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**Deni Fazri**  
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**The Role of Social Workers on Social Media to Reduce Discrimination and  
Bullying Against People With Disabilities**

Supervisor: doc. dr./ assoc. prof. Jūratė Charenkova

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Vardas, pavardė <i>Name, Surname</i>	Deni Fazri
Padalinys <i>Faculty</i>	<i>Šiauliai Academy</i>
Studijų programa <i>Study Programme</i>	Social Work
Darbo pavadinimas <i>Thesis topic</i>	The Role of Social Workers on Social Media To Reduce Discrimination and Bullying Against People With Disabilities
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## **SUMMARY**

People with disabilities (PWD) are one of the groups that experience the most discrimination and bullying. Data shows that around 24,324 cases of discrimination occur in the PWD group (Sessions and Kimbal, 2020). Social work is a professional activity to assist individuals, groups and communities to increase or improve their ability to function socially and to create social conditions that enable them to achieve goals (Zatsraw, 2014). The problem of discrimination and bullying among PWD is one of the tasks of social workers in reducing this problem. This research aims to look at the role of social workers on social media to reduce discrimination against PWD. This research uses a qualitative research design and collects data using the interview method with 5 social workers in Indonesia. The results of this research show that the main role of social workers on social media in overcoming/reducing discrimination against people with disabilities is to act as educators and advocates. The role as an educator is to provide all information and knowledge regarding PWD, social workers share this information through social media platforms so that the information can be accessed and known by many people and while the role as an advocate is to voice and convey the rights of PWD, calling out the rights needs of PWD. This is part of advocating for PWD, the aim of this advocacy for community, stakeholders or policy makers can make policies that suit the needs of PWD. As a result, PWD will get equal rights and a disability-friendly environment without discrimination and bullying towards PWD. Moreover, there are several challenges that social workers will face when providing information and advocating regarding the basic needs of PWD on social media, because on social media social workers cannot control who will see the information shared, so the challenge is that social workers must consider various points of view when creating content and social workers must also be ready to accept and understand that social media can backfire on speakers who provide information.

## **The Role of Social Workers on social media To Reduce Discrimination and Bullying Against People With Disabilities**

### **Introduction**

Covid 19 has changed a lot of habits where previously humans were more accustomed to face-to-face / offline, but during the pandemic, most of the activities were carried out online. Based on data compiled by the CEO of the online learning platform EdX, the pandemic saw a significant increase in the number of new students registering on the online learning platform, from April 2020 to November 2020 the number of new registrations on this online learning platform increased to 161%. (CNBC, 2021). Same as in the education sector where previously teaching and learning activities changed online, in the social sector, social workers had to provide services over the telephone or via video calls (Kingstone & Dikomitis, 2021).

Meanwhile, before the Covid-19 pandemic research also showed that social workers were increasingly using social media in their practice (Lahti, & Adams, 2016). In addition, the internet has an impact as an online support tool for families of the child with disabilities, such as posting on Facebook (Fostervold Wells, 2016). Regarding social workers, the scope of social workers in Indonesia is still limited. In Indonesia, social workers who has task with running functionally role as a social worker in general working in a social welfare institution (LKS) based on social service institutions, social rehabilitation center and so on (Ariefuzzaman, 2015).

Based on data released by the Ministry of Social Affairs of the Republic of Indonesia (2023), the largest number of social institutions in Indonesia is social institutions for children, namely 6,748 institutions and the second is age welfare social institutions there is 658 institutions. The existence of these two institutions is very far apart. Based on these data we can see that the role of social workers in Indonesia focuses on children's problems. This means that children are the caretakers of the Indonesian nation and children are one of the determining factors for the nation's progress in the future. As the impact, children must be prepared as well as possible. However, ironically,

quite a few Indonesian children still be homeless as abandoned children. Based on Ministry data (2020), the number of abandoned children in Indonesia is 67,368 people, so this is the reason why many social workers in Indonesia are actively involved in children's activities or in day care for children.

Although the Indonesian Government focuses on children and drug problems, the Indonesian Government has also built a social welfare institution for people with disabilities. Based on data from Ministry of Social Indonesia (2020) number of social welfare institutions for disabilities is 321 institutions. The provision of social welfare institutions for people with disabilities is still very minimal. Apart from that, if we look at social workers individually, the total number of social workers in Indonesia is still very limited.

