A Theoretical Framework for Understanding Cyber Incivility Perpetrators

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Abstract: Incivility behavior, both in contexts of face-to-face and online, has become a serious problem in the world. The impact of this phenomenon is not only felt by individuals as well as organizations but also by the states. Previous studies have explained various factors that cause incivility behavior in face-to-face manner, but unfortunately they have not explained it in the context of online communication. Therefore, this narrative review aimed to convey the framework of a more comprehensive cyber incivility perpetrator model by integrating psychological construction in both communication contexts by basing it on the approach of online disinhibition theory and stressor-emotion model of counterproductive work behavior. Implications for the understanding of cyber incivility behavior were discussed.

1 INTRODUCTION

The incivility phenomenon has become a serious problem in the world over the past two decades. This problem is taken seriously because it is very detrimental for organizations. It led workers to start withdrawing themselves personally, reducing contributions and responsibilities, stealing organizational properties, and choosing to change their jobs due to psychological stress (Cortina, Magley, Williams, and Langhout, 2001; Pearson, Andersson, and Porath, 2000). The facts show that 98% of workers in America experienced incivility with at least 70% of victims being women. As a result, around US$ 14,000 was budgeted per employee per year to overcome various project delays and cognitive impairments caused by these problems (Schilpzand, Pater, and Erez, 2016). The problems that began to emerge in the mid-1990s were based on the issue of sexual harassment and the desire to eliminate gender discrimination, especially for women who worked in a task-oriented environment dominated by men (Cortina, Kabat-farr, Magley, and Nelson, 2017). Similarly, in the Asian region, 77% of workers experienced incivility and most victims were dominated by men (Yeung and Griffin, 2008). This was strengthened by the findings by Handoyo, Samian, Syarifah and Suhariadi (2018) which proved that incivility was also an important issue in Indonesia in which 49.3% was coming from co-workers and as much as 37.8% was coming from the leaders. Patriarchal culture in which men want to be appreciated and respected was the background of rivalry and interpersonal conflict which is the main problem of incivility among workers in the Asian region (S. Lim and Lee, 2011).

Relating to this matter, the rapid development of information technology which is fast but out of sync, has facilitated the spread of incivility, not only in the context of face-to-face but also developed in the context of online communication (Pearson et al., 2000). The phenomenon of incivility in online communication is also a serious problem because the impacts are so great on the welfare of workers. For instance, impacts experienced by individuals are, among others, a decline in energy and the emergence of negative emotions that are getting stronger (G. Giumetti, Schroeder, Muth, Kowalski and Hatfield, 2013), to be involved in various deviations in work (Lim and Teo, 2009), to seek reasons for absenteeism, and even to desire to change jobs (Giumetti, McKibben, Hatfield, Schroeder and Kowalski, 2012). Even harder, a study of workers as online media active users in the United States proved that the impact of cyber incivility caused individuals to become unable to cope with various

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pressures and demands of work and they cannot release the burden after office hours, experiencing increasingly severe psychological stress on the next day (Park, Fritz and Jex, 2015). These various impacts arose because the development of information technology not only facilitated flexibility and work communication processes, but also provided opportunities for individuals and groups to freely express their views, emotions, even harsh language exchanges that were full of hatred, and debate (Parker, 2017).

In fact, survey data in Singapore showed that 91% of workers experienced cyber incivility from supervisors and employees (Lim and Teo, 2009). Furthermore, data from the Pew Research Center (PRC) reported an increase in the incidence of cyber incivility through social networks showing 73% of individuals had witnessed, 40% of them had experienced, 53% had deliberately tried to humiliate others, and 92% agreed that social network communication enables more violent and aggressive individuals compared to face-to-face communication (Antoci, Delfino, Paglieri, Panebianco & Sabatini, 2016). Even organizations in America estimate US$ 5 billion in budgets for health to deal with stressful victims of harsh messages in online communication (Lim and Teo, 2009). As another fact, data of *the South East Asia Freedom of Expression Network* recorded that from 2008 to 2017 the cases of hate-speech and defamation in Indonesian online social media increased to 79.3% (safenetvoice.org, 2017).

