for that person's own sick enjoyment, or to share with others who are part of a 'clubhouse' that encourages trolling. These trolls thus do it for their own enjoyment, even if there is a victim whom has no benefit from it. So through this project my aim is to find the impact of trolling in youth and how this improved the popularity of social media.

I.3 Objectives Of the Study

- To analyze the impact of trolling in social media users
- To identify the reason for popularity of trolls
- To discuss the effects of trolls in social media users

II. REVIEW OF LITERATURE

1. Jonathan Bishop on his project (The Psychology of Trolling and Lurking: The Role of Defriending and Gamification for Increasing Participation in Online Communities Using Seductive Narratives) said that The rise of social networking services have

furthered the proliferation of online communities, transferring the power of controlling access to content from often one person who operates a system (sysop), which they would normally rely on, to them personally. With increased participation in social networking and services come new problems and issues, such as trolling, where unconstructive messages are posted to incite a reaction, and lurking, where persons refuse to participate. Methods of dealing with these abuses included defriending, which can include blocking strangers. The Gamified Flow of Persuasion model is proposed, building on work in ecological cognition and the participation continuum, the chapter shows how all of these models can collectively.

2. Allison Klempka and Arielle Stimson (Anonymous Communication on the Internet and Trolling) said that Internet Trolls are an online subculture who participate in posting upsetting or shocking content, harassing users, and spreading false information for their own enjoyment. As of the time of this study, research is limited on the trolling culture, the perception of trolls, and trolling behaviour. The researchers have investigated trolling culture, as well as conducted a study in which subjects were asked to relay their emotional reactions to a selection of online comments, and mark the comments they considered to be trolling behaviour. The results were meant to discover whether subjects of different age generations differed in their perception and definition of trolls.

3. Justin Cheng (Anyone Can Become a Troll: Causes of Trolling Behaviour in Online Discussions) said that in online communities, antisocial behaviour such as trolling disrupts constructive discussion. While prior work suggests that trolling behaviour is confined to a vocal and antisocial minority, we demonstrate that ordinary people can engage in such behaviour as well. We propose two primary trigger mechanisms: the individual’s mood, and the surrounding context of a discussion (e.g., exposure to prior trolling behaviour). Through an experiment simulating an online discussion, we find that both negative mood and seeing troll posts by others significantly increases the probability of a user trolling, and together double this probability. To support and extend these results, we study how these same mechanisms play out in the wild via a data-driven, longitudinal analysis of a large online news discussion community. This analysis reveals temporal mood effects, and explores long range patterns of repeated exposure to trolling. A predictive model of trolling behaviour shows that mood and discussion context together can explain trolling behaviour better than an individual’s history of trolling.

III. METHODOLOGY

For the study, the researcher conducted a questionnaire method of which how trolling is influencing their day to day life. The effects of trolls in the participant’s life as a mode of entertainment, decision making, mode of protest etc. In the methodology it also analysis the opinion of people especially youngsters about social media without trolls and evaluating their emotional reaction towards trolls. The survey is conducted among students who are using any sort of social media for one hour or more. All of them are familiar with trolls and commented that most of the trolls are seen in the Facebook which is a popular social media platform.

Participants:

A convenience sample of participants varied in ethnicity, gender, socio-economic status, and frequency of social media use. The youngsters from age group of 18 to 30 were the participants. They use social media to a large extend and are common with trolling in social media. The survey was conducted both in females and males. There were 40 samples collected from the students in the college. Among the participants of the survey the 55% of the population were females and 45% are male. The participation of women are more compared to men.

How many hours do you use social media a day?

Hours	Frequency	Percentage
1-2	12	30%
2-4	10	25%
4-5	8	20%
More than 5 hours	10	25%

The participants are very active in social media. They spend more than two hours in socialmedia. Only 30% percentage of the population are using social media in a limited amount. Remaining 70% are using their leisure hours in these media. So it is clear that they are some sort of addicted to social media.

How often you come across trolls in your social media account?

Trolls in social mediaaccount	Frequency	Percentage
Often	8	20%

Very often	7	17.5%
Sometimes	11	27.5%
Always	14	35%

The table proves that the samples come across the trolls in their social media account always. 35% says that they come across trolls always in their account. This concludes that trolls are very common now in social media.

