

## FACEBOOK AND SCHOOL VIOLENCE: IMPACT AND SOLUTIONS FOR VIETNAMESE STUDENTS

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<https://doi.org/10.54922/IJEHSS.2024.0715>

### ABSTRACT

The purpose of this article is to examine the impact of Facebook on the access of Vietnamese students to the issue of school violence and cyberbullying, including both the positive and negative effects of the popular platform. Not only has the popularity of Facebook changed the way the majority of Vietnamese students interact, exchange and access information, but it also has had multidimensional impacts on their perception and engagement with the issue of bullying at school. The research also suggests strategies to mitigate the negative impacts and leverage the benefits of Facebook in addressing the issue of school violence. The findings underscore the importance of raising awareness among Vietnamese students about the influence of Facebook and fostering an online environment that promotes safety and non-violence. By utilizing the potential of Facebook as an educational tool and a platform for support and knowledge-sharing, proactive steps can be taken to combat school violence effectively.

**Keywords:** Facebook, school violence, bullying, Vietnamese students, social media, access, impact, positive effects, negative effects, awareness, online environment, educational tool, knowledge-sharing, combat.

### 1. INTRODUCTION

Facebook's widespread use and easy accessibility have opened doors for Vietnamese students to quickly and broadly access information about various issues, including school violence. However, the platform's popularity also raises concerns about its impact on students' perceptions and understanding of this issue. Despite its advanced features that facilitate easy online communication and quick access to information, reality soon revealed that Facebook also had its own drawbacks.

The 2016 U.S. presidential election marked the beginning of two years of severe criticism of Facebook in the media worldwide for the platform's negative impact and lack of reliability in election outcomes. Surprisingly, the company's revenue, monthly user numbers, and extensive partner network were not diminished or affected. Over the past decade, many companies around the world have proactively adjusted their business models and integrated their technologies with Facebook. By the end of 2018, Facebook was supporting more than 90 million businesses and 6 million advertisers worldwide, confirming the rapid and widespread development of this online platform.

Facebook has clear positive effects, such as raising awareness and enhancing social discussion among students about school violence. However, it also has negative impacts, such as the spread of sensitive images and misinformation, encouraging violent behavior, or causing significant psychological effects.

Therefore, it is necessary to specifically understand the impact of Facebook on Vietnamese students' access to the issue of school violence. This research helps us better understand the importance of this social media platform in the awareness and response to school violence. The results of the study will provide useful knowledge, helping to propose specific solutions and policies to address school violence on social networks, thereby creating favorable conditions for Vietnamese students to access safe and healthy learning environments on Facebook.

## **2. OVERVIEW OF FACEBOOK AND THE ISSUE OF SCHOOL VIOLENCE**

### **A. FACEBOOK**

#### **1. Definition and Nature of the Social Network Facebook**

Facebook is an online social networking site founded in February 2004 by a group of Harvard University students, including Chris Hughes, Andrew McCollum, Dustin Moskovitz, Eduardo Saverin, and Mark Zuckerberg. Initially, the idea behind Facebook was to provide an online profile for university students to connect and share information. When it was first launched, it was a social network exclusively for Harvard students, gradually expanding to other universities in the following years. Eventually, Facebook has become a social networking site for anyone, anywhere in the world.

Originally, Facebook was an online community where users could share information about themselves and discuss personal topics. Over time, other features were developed to expand the platform's reach, such as timelines, friends, messaging, video calls, news feeds, games, events, e-commerce pages, and many other features. These features attract billions of users worldwide who use Facebook daily to create and grow online communities, engage in personal communication, and even earn income through interaction and online business. Facebook has developed many applications that help individuals, community groups, and businesses benefit from the platform.