Various facts and data that have been previously explained prove that communication media such as short messages, chat rooms, social networks and websites have presented the presence of cyber incivility or incivility in the context of online communication (Giumetti, Saunders, Brunette, DiFrancesco and Graham, 2016).

In the domain of Organizational Industrial Psychology, incivility is part of the study of organizational citizenship behavior, especially in performance studies that discuss organizational dysfunctional behavior (Borman, Ilgen, and Klimoski, 2003). Incivility is defined as a behavior that intends to hurt others with low intensity and ambiguity (Andersson and Pearson, 1999). The behavior is displayed in the form of violations of communication norms and ethics for mutual respect, such as the use of harsh words, sarcastic statements, and ignoring others (Andersson and Pearson, 1999; Pearson et al., 2000; Schilpzand et al., 2016). This construct is related to various mistreatments in the organization, such as aggression, bullying, cruel supervision (*supervision abuse*), violence, deviant

behavior and anti-social behavior (Andersson and Pearson, 1999; Schilpzand et al., 2016)

Whereas in the context of online, it is introduced that cyber incivility is a communication behavior that violates ethical norms with the aim of hurting others mediated by computer devices and technology (Lim and Teo, 2009). Furthermore, cyber incivility is associated with several concepts, including cyber-harassment and cyber-bullying, which have the same goal of hurting the target. The difference is that cyber harassment is done anonymously by disseminating misleading information to undermine the target's reputation (Workman, 2010), while cyber-bullying is done by intimidating targets repeatedly, whereas incivility is carried out with low intensity and ambiguity (Kowalski, Toth and Morgan, 2018). Furthermore, cyber incivility behavior can be displayed passively and actively. For example, passive cyber incivility behavior is done by not replying to online messages from other people at all, canceling of meetings at the last minute, while active cyber incivility behavior is done by using harsh words, sarcasm, saying painful things to the use of condescending words to others (Lim, Teo and Chin, 2008).

The phenomenon of cyber incivility becomes important because there are differences in psychological characteristics between behaviors in the context of online communication and the context of face-to-face communication (Joinson, 2007). The existence of situations such as non-verbal cues that are not visually recognized, delays in direct feedback, more text-based communication processes, and the absence of partners (interlocutors) become a limitation in online communication (Byron, 2008). These limits cause individuals to feel free and open in expressing personal feelings that arise because of the effects of online disinhibition. Online disinhibition refers to behavior that is not controlled by concerns about self-presentation or other people's evaluations so that it allows a person to apply their personal views about what is not normal for them (Joinson, 2007). Even worse, participants in the online condition evaluated each other less favorably and showed more uninhibited behavior to the other person, compared to the participants in the face-to-face condition (Derks, Fischer and Bos, 2007).

In fact, so far, there has not been a study of cyber incivility behavior in the context of online communication. For example, studies (Francis, Holmvall and O'Brien, 2015) referring to the theory of stress strikes showed that cyber-incivility instigators are individuals who experience incivility

by e-mail in conditions of heavy workloads. Another study, which integrated the theoretical approach of Abridged Big Five Circumflex and the reasoned-action theory proved that cyber incivility instigators were individuals with extrovert personal characteristics, were easily anxious and inattentive in acting (Krishnan, 2016).

Therefore, this narrative review aimed to convey a cyber incivility model that is not only based on psychological attributes in traditional contexts but also psychological construction in the context of online communication. So that by integrating psychological characteristics in both contexts, a more comprehensive theoretical framework would be obtained to explain the behavior of cyber incivility in the context of online communication. Finally, we discuss theoretical and practical implications for the understanding of cyber-incivility behaviors.