The number of professional social workers in Indonesia should be higher. Based on data from IFSW (2019) there are only 15,522 social workers in Indonesia. Meanwhile, according to statistical data from the Ministry of Cooperatives and Development, the number of people with disabilities in severe disability category is around 4.612.138. So, the ratio between social workers and people with disabilities is around 1:297, this is still not ideal. Where to meet the ideal ratio between social workers and the community is approximately 1:100 (Rahma et al, 2015).

Based on these data, this is a burden for social workers in Indonesia. In addition, the task of social workers is not only to focus on people with disabilities but also on other external sources such as support for parents and outreach to the community so that they can become a friendly and supportive environment for people with disabilities. The social service workforce focuses on preventive, responsive, and promotive services that are informed by the humanities and social sciences, Indigenous knowledge, discipline-specific and interdisciplinary knowledge and skills, and ethical principles (Unicef, 2022). In terms, prevention can be done by a social worker, such as educating and informing the community to be aware of discrimination against people with disabilities. Social workers use their skills to educate all parties involved with the problem behavior, establish safe environments, train bystanders and supporters on proper behaviour regulation, and so on (Social Work Degree Center, nd).

However, discussing a supportive environment for someone with a disability, Indonesia still cannot be categorized as a country that is friendly to people with disabilities, because cases of violence and bullying in Indonesia are still very high. The Indonesian Child Protection Commission or KPAI (2020) noted that in a period of 9 years, from 2011 to 2019, there were 37,381 complaints of violence against children. While according to BPS data in the Child Profile Indonesia in (KEMENPPPA, 2021), it is known that there are around 0.79 percent or 650 thousand children with disabilities out of 84.4 million Indonesian children. Until March 30, 2021, It is known that there are 110 children with disabilities out of a total of 1,355 child victims experiencing bullying in a year.

Meanwhile, cases of specific bullying experienced by students with disabilities are still quite high, according to Chairunnisa (2019) states that around 75% of students with disabilities have experienced bullying from other friends, while bullying received by students with disabilities is ridiculed and ostracized. In this case, bullying is included in the category of discrimination, because bullying differentiates someone because of someone's shortcomings. In addition, there are many reasons why people with disabilities experience bullying behavior, one of the reasons is because many people lack of knowledge and are unfamiliar with someone's disability, thus making the people with disabilities a 'strange' and abnormal object.

According to Nilawaty (2018), it is believed that bullies lack awareness of the differences that are owned by the child with disabilities, so this creates an arbitrary perception of the child with disabilities. Therefore, it is necessary to increase awareness about people with disabilities. Of The lack of awareness and knowledge, it is necessary to socialize people with disabilities from various stakeholders, such as from schools and social? workers regarding the existence of people with disabilities in their environment, so that they can appreciate people with disabilities like people in general, without giving a negative response about their existence.

Giving negative responses to PWD, generally by means of discrimination and bullying against PWD. Data from Sessions and Kimbal (2020) shows that very large discrimination occurs in the PWD group with 24.324 number of cases. Of course, with the magnitude of this case, it is our collective duty as humans to humanize humans without discriminating against a person's ability to



obtain their rights. To deal with cases of discrimination and bullying that occur in PWD, efforts from various parties are needed. The impact that discrimination and bullying behaviour continues to occur among PWD and can be resolved appropriately.

### **Problem Questions?**

1. What is the role of social workers on social media reduces cases of discrimination and bullying against people with disabilities?
2. How do social media workers reduce cases of discrimination and bullying against people with disabilities?

### **Research object**

The role of social work on social media reducing discrimination and bullying against people with disabilities.

### **The aim of the research.**

To reveal the role of social work on social media in reducing discrimination and bullying against people with disabilities and explain how social work could reduce discrimination and bullying against people with disabilities

### **Tasks of the research**

- 1) To analyze the role of social workers on the social media to reduce reducing discrimination and bullying against people with disabilities.
- 2) To analyze the ways that social workers can use social media to reduce discrimination and bullying against people with disabilities.
- 3) To analyze the challenges faced by social work on the social media to reduce discrimination and bullying against people with disabilities.
- 4) To reveal how to overcome the challenges faced by social workers on social media to reduce discrimination and bullying against people with disabilities

### **Research methodology and methods**

The research paradigm that the writer chose for this study is qualitative research, because in this study, the writer wanted to explore the new role of social work in social media in reducing

discrimination against people with disabilities. Furthermore, the writer uses semi-structured interviews. To collect the data, the researcher conducts interviews with social workers that work with people with disabilities and always socialize knowledge regarding people with disabilities on social media.