#### **2. The Popularity and Importance of Facebook in Vietnam**

According to data from the Ministry of Information and Communications, Vietnam ranks among the top 16 countries with a significant number of internet users, with over 60% of the population using the internet. The average internet usage time for Vietnamese people is nearly 7 hours per day. The most popular social networks in Vietnam today are Facebook and Zalo. Facebook has approximately 66.2 million Vietnamese users, ranking 7th among the countries with the highest number of Facebook users in the world. According to the Vietnam Digital Development Overview Report 2021, published by We Are Social and Kepios at the beginning of 2022, Vietnam has 76.95 million social media users (accounting for 97.8% of the population aged 13 and older). The number of social media users is also rapidly increasing (up 6.9% in 2022 compared to 2021). Additionally, according to the report, the majority of social media users in Vietnam are aged between 18-34.

With such a large number of young people engaging in social media, especially on the Facebook platform, Vietnam has formed a strong online community on this social network, where members create and disseminate information. Facebook allows information to be transmitted and spread at a rapid pace, providing unprecedented communication benefits and capabilities. On this platform, users have opportunities to communicate, share information, search for resources, entertain, participate in discussions, and explore business opportunities. This creates a diverse and dynamic online environment for users to access, interact, and develop in various aspects of life.

### **3. Impact of Facebook on Vietnamese Students**

According to a survey conducted at five universities in Hanoi (Hanoi University of Science and Technology, FPT University, Banking Academy, Hanoi Law University, Academy of Journalism and Communication), 100% of the surveyed students use social media, with 73.75% indicating that the first thing they do when accessing the Internet is to use social media, with an average usage time of 2 hours per day. Among these, Facebook is one of the most popular online platforms.

There are many reasons why Facebook is favored by the majority of young people, especially students. Facebook is one of the few online platforms that can meet the needs for entertainment, learning, connecting, sharing information, as well as job searching and income generation. Facebook provides an effective means of communication and connection for the vast majority of students. It is a place where students can find and connect with friends, family, as well as communities and groups they are interested in; helping students maintain relationships and contact with important people regardless of location. Additionally, Facebook is a rich and diverse source of information, from news and knowledge to study materials. Students can search for information, opinions, and useful resources from the community on Facebook, such as specialized groups, informational pages, or from other users. This allows students to discuss, exchange opinions, and share perspectives on social, political, educational, and many other issues.

Moreover, Facebook provides a powerful advertising and business platform, enabling students to access the market, build personal brands, and create job opportunities. This platform can help students access job postings, search for internship opportunities, and build professional networks.

Facebook also easily meets students' entertainment needs. Students can easily find and watch funny videos, music videos, TV shows, movies, or follow livestreams of celebrities, favorite bands, and many other entertainment sources. Facebook provides information about entertainment events such as music performances, fairs, exhibitions, and other cultural activities. Students can search for and participate in these events to experience diverse entertainment activities and meet people with similar interests. They can also share and explore entertainment content by posting articles, photos, or videos about the entertainment activities they participate in. This creates an environment for exchanging and discovering entertainment suggestions from friends and other users on Facebook. Online shopping is also a popular activity among many students on this platform.

## **B. SCHOOL VIOLENCE**

### **1. Definition and Impact**

According to the regulations on school violence in Decree 80/2017/ND-CP, Clause 5, Article 2 defines school violence as acts of bullying, mistreatment, beating; infringing on the body and health; insulting, degrading honor and dignity; isolating, expelling, and other behaviors that cause material and mental harm to students occurring in educational institutions. Simply put, school violence refers to negative behaviors that affect a student in the school environment. It can include both verbal and physical actions, not limited to the use of force. Acts of school violence may include beating, scolding, humiliating, body shaming, mistreatment, and exclusion in the classroom, among other forms.

School violence has negative impacts on both the direct victims and those around them. Victims of school violence often feel stressed, anxious, fearful, tired, and lack confidence in the

environment where they are bullied. These students may become self-conscious, lose focus, and lose interest in learning, directly affecting their academic performance. Victims are also likely to experience social isolation, being separated from peer groups, and face difficulties in building relationships and social communication. School violence can cause both physical and psychological health issues, including injuries ranging from mild to severe, or stress that affects the immune system and overall health.