2 METHOD

The researcher carried out the theoretical literature review process through the following process:

2.1 Search Process

We used Google Scholar, EBSCO database with keywords "cyber incivility", "cyber aggression", "cyber bullying", "online disinhibited", "toxic disinhibited", and "behaviors" in articles that had been published in academic journals, such as *Computers in Human Behavior; Journal of Interpersonal Violence; Personality and Social Psychology Review; Journal of Personality and Social Psychology; New Media and Society; Psychological Bulletin; Journal of Business Ethics; Internet Research; Science and Engineering Ethics; Psychology Research and Behavior Management; Journal of Occupational Health Psychology; Psychological Bulletin; Cyber psychology Behavior and Social Networking; Journal Information and Management; Social Development; Journal of Management; Journal of Applied Psychoanalytic Studies; Emotional and Behavioral Difficulties; Communication Research; European Review of Social Psychology; Cyber Psychology & Behavior;* and *Journal of Aggression in Emerging Adults.* In addition, proceedings that had been published were *Procedia Social and Behavioral Sciences* and book excerpts used as references included *Psychology and The Internet (Second Edition).*

2.2 Filtering Process

This theoretical framework study was based on the following criteria: the article focuses on the antecedents of mistreatment in online communication and face-to-face behavior from the perspective of the perpetrator. Next, the identification process was carried out on 68 published empirical studies between 2004 and 2018. Then 24 relevant studies were obtained which focused on early adulthood.

3 RESULT

From 2005 to 2015, a number of researches discussed various factors that cause instigators to take incivility actions. Referring to the counterproductive stressor-emotion model (Spector & Fox, 2005), work stress models (Spector and Jex, 1998), spiral frameworks (Andersson and Pearson, 1999) affective events theory (Weiss and Cropanzo, 1996), and work frustration-aggression model (Fox and Spector, 1999) it was proved that stress due to pressure and work problems that triggered negative emotions (anger) were factors that were often raised in various studies that discussed incivility perpetrators.

3.1 Effect of Work Stressor on Cyber Incivility Perpetrators

Work stressor is an objective feature of the workplace that can stress individuals, which can then trigger negative emotional reactions (Spector and Fox, 2005). Referring to the counterproductive behavior model, work stressors that have the potential to be sources of stress include role ambiguity, role conflict, interpersonal conflict, organizational constraint and workload (Fox, Spector and Miles, 2001; Penney and Spector, 2005).

A research has proven that work stressors had a strong influence on the occurrence of various aggressive actions. A study conducted on white-collar workers in Florida proved that various job stressors such as role ambiguity, role conflict, interpersonal conflict, excessive workload and situation constraints caused individuals to carry out various acts of aggression, such as sabotage, interpersonal aggression, hostility, complaints, theft and the desire to leave the organization (Chen and Spector, 1992). Another study also proved that an incivility perpetrator is an individual who responds

to various pressures and interpersonal conflicts in work as a stressor. An incivility perpetrator is an individual who has low psychology capital so that it is easy for him/her to react negatively to situations that he/she considers as a threat (Roberts, Scherer and Bowyer, 2011). This statement was reinforced by other findings that proved that distributive injustice, dissatisfaction and work fatigue were external factors that influenced the actions of incentive activists (Blau and Andersson, 2005; Trudel and Jr., 2011).

Furthermore, according to the spiral framework, aggressive work conditions within an organization might occur because of an exchange of coercive actions initiated by incivility behavior. For example, a study conducted in America proved that perpetrators were individuals who work in an organization that has an incivility climate. This research showed that the work climate under passive leaders could strengthen the influence of the incivility work environment on perpetrators' behavior (Harold and Holtz, 2015).