The type of interview, the semi-standardized interview, was selected, in order to get more precise results and reflect the real situation of the research. and have the possibility to get acquainted with new aspects of the attitude of people who participated in the survey. and to have the possibility to add, and change questions, because using closed and open questions in a semi-structured interview allows. Furthermore, data collection the research used interviews. Then an analysis of data processing.

### **Research participants**

Participants of the research are the social workers who use either their own social media platforms to make the situation of people with disabilities and to raise awareness of society, with 5 social workers from Indonesia. Large samples are needed to achieve saturation or repeatability. This is the sample size needed for researchers to be able to identify consistent patterns or patterns in the data. Some qualitative researchers explain the number by which researchers achieve "nothing left to learn." In other words, when the researcher reaches the number where he has no longer managed to find the cons. This is based on Crewell's theory (2007) which says that the number of participants in qualitative research is 5-10 participants.

## CHAPTER 1. THEORETICAL PART

### 1.1 Bullying

Bullying according to Mellor (1997) is an experience that occurs when an individual (victim) feels abused by the behavior of another individual (actor) and the individual (victim) who becomes the victim is powerless to prevent the bad behavior that befalls him (the victim). According to the Centers for Disease Control and Prevention, bullying is a form of juvenile delinquency caused by the aggressiveness of the perpetrators which causes discomfort felt by the victims because the incident is repeated. According Sinta (2016) that are classified as bullying behavior includes:

a. Physical bullying

Bullying behavior that involves physical contact between the perpetrator and the victim. For example, kicking, hitting, choking and other related physical actions.

b. Verbal bullying

Bullying behavior that aims to hurt the victim. For example, mocking, giving inappropriate nicknames, slandering and others.

c. Bullying of social relations

Bullying behavior that aims to reject and break the victim's social relations with other people. For example, ignoring, isolating or avoiding, and making rumors that can lower the victim's self-esteem and the effect is being kept away from other individuals.

d. Electronic bullying

Bullying behavior through electronic media such as computers, cellphones, the internet (cyber bullying) and so on. For example, writing, drawing or video that aims to intimidate, frighten and hurt victims.

Cases of bullying behavior arise must be caused by something in the background. Bullying can spread from the surrounding environment, including family, friends, and from the school environment. Hopeman, Suarmi, and Lesmawan argue that there are factors why bullying behavior arises (Hopeman *et al*, 2020), including by:

1. Based on what they experience, feel and do
2. Watching shows from television that cause the emergence of the desire to do
3. Know the friend who is bullying
4. Experiencing bullying at home and at school

Bullying has serious repercussions for victims. Bullying can cause victims feel anxious, anxious and afraid, can affect learning concentration when in school, self-confidence, stress and heartache, prolonged trauma, want to avenge the bullying experienced, feel useless, abusive, resentful, lie and afraid to go to school, increase social isolation, cause withdrawal behavior, make adolescents vulnerable to stress and depression, and insecurity. As stated by Wiyani (Wiyani, 2012), who argues about the impact of bullying, where victims will experience various kinds of disorders. The disorders include:

1. Low psychological well-being
2. Feeling, inferiority, fear, worthlessness, discomfort
3. Experiencing depression, stress, and trauma
4. Afraid of not even wanting to go to school
5. Withdrawing from association
6. Decreased academic achievement due to difficulty concentrating on studying

There are some reasons that seem to make some children and young people more vulnerable to bullying. Many of these are likely to be found in disabled children and young people and include the following (Antibully Alliance, 2007):

1. Lack of social skills:

Young people with a learning disability or who are on the autistic spectrum may act in ways which seem unconventional or unusual. They may lack the social skills or confidence to fit in easily with their peer group or communicate with their friend.

2. Number and quality of friends:

Both having friends, and also friends that you can trust and who will stand by you, are well documented protective factors against victimisation. However, children left alone at playtime were at much greater risk of being bullied and disabled children also just have fewer friends than non-disabled children.