Moreover, those who witness acts of school violence often feel anxious, insecure, and pressured when they do not know how or do not dare to help and prevent bad situations from occurring. School violence creates an unsafe and unhealthy environment in schools, weakens social relationships, creates tension, and distances individuals and groups within the school community. This situation also reflects the inadequacy and lack of attentiveness of the school management and education system, as well as the families of the students involved in this issue.

## **2. Current Situation and Common Forms of School Violence in Vietnam**

At the National Conference on Science and Technology in Transport held at Ho Chi Minh City University of Transport, Law Lecturer Ngo Thuy Dung from the Faculty of Political Theory presented findings from an online random survey conducted with 705 students from three universities in Ho Chi Minh City: Ho Chi Minh City University of Transport, Ho Chi Minh City University of Technology and Education, and Ho Chi Minh City University of Information Technology. The survey, conducted from March 25 to April 10, revealed that 99.9% of students use digital devices such as phones, computers, tablets, and social media. Among them, 56% had experienced attacks, data loss, or account password theft during usage. Furthermore, 69% of surveyed students reported being victims of online violence in various forms, including derogatory comments on their social media posts, receiving inappropriate content such as images and videos, having others post and spread defamatory information and images, and disclosing private and family information online.

With the rapid socio-economic development, particularly the growth of social media platforms on the internet, school violence is becoming increasingly prevalent in Vietnam in various forms. Acts of violence can include direct physical violence such as beating or attacking, causing direct bodily harm to victims. These actions can lead to more complex developments if disseminated on social media platforms. For instance, according to Phap Luat Vietnam, on April 21, female student L.T.T. (born 2004, residing in Tan Thang commune, Quynh Luu district, Nghe An) was summoned by the Internal Political Security Department (Nghe An Police) for posting content inciting school violence on social media. On her personal Facebook, this student posted images and videos of two other female students fighting, along with inciting content. The post drew public attention with many negative comments. L.T.T admitted to her violation and committed not to repeat it after a session with the police.

Common forms of school violence in Vietnam also include mocking, disparaging, or spreading rumors and negative images about other students, causing mental harm and affecting their personal image. When such information and images are posted on social media, they become difficult to remove or control due to the rapid spread on these platforms. Particularly troubling, school violence occurs not only between students but also between students and teachers or school staff. All these actions cause harm and negative impacts on the health, psychology, academic performance, and development of the victims, creating a pressured, unhealthy, and unfair learning environment.

Although school violence has become a widespread issue, many incidents remain hidden by local authorities or schools to protect their reputation. This concealment contributes to the conditions that allow school violence to persist. Moreover, controlling acts of online violence is a significant challenge, especially when victims face substantial psychological pressure and are reluctant to report such behaviors. With the increasing use of smartphones and laptops among students, detecting and promptly preventing online school violence becomes exceedingly difficult without strong support and decisive responses from families, schools, and the community.

### **3. THE IMPACT OF FACEBOOK ON STUDENT ACCESS TO SCHOOL VIOLENCE ISSUES**

#### **A. The Dissemination of Information about School Violence on Facebook**

##### **1. The Role of Facebook in Transmitting Information about School Violence**

Facebook plays a crucial role in disseminating information about school violence in Vietnam. With over 70 million users in Vietnam, Facebook is a popular online platform used daily by the majority of students. Based on the platform's ability to share and spread content rapidly, posts, images, and videos related to school violence can be shared by users and continue to spread through the shares of friends and followers. These are fundamental factors that facilitate the rapid and powerful spread of information about school violence, while enhancing social interaction through this application. Consequently, it is easy to find groups and communities on this platform actively discussing issues of school violence. Posts, comments, and specialized groups can attract user interest and participation, creating an online space to share experiences, opinions, and seek solutions to this issue.