How many times do you share trolls in social media a week?

Time	Frequency	Percentage
2-3	24	60%
4-6	7	17.5%
6-10	4	10%
More than 10	5	12.5%

According to the survey it is clear that the samples share trolls in social media very often. They share at least 2 to 3 trolls every week. This is exactly a huge number. Almost 40% share trolls more than four times a week. This made clear that trolls have a good impact in social media.

What is the role of trolls in your life?

Role of trolls	Frequency	Percentage
entertainment	32	80%
Educative	4	10%
Decision making	5	12.5%
Informing	7	17.5%
None of the above	2	5%

The youth considering trolling as a mode of entertainment. They are using trolls for entertainment. More than ten percentage opined that trolls are helping them to take decision. More than 15% said that trolls are helping them for informing.

Do you feel that trolling are essential in social media?

Trolling essential	Frequency	Percentage
Yes	20	50%
No	5	12.5%
May be	15	37.5%

For this question almost half of the population said that trolling is essential in social media. They consider trolling as an inseparable part in social media. Only a few opined that it is not necessary. So trolling has a good effect in social media.

Do you feel that trolling has increased the popularity of social media?

Increased popularity	Frequency	Percentage
Yes	30	75%
No	3	7.5%
I don't think so	7	17.5%
	40	

According to the survey majority opined that trolling played a role in increasing the popularity of the social media. 75% of the population said that trolling has popularised the social media. Only less than 10% opposed this assumption. What is your reaction on seeing trolls about social issues?

Reaction	Frequency	Percentage
Angry	2	5%
Disgust	7	17.5%
Irritation	3	7.5%
Fun	19	47.5%
No reaction	9	22.5%

More than 45% of the population would feel fun on seeing trolls. Only few percentage felt anger, irritation, and disgust. This made clear that the people are interested in funny trolls in their social media account.

What is the reason of you to use social media?

Reason	Frequency	Percentage
Communication	17	42.5%
Information	23	57.5%
News	12	30%
Time pass	14	35%
Status	2	5%

The reason for many of the samples to use social media was not a single one. They said that social media have multiple uses. Majority of them used for communication, secondly they use most for communication. There is a number of people who use for news and timepass.

Do you think trolling can help you in decision making?

Decision making	Frequency	Percentage
Yes	10	25%

No	21	52.5%
I don't know	9	22.5%

The samples clearly remarked that trolling is not helping them in decision making. Just 25% of population said it helps them and a few said they are unaware that whether directly or indirectly they are considering trolls for a tool for decision making.

What is your opinion about trolling in social media?

Opinion	Frequency	Percentage
Good	24	60%
Bad	3	7.5%
No opinion	13	32.5%

More than 50% of the samples opined that trolling is good. Only a very few percentage said it is bad. They are strongly supporting trolls in social media. A good number of people had a no opinion towards the question.

In which social media have you seen trolling most?

Trolling most	Frequency	Percentage
Facebook	28	70%
Whatsapp	10	25%
Twitter		
Instagram	2	5%

They said that the social media platform Facebook is having a large number of trolls in it. This is the media which is active in trolling the most. 70% of the people opined this. Secondly Whatsapp and Instagram has just a very few number.

How social media would be without trolls?

Without trolls	Frequency	Percentage
Very boring	10	25%
Boring	16	40%
Happy		
Nothing special	14	35%

Almost 65% of the samples said social media will be boring without trolling. This made clear that they have increased the popularity and it has a good effect in the people. Less than 40% said they have no opinion and surprisingly no body mentioned they will be happy without trolls.

What sort of trolls do you like to see on your social media account?

Type of trolls	Frequency	Percentage
Funny	33	82.5%

Serious	3	7.5%
Educative	6	15%
None of the above	2	5%

The samples like to see funny trolls in their social media account. They want something which is entertaining. A good percentage also opined that they also like seeing educative trolls in their social media. There is a number of people who wish to see serious trolls also.

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Do you have an opinion that trolling is a new tool of protest in social media?

New tool of protest	Frequency	Percentage
Yes	22	55%
No	9	22.5%
I don't think so	10	25%

The population opined that trolling is considered as the new tool of protest in social media. More than 50% of the population agree with the assumption that social media can be a tool for protest in social media.