In the context of online communication, several studies also proved that work stressors were a factor that caused online deviant behavior. For example, referring to the stress theory, a study on students in Canada showed that cyber incivility practitioners were individuals who experienced *incivility by e-mail* under conditions of heavy workload (Francis et al., 2015). Other studies conducted with Southeastern University postgraduate students in America showed that cyber-loafers were caused by an environment full of stressors with increasing sanctions by the organization. Based on role theory and social learning theory, this research proved that the work environment which is full of stressors in the forms of ambiguity (lack of clarity of duties and standard rules), role conflict (lack of clarity of work demands, both from the leadership, work team and organization), and workload (must work more than expected) can cause cyber loafing behavior. This cyber loafing behavior was getting stronger when individuals, in addition to experiencing stress, are also getting sanctions from the organization (Henle, 2008).

This proved that work stressors not only could predict face-to-face incivility, but also could predict cyber incivility (online incivility).

Proposition 1 : Work stressors (role ambiguity, role conflict, interpersonal conflict, organizational constraint, workload) will predict cyberincivility perpetration

3.2 Effect of Emotion on Cyber Incivility Perpetrators

Robbins explained that emotions were forms of reaction to a particular event or intense feeling directed at someone. Its specific forms were anger, fear, sadness, happiness and accompanied by different facial expressions. Emotions were oriented towards actions. Furthermore, negative emotions were related to stress and anxiety. Individuals would more easily experience negative emotions because of events that are five times easier to remember than events creating positive things. This was because negative experiences were more unusual in daily routines (Robbins, 2013).

In line with this, according to Spector and Fox, motions were a point that influenced how a person perceived and evaluated a situation. Thus, an event with a negative emotional condition will be more likely to be considered a stressor than one with a positive emotional condition (Spector and Fox, 2005).

Spector and Miles showed that emotions were responses to the stress of work in the workplace. In this view, one monitored and evaluated events in the environment. Certain events that were viewed as threats to well-being were job stresses that caused negative responses, such as anger or anxiety (Spector and Fox, 2005; Spector and Jex, 1998).

Researches proved that emotions played a role in predicting the presence of various aggression behaviors. For example, a study of blue-collar and white-collar workers in Switzerland proved that the existence of unfair treatment triggered anger, which led perpetrators to behave with incivility to others. This anger was further strengthened by individuals with narcissistic personalities (Meier and Semmer, 2013). Further research on workers in a public school of Midwestern District in the United States proved that perpetrators acted with incivility to others as a form of negative emotional reaction to various stressors from environmental stressors such as interpersonal conflict, change and organizational demands (Roberts, 2012).

A similar research conducted on workers serving as representatives in customer service of call center companies in Canada, referring to the work stress model, proved that the pioneers (in this case customer service workers) acted with incivility when triggered by emotional fatigue due to the behavior of consumers' incivility and the demands for increasing work (van Jaarsveld Walker and Skarlicki, 2010). Furthermore, referring to affective events theory, a study conducted on eleven companies in South

America proved that incivility perpetrators were individuals who experienced negative emotions because they must be able to adapt to a resistant organizational culture that was controlled by only a few people (Reio and Ghosh, 2009). In line with this, a study conducted on profit and non-profit organizations in South America by referring to the frustrated model of work aggression proved that perpetrators were individuals who were frustrated because they were unable to cope with various stressful work situations (Thomas G. Reio Jr., 2011). Whereas other studies with the same theoretical reference, namely work-aggression frustration model, involving Taiwanese workers with collectivist cultural backgrounds and more individualistic American workers proved that incivility perpetrators were individuals who had a low sense of collectivity (individualism) so that they had a more achievement orientation focus on themselves. Achievement-oriented individuals focused on trying to do everything they could to achieve the desired goal, so when this business is hampered or stopped, it can trigger frustration leading to incivility (Liu, Chi, Friedman and Tsai, 2009).

In the context of online communication, studies also proved that emotions played a role in the occurrence of deviant behavior. For example, studies conducted online on young adult subjects in America, Britain and India proved stress and anger tension triggered cyber bullying behavior. Based on the theory of general stress and criminal theory, this study explained that cyber bullying perpetrators were individuals who were less able to control themselves when facing various pressures so that they were easily made angry. The pressure of financial problems, academics and being a victim of cyber bullying also sparked their anger. This anger eventually triggered the occurrence of cyber bullying behavior (Lianos and McGrath, 2018).