3. Being socially rejected and isolated:

Social rejection is common for disabled because not all people want to play with disabled people.

4. Physical appearance

Disabled children and young people are often bullied simply because they are seen to be 'different' from other young people.

5. Absences from school:

Disabled children and young people may be more absent from school if they are receiving treatment or special lessons; and this can affect their social standing and friendships.

In terms of bullying cases, people with disabilities are one of the groups that are often labelled as a problematic society. This labelling can mean that people with disabilities do not have the same rights as society in general in the fields of education, employment and other matters. Children with disabilities often feel uncomfortable due to the treatment given by non-disabled children in the field of education. According to Prasetya (2016), there is treatment that disabled children often face. Domination by non-disabled groups. As in the case of bullying, people with disabilities are a minority group who find it difficult to fit into the peer group of non-disabled children, and on the contrary, people with disabilities often get bullied from their environment because they are considered different from other people. Apart from being isolated, children with disabilities often receive different treatment from non-disabled children.

## **1.2 Discrimination**

Discrimination is the unfair or prejudicial treatment of people and groups based on characteristics such as race, gender, age, or sexual orientation (American Psychological Association, 2019). It's the definition of discrimination, however, explaining why it happens is more complicated. The human brain naturally puts things in categories to make sense of the world.

Disability discrimination is when a person with a disability is treated less favourably than a person without the disability in the same or similar circumstances. For example, it would be 'direct disability discrimination' if a nightclub or restaurant refused a person entry because they are blind and have a guide dog. It is also disability discrimination when there is a rule or policy that is the same for everyone but has an unfair effect on people with a particular disability. This is called 'indirect discrimination'. For example, it may be indirect disability discrimination if the only way to enter a public building is by a set of stairs because people with disabilities who use wheelchairs would be unable to enter the building.

Disability discrimination treats non-disabled individuals as the standard of 'normal life', resulting in public and private places and services, educational settings, and social services built to serve 'normal' people, thereby excluding those with certain disabilities. Research has shown that people with disabilities not only need jobs so they can earn a living, but they also need jobs to maintain their mental health and well-being. Work fulfils several basic individual needs such as collective goals, social contact, status, and activity (Vornholt *et al*, 2013)

Furthermore, according to a study in Australia (Centre of Research Excellence in Disability and Health, 2017), for people with disabilities, discrimination is a daily reality and only a few studies have focused on the stigma faced by people with disabilities in Australia. The study also found that discrimination was more common among people living in disadvantaged circumstances, if they were unemployed, on a low income or of lower employment status. The results of this study show that:

1. Discrimination against disabilities: 14% of people with disabilities aged 15 to 64 years reported experiencing discrimination in the last year.
2. Younger people (15 to 24 years old) reported much higher levels of discrimination at 20.4% than older people (55 to 64 years old) at 9.4%.
3. Disability discrimination is associated with higher levels of psychological distress and poorer health.

There is a strong to moderate relationship between discrimination against people with disabilities and health conditions such as psychological distress. The higher levels of discrimination experienced by people with disabilities are likely to have far-reaching impacts on their social and economic circumstances (such as exclusion from employment) leading to worse living conditions. Discrimination is also considered a stressor that causes physical responses such as high blood pressure, which can be a cause of poor health and well-being.

Data released by Sessions and Kimbal (2020) shows that discrimination groups are the groups that receive the most treatment in the United States with 24,324 cases occurring. This number is the highest number compared to the number of cases of discrimination regarding race, religion and skin colour. Therefore, in this study the researchers focused on the discrimination that occurs among PWD.

## **Discrimination process**

Discrimination is a real action that is usually carried out by groups of people or individuals who have strong prejudice attitudes due to pressure derived from cultural pressure, customs, and beliefs. This usually occurs directly or indirectly, such as the type of discrimination proposed by Pettigrew (Liliweri, 2005).

### a. Direct Discrimination

Direct discrimination is discrimination that limits certain areas, such as housing, type of work, public facilities and occurs when decision makers are directed by prejudices against certain groups.

### b. Indirect Discrimination

Indirect discrimination is an action implemented through the creation of policies that prevent certain racial/ethnic groups from interacting freely with other racial/ethnic groups whose rules and procedures they follow contain invisible discriminatory biases and result in systematic losses for the community or certain community groups.