Furthermore, Facebook can also motivate and support efforts to combat school violence both online and offline. Information and content related to preventing and addressing school violence can be shared, raising awareness and calling for participation, while providing support and resources for those affected and interested individuals.

However, Facebook also has negative aspects when users, particularly the majority of students, use this platform to spread or access information about school violence. Despite having policies and regulations to control the content of information posted, Facebook still faces challenges in managing and controlling activities related to school violence. Lack of control can lead to widespread and difficult-to-control dissemination of violent content, contributing to an unsafe online environment for students. Especially when this information is not vetted, not accurate, or just rumors or gossip about incidents of school violence. Facebook accounts are sometimes abused to spread inappropriate messages of school violence or to attack, defame, and insult others. Using Facebook as a tool to distort and disseminate negative content can have a detrimental effect on the victims and create an unsafe online environment for the student community.

##### **2. Common Information Spreading Model and Its Impact on Student Awareness**

The common information spreading model on Facebook occurs through the sharing of posts, images, videos, and comments related to school violence. Users can post cases of school violence they witness or know about, and this information can spread quickly through the shares of their friends and followers. The use of hashtags, specialized groups, and information pages also helps focus and increase the dissemination of messages about school violence on this platform.

The impact of the information spreading model on Facebook on student awareness is noteworthy. By accessing information about cases of school violence, students can grasp the reality and situation occurring within the school community. Posts, images, and videos about school violence enhance students' awareness of the issue, while also facilitating information sharing, arousing interest, and fostering discussion within the online and offline student community. This can help enhance students' awareness of the issue of school violence and motivate them to participate in anti-bullying activities. An example is the BBB project - Bái Bai Bully. This is the first social project established by students in Vietnam to combat cyberbullying. The project focuses on raising awareness and knowledge about online school violence, providing counseling support, and resolving issues for victims of cyberbullying. BBB has created a safe and supportive online community to connect and share experiences among victims and concerned individuals, aiming to build a healthy and non-violent online environment for the student community in Vietnam.

However, it is important to note that the information spreading model on Facebook may also have limitations. Information on social media is not always accurate and can be distorted, diluted, or spread misinformation. Therefore, it is necessary to ensure that students have the ability to discern and evaluate information objectively to avoid being influenced by rumors or inaccurate information about school violence. Moreover, focusing solely on the information spreading model on Facebook may lead to a loss of interest and a one-dimensional view of the issue of school violence, potentially overlooking other aspects.

## **B. Discussion Environment and Awareness of School Violence on Facebook**

### **1. Facebook Groups, Pages, and Communities Related to School Violence**

Currently, there are numerous pages, groups, and communities on Facebook actively raising awareness and engaging in positive discussions about the issue of school violence in Vietnam. For example, pages like "Preventing School Violence" and groups like "Stop School Violence" provide students with the opportunity to share stories, experiences, and learn about methods to prevent school violence. Through the information, documents, and advice from these groups, students can better understand the negative impact of school violence and equip themselves with the necessary knowledge to address and prevent this phenomenon.

Additionally, the "Stop Bullying Vietnam" page plays a significant role in spreading the message of preventing school violence in Vietnam. By sharing information and documents, this page helps enhance the awareness of students and the community about this pressing issue. The posts, images, and videos on the page provide specific examples of school violence, helping students realize the importance of preventing and addressing this issue.

The community "Students Stand Up Against Bullying" is also a reliable online source, creating a safe and supportive environment for students. By participating in this community, students can share experiences, seek support from peers, and receive encouragement to stand up against school violence. This community provides support and encouragement for students to engage in anti-bullying activities and campaigns, thereby positively impacting the awareness and actions of students.

Thanks to the presence and influence of these groups, pages, and communities on Facebook related to school violence, students have the opportunity to access information, learn, and participate in anti-bullying activities. These groups play a crucial role in raising awareness, creating a safe environment, and building a supportive community in the fight against school violence.