This proved that emotions were a form of reaction to various work stressors, so that one could say a person experiences negative emotions as a reaction to work stressors.

Proposition 2: Emotions will mediate the relationship between work stressors and cyber incivility perpetration.

3.3 Effect of Online Disinhibition on Cyber Incivility Perpetrators

During the years 2004 to 2018, various empirical studies proved many links between the characteristics of online communication and the presence of various unethical acts.

Online disinhibition was one's reduced sense of control that was felt when communicating online so that he/she expressed himself/herself more openly compared to communicating directly (Suler, 2004, 2005). Adam N. Joinson explained that online disinhibition was a behavior characterized by reduced awareness to control oneself and a decrease in concerns over the judgment of others when communicating using the Internet (Gackenbach, 2007).

Online disinhibition was a conceptual dichotomy consisting of two dimensions, namely benign online disinhibition and toxic online disinhibition. The difference between benign and toxic disinhibition could be complex and ambiguous. For example, hostile words in online chat could damage the self image of others, but on the other hand, it can be a therapeutic breakthrough for some people (Suler, 2004, 2005).

Benign disinhibition was defined as a process of overcoming or attempting to understand and develop individual self to resolve interpersonal and intrapsychic problems or a process of exploring the dimensions of individual identity. For example, sometimes individuals shared personal things through online media, revealed secret emotions, fears, hopes, or showed behavior that was not normally done in real life such as helping others, doing good and generosity. Meanwhile, toxic online disinhibition was defined as an attempt to overcome self-catharsis only or an action out of pathological needs without changing favorable psychology. For example, sometimes through online media individuals could communicate using harsh words, being critical, full of anger, hatred, and even threats.

Empirical study of a literature review proved how factors in online communication led to unethical online behaviors such as cyber bullying and cyber aggression. For example, an experimental study of online discussion forums in Israel with adult participants as subjects proved that conditions of lack of eye contact, invisibility and anonymity caused individuals to be toxic disinhibited which triggered flaming behavior. This study explained that in online discussion forums, individuals dared to express disagreement and even use harsh words to the other person because there is no direct eye contact. The absence of eye contact with the other person caused the individuals to feel invisible and unrecognized. This condition results in individuals experiencing toxic reaction and simultaneously

causing the presence of flaming perpetrator behavior (Lapidot-Lefler and Barak, 2012).

Similar to these findings, a study in Japan proved that cyber bullying perpetrators were individuals who experienced toxic disinhibition. This toxic disinhibition effect arises because of anonymity and lack of status and authority in online media communication. This situation allows individuals to feel unknown and feel free to do various things behind the scenes because of the absence of rules and that presents toxic disinhibition (Udris, 2014).

Similar to this, a longitudinal study conducted on active students as online media users at the Midwestern University in Arizona proved that individuals became cyber aggression perpetrators when in anonymous conditions they felt the freedom to carry out aggressive acts. Anonymous conditions had caused the perpetrators to believe that everything that was done would not be known by others both by the targets and the authorized figures so that individuals felt free to apply cyber aggression (Wright, 2013).

This finding was further reinforced by a longitudinal study of white students in America, which showed that cyber bullying perpetrators were individuals who believed that behind online anonymity, physical strength did not apply. In traditional bullying, a perpetrator was characterized by a strong physical presence with smaller and weaker victims, but in online conditions this situation did not apply. The belief that physical strength is not applied was reinforced by anonymous conditions, so that individuals increasingly assessed the behavior of cyber bullying as positive behavior (C. Barlett, Chamberlin and Witkower, 2017).

This proved that online disinhibition could predict cyber incivility.