Therefore, in this research the author tries to dig up information regarding the role of social workers in reducing discrimination against disabilities.

## **1.3 People With Disabilities**

People with disabilities are someone who has physical, sensory, intellectual, or psychosocial abnormalities that can affect the person's ability to carry out their daily activities (International Labor Organization, 2014). According to The United States Department of Justice (2016), disability is a substantial disability in both physical and mental form that limits an individual's life activities, has a history of disability, or is considered to have a disability. According to Chhabra (2016) diffable/differently abled is someone who has a disability that causes functional disability, limitations in carrying out activities, or social disability.

In Indonesia, mention of persons with disabilities themselves can be classified based on the type and type of disability with reference to the conditions experienced by persons with disabilities

themselves (Puspitawati and Darmadha, 2019). The classification of the types and types of persons with disabilities in question are as follows.

### 1) Physical disability

Physical disability is a disability that results in disturbances in bodily functions, be it in gestures, sight, hearing or speech. Types of disabilities that include physical disabilities are as follows.

#### a. Type A (blind)

Blindness is a disorder of the organs of vision resulting in the inability to see in those with it.

#### b. Type B (deaf)

Deafness is a disorder of the hearing organs resulting in hearing impairment in those with hearing loss.

#### c. Type C (deaf)

Speech impairment is a disorder that results in the inability to speak to the sufferer.

#### d. Type D (a quadriplegic)

Physical disability is a disorder of the limbs that results in decreased ability to move in people with it.

#### e. Type E1 Tunnel

Tunable is a disorder that results in a decrease in the ability to socialize or interact socially in sufferers. Hearing impairments in type E1 usually have defects in voice and tone of speech.

### 2) Mental disability

Mental disability is a disorder that affects the mental condition or behavior of the sufferer. Mental disabilities include birth defects or the result of disease. Types of disabilities that include mental disabilities are as follows.

#### a. Type E2 (tunnel)

Tunalaras is a disorder that results in a decrease in the ability to socialize or interact socially in sufferers. Type E2 disabled people experience emotional disturbances and behavioral deviations.

#### b. Type F (mentally retarded)



Mental retardation is a disorder that results in a low level of intelligence, especially in the academic field, for sufferers.

### 3) Multiple disabilities or physical and mental disabilities

Multiple disability is the condition of a person who has two types of disability at once. Types of disabilities that include multiple disabilities are as follows.

#### a. Type G (double disabled)

Multiple disability is a condition where the sufferer experiences two types of disorders at once.

According to Prasetya (2016) there are treatments that are often faced by children with disabilities, including:

#### a. Exiled

Domination by non-disability groups. As with the cases of bullying above, persons with disabilities are a minority group who find it difficult to enter peer groups of non-disabled children, and on the contrary, persons with disabilities are bullied.

#### b. Distinguished

Apart from being isolated, children with disabilities often receive different treatment from children without disabilities.

The condition of persons with disabilities requires support and assistance from the community to realize empowerment and social functioning. The problems experienced by persons with disabilities are generally infrastructure that does not yet have the perspective of persons with disabilities, the perspective of society is still biased, and there is still a lack of opportunities for persons with disabilities to get employment opportunities, further expanding access for persons with disabilities to be empowered.

## **1.4 Social Media**

Social media consists of two words, namely media and social. Media is a tool, means of communication, intermediary, or liaison. Social means to be concerned with society or like to pay attention to the public interest (like to help, donate, etc.). In terms of language, social media is interpreted as a means of communicating and sharing.

Social media is an online media with users can easily participate, share, and create content including blogs, social networks and wikis are the most frequently used forms of social media by people around the world. Social media is a website-based feature that can form networks and allow people to interact in a community. On social media we can do various forms of exchange, collaboration, and get to know each other in the form of visual and audio visual writing. Examples such as twitter, Facebook, blog, foursquare, and others.

Based on Demand Sage (2023), it shows that as many as 4.9 billion or around 60.49 of the world's population use social media to interact with various people. As the impact, the use of social media is currently very important in carrying out daily activities, such as in the fields of education, economics, health, social and others.