There have been many examples of how sharing about school violence issues in Facebook groups has yielded positive results. For instance, after enduring a long period of suffering, Student A from School X decided to share their personal story about experiencing school violence and how they overcame the difficulties on their personal Facebook page. In the post, they shared their emotions, challenges, and lessons learned from that experience. Later, a member of a Facebook group dedicated to discussing school violence in Vietnam shared this student's story again. This student's sharing received attention and positive feedback from the student community on Facebook. Other students expressed empathy and praised the student for their strength and courage in sharing their story. Some other students also shared similar stories and received support from the community. Such posts always generate positive dissemination and enhance awareness of school violence issues within the student community on Facebook. They can inspire pride and encourage victims of school violence not to remain silent but actively seek support. Additionally, they also encourage other students to participate in discussions and anti-bullying activities, bringing about positive changes in the education environment in Vietnam.

## **2. Discussion Methods and Student Awareness**

In the online space, students can easily become victims of cyberbullying in the university education environment, but they can also be perpetrators. Unfortunately, many cases involve students who are not aware that they are contributing to the development of this issue. By clicking the share button on information, images about a case of school violence on Facebook, along with some vague comments without understanding the accuracy of the news, many students unintentionally push the truth further away, causing harm to those involved, and also affecting their reputation and personal image.

When discussing or sharing about school violence issues on social media, students' reactions and language use vary. While many students share empathetic sentiments toward victims and direct people to positive solutions, some students show indifference or mockery towards such a pressing social issue. In some cases, disrespectful or violent language may be used in posts or comments. Some students may use sarcastic, offensive, or derogatory language towards victims of school violence. This may reflect a lack of sensitivity and empathy towards this issue. Furthermore, some students may have a sympathetic attitude towards acts of school violence or see it as "normal" behavior in the educational environment. This attitude may stem from a lack of understanding of the impact and consequences of school violence on victims. Sometimes, during discussions, victim shaming may occur, where the victim is blamed, judged, or considered responsible for experiencing school violence. This undermines the morale and confidence of the victim, creating an unsafe environment where victims feel they should not or cannot seek help because "no one cares" or worse, "they deserve to be treated that way," "it's their fault."

However, it is important to emphasize that these attitudes and behaviors are in the minority. In discussing school violence on social media platforms, especially on a popular platform like Facebook, it is necessary to create a positive social media environment, encourage empathy, and respect for victims, with appropriate attitudes and language.

## **C. Positive and Negative Impacts**

### **1. Positive**

In the age of Industry 4.0, large social media platforms like Facebook are considered "fertile ground" for many young people in Vietnam to express themselves. The youth are very

aware of the influence of their "voices" on social media. Therefore, any activity or statement, any sharing by students on Facebook about a significant issue like school violence can develop in either a positive or negative direction.

On the positive side, it cannot be denied that, thanks to the large reach and coverage of social media, young people are increasingly paying more attention to social issues such as politics, sovereignty, the environment, or school violence. With wide and early exposure to online media channels, as well as progressive and diverse perspectives, young people actively and openly sharing and discussing school violence on social media can motivate positive changes in society. Sharing and discussing school violence on Facebook helps raise awareness among the young community about this issue. By accessing information, young people can better understand the consequences of school violence and realize their role in preventing and addressing it. With open and constructive sharing, young people, especially the student community, can understand that even if they do not directly participate in violent actions, choosing to stand aside and remain silent when witnessing such behavior is tantamount to supporting the development of school violence in their own educational environment.