Proposition 3: Online disinhibition will predict cyber incivility perpetration

3.4 Effect of Online Disinhibition on Emotions

Regarding the role of negative emotional factors in face-to-face incivility, in the context of online communication, a study explained that these factors were related to toxic online disinhibition as a cause of bad behavior of online media users. For example, a study on students at an African university proved that individuals could become cyber bullying perpetrators because of factors including verbal aggression, anger and toxic online disinhibition. This study explained that verbal aggression could

ignite anger, where this influence became stronger when an individual was in toxic condition. In addition, this study showed that toxic online disinhibition was correlated strongly with anger (Lee, 2017).

This proved that toxic disinhibition was closely related to negative emotions, in which individuals in toxic conditions, when getting verbal aggression, were easily experiencing negative emotions, so they could behave badly in using online media.

Proposition 4: Online disinhibition will predict negative emotions

3.5 Online Disinhibition Regarding to the Effects of Emotions on Cyber Incivility Perpetrators

In the context of online communication, to communicate appropriately, people must intend to do so, realize which messages were inappropriate in a particular context, and then, modify their behavior accordingly. This perspective implied three categories of causes leading to online disinhibition: (1) online disinhibition occurred if people didn't intend to communicate appropriately online; (2) online disinhibition occurred when people intended to communicate appropriately and realized that they should be able to disinfect their behavior but were unable to do online disinhibition in their behavior; and (3) Finally, online disinhibition occurred when people intended to communicate appropriately and were able to modify their behavior but failed to realize that they should maintain disinfecting their behavior (Voggeser, Singh and Göritz, 2018).

These three-pronged perspectives on online disinhibition accounted for different mechanisms that lead to online incivility and allow for deriving tailor-made solutions that are appropriate for each mechanism. Additionally, these three-pronged perspectives inspired new approaches for research and practical applications. If people didn't intend to communicate appropriately online, they made no effort to inhibit inappropriate communication behavior. Online disinhibition could occur when people tried to control their communication behavior but failed to succeed. This was perhaps the most related type of self-control failure in communication: failing to try resisting the toxic response to posts or joining an online argument that was not constructive even though knowing that it was of no use. Many online factors increased the likelihood of failure of self-control despite there being an intention of doing it. In a situation, users

might be less able to control themselves because they were exhausted after a day of work or school (Voggeser et al., 2018).

Referring to the stressor-emotion model, it was shown that control played an important role in counterproductive behavior. First, controlling the situation could reduce the assessment of the stressor so that the presence of negative emotions could be reduced. Second, controlling the anger response in the presence of counterproductive behavior showed that control should be counter-productive of work behavior and it should moderate the relationship between emotional response and counterproductive work behavior (Spector & Fox, 2005; Spector & Jex, 1998). Related to this, several studies proved that online disinhibition factors acted as self-control. For example, a study in Germany showed that a person involved in various trolling and flaming behaviors was not only due to lack of self-control, but because they didn't realize a situation called for self-control in the first place. The experiment illustrated that self-control failure might manifest itself as a failure to recognize social cues (Voggeser et al., 2018).

Another study with a background in the work environment explained that toxic online disinhibition was a factor that reinforced the influence of external pressure on the presence of online bad behavior. Research conducted on active social media users and e-mail workers from various industrial sectors in China and America proved that the existence of invisibility conditions reinforced the effect of denial of various work pressures on the emergence of cyber-bullying behavior. Invisibility conditions allowed individuals to have the opportunity not to be seen by others even though they knew each other basically (their identities are known). These conditions further reinforced the emergence of cyber bullying behavior as a denial form of responsibility for workload (Zhang and Leidner, 2018).

Similarly, the findings of Barlett et al. in a longitudinal study of art students in Asia and America showed that cyber bullying perpetrators were individuals who felt confident in anonymous conditions, as their actions are unknown. This belief in unknown actions due to anonymous factors reinforced the positive view towards these bad actions. In the end, this positive assessment caused cyber bullying to be carried out repeatedly by the perpetrators (C. P. Barlett, Gentile and Chew, 2016). In line with these findings, a study in Germany proved that cyber bullying perpetrators were originally observers of cyber bullying. However, in toxic situations, the disinhibition of individuals who were originally observers could create a greater

chance of them becoming cyber bullying perpetrators (Wachs and F. Wright, 2018).