Here, there are some definitions of social media according to some experts according to Mandibergh (2012) social media is a media that accommodates cooperation among users who produce content. Meanwhile, according to Shirky (2011) social media is a tool to improve the ability of users to share, cooperate among users and take collective actions which are all outside the institutional and organizational framework. Furthermore, according to Boyd (2015) social media is explained as a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play with each other. Then, according to Van Dijk, social media is a media platform that focuses on the existence of users who facilitate them in activities and collaborations. Therefore, social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond. Mike and Young also define social media as a convergence between personal communication in the sense of sharing among individuals and public media to share with anyone without any individual specificity.

From the above understandings, the author concludes that social media is a media that allows users to carry out social activities through the internet network without being limited by distance, space, and time. As for the benefits of social media today are inseparable from everyday life. Nowadays social media has become an inseparable part of life. The rapid development of information technology is one of the causes of social media booming. Web developers are now competing to

develop various social media that can be enjoyed by all groups, such as: Facebook, Twitter, Instagram, blogs and others. In addition, social media also provides various kinds of updated information. According to Oktaviani (2019) social media contains a myriad of information, news, science, knowledge, and the latest news, even this information spread faster through social media than electronic media, such as television and radio.

Voshel and Wesala (2015) Though the official standards of the social work profession may struggle to keep pace with the ever-evolving presence of social media in our lives, social workers must be proactive by being mindful of their ethical and professional responsibilities. It is therefore imperative that members of the social work profession engage in dialogue and necessary research that focuses on this topic to inform professional standards going forward. Until social workers have an adequate amount of scholarship to reference when ethically navigating social media, it is prudent to exercise caution in online activities.

Kusumo (2023) Some studies have revealed that internet support that supports social media can be used effectively for health purposes (for example used for health service consumer information, health promotion, education, social support for patients with chronic illnesses, medication adherence, health monitoring and reporting). The increase in platforms and users in Indonesia creates a great opportunity to use the internet and social media in support of whatever existing traditional or conventional health intervention approaches. However, the studies available to provide good evidence on the use of the internet and social media for health purposes in Indonesia are still limited. This is mainly due to the limited funds and resources available to conduct quality studies with sophisticated methods to measure social media effectiveness (Huang et al., 2022).

There are informal initiatives that focus on digital literacy education with contributors from practitioners, experts, or writers. This condition provides an opportunity for this research not to create something new from scratch, but to collaborate and complement what is lacking in current conditions (Januraga, 2017). The examples of interactions and connections between NGOs and government agencies during the Covid-19 pandemic are well reflected on social media platforms, reflecting the goal of sharing information and building community (Huang et al., 2022). Efforts to

increase the coverage of internet services carried out by the government in 2020, namely 4G services to all villages in Indonesia, even in 2024, it is planned to implement 5G connectivity (Wahono et al., 2022).

Social media has certain characteristics related to the delivery of information in the digital world. These characteristics include: the message conveyed is general and intended for many people; The content of the message conveyed is open; The messages conveyed tend to spread more quickly than other media. These characteristics are strengths for institutions in disseminating information other than using conventional media such as brochures, leaflets, or face-to-face communication.

Puntoadi (2011) explains the benefits of social media, including:

1. Social media is a means to communicate, discuss, or gain popularity so that personal branding cannot only be done by public figures. In this case, users can improve their good image to society by distributing photos or videos regarding positive activities related to society's needs on the social media platforms they already own.
2. Social media can produce amazing marketing activities through social media. Many millennials and generation Z have abandoned TV or radio, the majority of them have switched to smartphones which provide the information they need and are always up to date. For example, from television broadcasts to broadcasts on YouTube or certain websites that are tailored to your wishes. This is an opportunity for Regional Secretary users to disseminate information to certain audiences.
3. Social media can make interactions closer to society. For example, Instagram has facilities for sharing photos, videos, IG TV and direct messages which enable personal, two-way and more intimate communication. So that user can find out what the public wants through comments or direct messages.
4. Social media can make news viral, meaning that it has virus-like properties, meaning it spreads quickly. Information disseminated by the user can go viral if it has characteristics that can make people curious about the news. For example, information is disseminated via Facebook with titles containing click bait and phenomenal information content.

Even though there are many benefits that can be gained when providing information on social media, there are still several disadvantages when providing education via social media. Fatmawati (2021) mentioned that the disadvantages are:

1. Limited control

The next drawback of social media is limited control. As we know, anyone can easily comment positively and negatively on every other user's post. The large number of negative comments given on photo/video posts by other users means that users cannot properly control the positive and negative comments they make. So users must be wise in responding to or commenting on other users' posts.