How often you used to check troll pages in social media?

Check troll pages	Frequency	Percentage
Often	10	25%
Very often	5	12.5%
Sometime	13	32.5%
Rarely	10	25%
Never	2	5%

More than 50% of the population check troll pages to see upcoming trolls. Rather than seeing trolls in their social media account they also go to exclusive troll pages in search of new trolls.

Do you think trolling in social media is for fun?

Trolling for fun	Frequency	Percentage
Yes	14	35%
No	4	10%
Sometimes	22	55%

Almost 55% opined that trolling in social media is fun is just sometimes only. There is a good percentage opined that 35% are saying trolls in social media is for fun.

Do you agree that trolling causes defamation in social media?

Defamation	Frequency	Percentage
Agree	11	27.5%
Strongly agree		
Disagree	5	12.5%
Strongly disagree	1	2.5%
No comments	24	60%

A large number of people opined that they have no comments on defamation caused due to trolling in social media. They are unaware that trolling will result in defamation. A good number said that the trolling also causes defamation in social media.

IV. FINDINGS

The term 'troll' has changed in recent years to mean not only the provocation of internet users, but the abuse of them also. It could be argued that the increased use of the term is driven by the media's desire for a moral panic to shift its publications at a time when growth is low. The nature of how trolls and trolling are presented varies between different news sources, and this suggests the moral panic around internet trolling is presented to different audiences based on the gratifications they get from consuming them.

The paper found that the trolling has an impact in social media and it effected in the popularity of social media to a extend. The study also found differences between the way trolling and trolls presented in the social media. In the online article following him being a victim of trolling he was presented upright and cheerful to show confidence and how strong he was. This shows how the media will in a calculated way present people in visually distinct ways depending on the agenda of the journalist or newspaper. In terms of Facebook and Whatsapp looked at the representations of notorious troll and his victims. This was another clear attempt to portray trolls in a negative light and exploit their victims to feed those who consume the media to detract attention from their own lives, where they may be less than perfect. Overall this paper has shown how there are clear techniques employed by the media to convey particular messages about internet trolls and trolling. These vary between different social media suggesting they have different audiences that consume content in different ways. These young people, who are a new generation of digital natives, enjoy control over their use and production of media, which goes beyond the control that some journalists may be comfortable. In this cycle, youths are at one point presented as the perpetrators of abuse against others, and the cause of a broken society. Then following this they are presented as victims of abuse, often the same people whom were actually to blame for the 'broken society'.

Indeed, at the time of going to press, the media had started to focus on the 'cyberbullying' of young people and the fact that celebrities were stopping their children from using mobile phones and the internet. The population opined that trolling is considered as the new tool of protest in social media. More than 50% of the population agree with the assumption that social media can be a tool for protest in social media. The participants are very active in social media. They spend more than two hours in social media. Only 30% percentage of the population are using social media in a limited amount. Remaining 70% are using their leisure hours in these media. So it is clear that they are some sort of addicted to social media. The table proves that the samples come across the trolls in their social media account always. 35% says that they come across trolls always in their account. This conclude that trolls are very common now in social media. According to the survey it is clear that the samples share trolls in social media very often. They share at least 2 to 3 trolls every week. This is exactly a huge number.

Almost 40% share trolls more than four times a week. This made clear that trolls have a good impact in social media. The youth considering trolling as a mode of entertainment. They are using trolls for entertainment. More than ten percentage opined that trolls are helping them to take decision. More than 15% said that trolls are helping them for informing. For this question almost

half of the population said that trolling is essential in social media. They consider trolling as an inseparable part in social media. Only a few opined that it is not necessary. So trolling has a good effect in social media.

More than 45% of the population would feel fun on seeing trolls. Only few percentage felt anger, irritation, and disgust. This made clear that the people are interested in funny trolls in their social media account. They said that the social media platform Facebook is having a large number of trolls in it. This is the media which is active in trolling the most. 70% of the people opined this. Secondly Whatsapp and Instagram has just a very few number. The samples clearly remarked that trolling is not helping them in decision making. Just 25% of population said it helps them and a few said they are unaware that whether directly or indirectly they are considering trolls for a tool for decision making. Almost 65% of the samples said social media will be boring without trolling. This made clear that they have increased the popularity and it has a good effect in the people. Less than 40% said they have no opinion and surprisingly no body mentioned they will be happy without trolls.