This proved that online disinhibition played a role in controlling the influence of emotions on cyber incivility behavior. This could be said when a person experienced negative emotions due to stressors, it was likely that he/she had the opportunity to act with cyber incivility as a form of emotional outbursts reinforced by online disinhibition situations. But on the contrary, when someone could control online disinhibition, the influence of negative emotions would decrease and reduce the risk of cyber incivility.

Proposition 5: The relationship between negative emotions and cyber incivility perpetrators is stronger for employees high on online disinhibition as compared to employees low on online disinhibition.

4 DISCUSSION

Overall, this paper presented a theoretical framework by integrating online disinhibiton effect theory (Suler, 2004, 2005) and stressor emotion model of counterproductive work behavior (Spector and Fox, 2005). The findings of this theoretical framework explained the mechanism of the effects of work stressors, negative emotions and online disinhibition on the behavior of cyber incivility perpetrators, as well as providing an overview of a more comprehensive incivility model in the context of online communication.
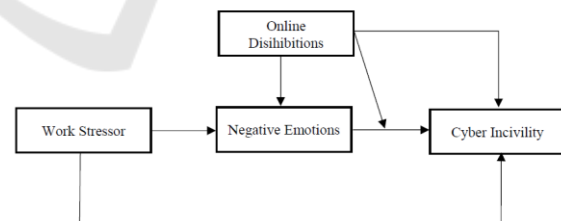

Figure 1:. A Theoretical Framework of Cyber Incivility Perpetrator.

Rude behaviors such as flaming and hostile communication were uninhibited social phenomena when on online media. These behaviors included expressing personal feelings or doing different things online against other people with an easy and open mindedness uninhibited when using computer networks. These caused someone to be indiscriminate and aggressive (Suler, 2004).

Online communication allowed interactions that were not synchronous. It allowed one to take minutes, hours, days or even months to reply to a message that resulted in a delay in the feedback process. This condition trained one's mind to lead to expressions that violate social norms. Furthermore, the dissociative anonymity factor could influence the presence of cyber incivility behavior. This was because these factors allowed individuals to express themselves and practice some behaviors that were not available in the real social environment. Individuals felt free from expectations and the cost constraints and social risks over their actions. As a result, it gave individuals the opportunity to separate online behavior from their true lifestyle and personal identity. Thus, they felt they could avoid responsibility for online behavior, even felt innocent (not responsible) of inappropriate behavior that had been done. Meanwhile, dissociative imagination factors allowed conditions where someone, consciously or unconsciously, felt that imaginary characters formed on their online personals were different and separated from the demands and responsibilities in the real world. This condition caused someone to see their online life as a kind of game without the rules and norms that apply in everyday life (Suler, 2004, 2005).

Furthermore, integrating the theory of online disinhibition and stressor-emotion model of counterproductive work behavior could provide a comprehensive framework description of the behavior of cyber incivility perpetrators in the context of online communication. Thus, the researchers proposed that future research could conduct an investigation based on the theoretical framework of cyber incivility perpetrators.

5 CONCLUSION

Cyber incivility is one inappropriate behavior in online communication. The presence of these behaviors is not only caused by personality factors and work stressors, but also by the context of online communication that has anonymous characteristics and no meeting between one and another. These allow one to be free without obstacles to express emotions and even uncontrolled aggression. Therefore, in the midst of the current era of advanced online technology, it is very important to continue research and advance understanding of the causes of the presence of cyber-incivility behavior and make proactive efforts to anticipate this behavior.

We hope that this paper will inspire scientists to investigate further the phenomenon of cyber incivility and help to push practitioners to develop policies and actions to reduce and anticipate the emergence of cyber-incivility behavior.

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