Building a supportive community can go a long way. Sharing personal stories about school violence on social media helps create a healthy and supportive community where victims or those affected by school violence can find empathy and assistance. Educational discussions can help students recognize the importance of respecting and helping each other, while encouraging them to resist or abandon violent behavior and participate in anti-school violence activities. Additionally, sharing stories, information, and opinions on social media like Facebook provides motivation for change and support for practical actions within the student community. When many people are interested and contribute, the empathy and support from the community will encourage individuals and positive social organizations to actively participate in solving the problem of school violence. Widespread sharing of serious violent behaviors in school environments can also attract the attention of authorities, the media, and the public to raise awareness and implement effective solutions.

## 2. Negative

Firstly, the prevalence of Facebook has made it one of the most important sources of information for many Vietnamese students. This platform allows students to freely share stories or cases of school violence. However, it is very difficult to assert whether these shares are carefully reviewed or controlled. Due to the rapid spread, students easily access negative information and images of violence, which can influence the perception and thinking of a portion of students on this issue. If "gradually accustomed to", many students may consider school violence as "normal," "commonplace," only caring when they have free time, otherwise ignoring it. This can lead to indifference, apathy, or the spread of misinformation, reinforcing the phenomenon of school violence instead of solving the problem.

In some cases, sharing about school violence on social media may increase interest and curiosity about this issue, leading to the spread of negative information and reinforcement of violent behavior. Continuous exposure to violent content can weaken awareness and create empathy with violent behavior. Many students with unclearly oriented perceptions may use offensive, derogatory, or disdainful language towards victims. This disrespectful attitude, written on a social media platform and seen by many, sometimes leads to a distorted orientation on the issue. Sometimes, instead of holding perpetrators accountable and criticizing them, some students



may blame or belittle the victims - those who carry the “victim shaming” mindset. Not only does this cause further harm to the victims, but the somewhat malicious or ignorant comments also encourage school violence, creating an unhealthy online discussion environment. Additionally, one-sided, judgmental, and lack of diverse perspectives in discussions and sharing widely in the student community may reduce awareness and willingness of stakeholders to cope with and resolve school violence.

#### 4. SOLUTIONS

##### A. Minimizing Negative Impacts

##### 1. According to Legal Regulations

According to Article 6 of Decree 80/2017/ND-CP on Regulations on Safe, Healthy, Friendly Educational Environment, Prevention and Combat of School Violence, educational institutions are required to take preventive measures against school violence such as:

- a. *Disseminating and raising awareness among learners, management officials, teachers, staff in educational institutions, learners' families, and the community about the dangers and consequences of school violence; about the responsibility to detect, report, denounce acts of school violence; prevent and timely intervene in appropriate ways with their own abilities;*
- b. *Educating, equipping knowledge, skills in preventing, combating student harassment; preventing, combating school violence; child violence on the internet for learners, management officials, educators, staff of educational institutions and learners' families; educating, counseling knowledge, self-defense skills for learners; ...*
- d. *Organizing inspections, supervision, collection and handling of information related to school violence;*

The decree also specifies measures to support students at risk of school violence, as well as intervention measures when school violence occurs. For example, educational institutions need to *"promptly detect students with aggressive behavior, with the risk of causing school violence, students at risk of being victims of school violence... to take preventive measures, specific support"; "implement immediately assistance measures, medical care, counseling for students being bullied; monitor, evaluate the safety of victims," "timely notify the students' families to coordinate in handling; in cases where incidents exceed the capacity of educational institutions to resolve, timely notify the police, People's Committees of communes, wards, townships, and relevant authorities to coordinate in handling according to the law."*

Furthermore, according to Point a, Clause 1, Article 101 of Decree 15/2020/ND-CP on administrative sanctions in the fields of postal services, telecommunications, radio frequency, information technology and electronic transactions, acts of abusing social media to provide, share false information, misinformation, defamation, slander, insult the reputation of agencies, organizations, dignity, and personal integrity... are fined from 10 to 20 million VND. According to Clause 2, Article 155 of the Penal Code 2015, amended and supplemented in 2017, if criminally liable for offending the honor, dignity of others on social media, the offender may be sentenced to imprisonment from 3 months to 2 years with the statutory aggravating circumstance being "Using computer networks or telecommunications networks, electronic devices to commit crimes."