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A very few interested in serious trolls and educative trolls but the number is very less. They consider social media accounts will be very boring without trolls. Not only just seeing trolls they

are interested in sharing and going through troll pages to see what all are the new updating of trolls.

There are new facilities in which everyone can make trolls using some funny photographs or texts. Usually trolls are considered as images or texts but now trolling pages are coming up with trolling videos. There is a competition in troll pages to get highest followers and to a level they are successful too. This is because the social media users cannot image a newsfeed without minimum two or three trolls per day. The people are unaware about how trolls help them in decision making. So the results is rejected our assumption. They said that trolls are not helping them in 3 decision making so this hypothesis is proved wrong from the methodology. The public are indirectly involved in trolling and they are not bothered about it.

V.CONCLUSION

Social media is like community places in past: a place where aggravated people can get together to discuss and raise protests. Facebook has played a large role in this revolution since it has taught users a new way to create groups, spread information all over the globe and voice their opinion unanimously Trolling stems from both innate and situational factors –where prior work has discussed the former, this work focuses on the latter, and reveals that both mood and discussion context affect trolling behaviour. This suggests the importance of different design affordances to manage either type of trolling. Rather than banning all users who troll and violate community norms, also considering measures that mitigate the situational factors that lead to trolling may better reflect the reality of how trolling occurs. The internet, however, drastically increases that ability, and allows us to emotionally divorce ourselves, not just from the people we don't like but also from those we don't even know. It is, after all, a rare person who hasn't written an online review, email or comment that was more abrasive than anything they would ever say in person. But this still doesn't tell us why someone would do this. Trolls are not often in a rush to discuss their behaviour with a stranger.

This is hardly surprising. There are potentially serious consequences to being outed as a troll, ranging from mere social stigma and relationship breakdowns to job losses and prison sentences.

The result, however, for anyone trying to analyse and understand trolling, is that we're left to either investigate the few cases that have come to court or divine motives and intentions from the data the trolls provide. One motive for trolling, and perhaps one we're all most familiar with, seems to be simple boredom – too much free time after school, at work, or between jobs. Interestingly, those same sites also tend to be the powerhouses that generate internet "memes" – popular concepts that spread beyond the internet. . A lot of people enjoy the kind of trolling that illuminates the gullibility of the powerful and their willingness to respond.

The benefits of trolls to the society

- **Entertainment**

If various forums, news websites, blogs, and youtube comments didn't have trolls, imagine how boring they would be! Remember the scene in The 5th Element where Gary Oldman's character breaks a glass and then explains how breaking the glass and being "bad" actually drives society and is ultimately a good thing? Trolling works the same way. Could you imagine how boring the Internet would be without trolls so spice things up? Trolling entertains us and gives us something to read, something to act as a lightning rod for our misery while we're at our shitty job contemplating cutting our throats.

- **Self-Improvement**

Trolling has made Internet savvy people increase their tolerance for bullshit. Trolling is so prevalent that if you're using the Internet often, you're elbow deep in the stuff—that's how prevalent trolling is. It's practically on whichever website you go on. Having to deal with so much trolling has made people more patient. And, if it hasn't made them more patient, it has become something to absorb their hate—a lightning rod for the frustrated, mediocre masses, if you will. Now, people can flame trolls rather than yell at their spouses or kids. Trolling is saving families!

- **Strengthening the Community**

One of the benefits of forum trolls is that they strengthen the very communities they seek to destroy. When a particularly nasty troll brings a forum to its knees, the posters in that forum band together and forget their petty rivalries and disagreements. They ultimately increase their vigilance against trolls in the future and the community is reminded of why they are posting on the forum

in the first place: because they love to post there and will stop any trolls who try to take that forum away. Nothing else can make people rally to protect their forum in such a manner.

- **Tool for protest**

Many trolls have a sarcastic elements in it which is not harming the society anyway but it help in informing public how to protest for social causes. They groom the society for a common aim and made them to be a socially active human beings. The trolling can be a nonviolent form of protest were using the words as the weapon to raise against social miso happenings.

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