## 2. Other Measures

**a. Enhancing Education and Awareness:** Schools and educational institutions need to establish specific policies, clearly define behaviors considered as school violence, both offline and on social media, and have specific forms of handling. At the same time, schools and educational institutions need to ensure timely and transparent feedback and effective responses when incidents of school violence occur among students, lecturers, or school staff. Additionally, providing information, lectures, or educational activities to enhance students' awareness of school violence issues, such as recognition, consequences, and coping methods, is essential.

Furthermore, students should be encouraged to read and seek information to increase awareness of school violence, as well as how to properly share stories related to this issue. Students need to pay attention to their language and attitude when participating in sharing and discussing the issue; they must also identify reliable sources of information and have scrutiny when spreading news on social media platforms like Facebook. For victims of school violence, especially when subjected to defamation, distortion on social media, victims need to remain calm, collect evidence of violent behavior such as preserving images of messages or insulting language, links to violating posts,... actively contact the responsible school, lecturers for advice, support; or report to the authorities to protect their image, health, and rights.

**b. Establishing Punishment Regulations:** Schools and educational institutions need to clearly state regulations on students' attitudes, language when participating in sharing, discussing school violence issues on social media. Behaviors intentionally spreading distorted information, violent images, or inciting violence need to be punished. Furthermore, competent authorities need to work to require social media platforms like Facebook to apply strict policies and implement measures to handle violations related to school violence. This includes deleting inappropriate content, temporarily suspending or banning violating users. Moreover, these platforms need to develop protective tools to monitor and prevent school violence on social media, such as reporting features, filtering inappropriate content, or providing support resources for users.

**c. Coordination from Various Parties:** It is necessary to strengthen connections between schools, students, and parents to promptly detect acts of school violence, provide timely assistance when students are attacked, as well as impose strict penalties for violations to ensure a healthy, fair, and positive learning environment. Schools should establish a feedback and contribution system from parents and students, with an option for anonymous mode to ensure transparency, fairness while maintaining privacy and security. Such feedback, suggestions, and opinions from various parties can help improve the quality of education and create a safe learning environment. Furthermore, schools can organize regular meetings to announce updates on issues related to school violence, provide information on educational programs and anti-violence activities to students and families.

## B. Utilizing the Benefits of Facebook to Help Solve the Issue

### 1. Building Facebook Communities

Create groups and pages on Facebook specifically for sharing information, counseling, and discussing school violence issues. These communities can attract the attention of students, educators, parents, and experts in the field of education. Provide useful information, documents,

videos, and encourage people to discuss, share experiences, and seek common solutions. Schools can also use Facebook to enhance connectivity and communicate information about school violence to students and parents.

## 2. Organizing Campaigns on Facebook

Utilize Facebook's advertising feature and audience targeting capabilities to organize campaigns promoting anti-school violence. Ads can focus on age groups, geographic locations, and interests to deliver messages to the right audience. Posts, images, and videos can be shared to spread the message and raise awareness, especially within the student community.

## 3. Creating an Online Education Platform on Facebook

Use Facebook's group and page features to build an online education platform about school violence for students. Provide documents, courses, online counseling sessions, and reference materials to help students, educators, and parents better understand this issue and learn how to address school violence problems. Utilize live streaming and video features to interact directly with participants and answer questions.

## 4. Establishing Reporting and Violation Handling Systems

Create reporting and violation handling mechanisms on Facebook so that users can report cases of school violence and inappropriate behaviors. Facebook can provide technical support and staff to promptly and effectively handle these reports.

## 5. Collaborating with Organizations and Government Authorities

Facebook can collaborate with non-governmental organizations, social organizations, and government authorities to enhance efforts to combat school violence on its platform. Provide documents, technical support, and sponsorship for research, counseling, and educational activities in this field.

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