2. Potential conflict

Because social media can be accessed by anyone, of course this can become a conflict if there is a disagreement regarding the content being communicated.

### **1.5 Social worker perspective**

Social work is a professional activity to assist individuals, groups and communities to increase or improve their ability to function socially and to create social conditions that enable them to achieve goals (Zastrow, 2014). Social work is a practice-based profession and academic discipline that promotes social change and development, social cohesion, and human empowerment and liberation. The principles of social justice, human rights, collective responsibility, and respect for diversity are at the core of social work. In addition, social work in practice is also supported by social work theory, social sciences, humanities and indigenous knowledge. Social work involves people and structures to overcome life's challenges and improve welfare (IFSW, 2014).

Social workers are professionals who aim to enhance overall well-being and help meet basic and complex needs of communities and people. Social workers work with many different populations and types of people, particularly focusing on those who are vulnerable, oppressed and living in poverty. Depending on their specialty, job title and place of employment, a social worker may be required to participate in legislative processes that often result in the formation of social policies. They lean on social work values and principles, as well as academic research, to fulfill their responsibilities.

Social workers also are educated and trained to address social injustices and barriers to their client's overall well-being. Some of these include poverty, unemployment, discrimination and lack of housing. They also support clients and communities who are living with disabilities, struggling with substance abuse or experiencing domestic conflicts.

Social workers often fine-tune their practice with a focus on a level of interventions and types of communities they wish to serve. A clinical social worker, for example, focuses on diagnoses, treatments and prevention of mental, emotional and behavioural issues. Another social worker may focus on research and development for small- or large-scale programs, like Medicaid, to help communities.

In Indonesia, social workers can contribute in some institution, such as child social welfare institution, aged welfare institution, and so on. Here there is amount of social welfare institution in Indonesia based on data from ministry of social Republic Indonesia. From data show that most of social welfare in Indonesia there is child social welfare institutions, around 6748 institutions in Indonesia. However, it is so much difference with social welfare institutions of person disabilities, it is just 321 institutions in Indonesia. This data show that social work who works and focus for disabilities not too much.

Furthermore, Social work who focus on PWD. They are not only just focus or treat for PWD, but also, they should treat also their family, such as families who have a child or family member with a disability, as well as with communities both domestically and internationally. Our work in these spheres encompasses, direct practice, group work, community development, policy practice, research and advocacy. Social workers have played key roles in the development of anti-discrimination legislation, policies that support persons with disability and the development of disability programs. Social workers work alongside people with disabilities and families to realize social inclusion, community living, employment, family support, and rehabilitation

As the result, according to Zastrow (2014), social workers have the following roles:

- a. Educator

The role of social workers as educators (educators) is that social workers are expected to be able to speak in public to convey relevant information on certain matters, in accordance with those handled. In this case, namely social workers who provide information to the community on how to treat people with disabilities in their environment. Then those unwanted things do not occur, such as cases of bullying and discrimination experienced by people with disabilities.

b. Advocate

The role of social workers as advocates is a role that places social workers as people who are ready to defend victims of bullying experienced by people with disabilities by individuals or groups.

c. Expert

The role of social workers as experts is the role of social workers where social workers are required to provide more advice and information support in various fields. One must be aware that the intentions and suggestions given by social workers are not mandatory, but rather as input or ideas for consideration by the community or organizations in that community.

Furthermore, social work practice with persons with disabilities includes the following key roles (Joshep, 2020);

- a. Maximizes clients' involvement in exploring an expanded range of options and choices;
- b. Prepares clients to be more effective in dealings with professionals, bureaucrats and agencies that often do not understand nor appreciate their need for self-determination and  
At the organizing level, mobilizes and helps to empower groups of people with disabilities to consider policy and program alternatives that can improve their situation
- c. Social Work bases its interventions on a systematic body of evidence based knowledge and practice. The primary area of Social Work intervention is therapeutic work. Different therapeutic methods can be used i.e. Casework, Meditation, Counselling Group Work, Crisis Intervention, Family Therapy, Solution focused Brief Therapy and Bereavement Work. Central to the role of Social Work is developing and maintaining relationships with

service users and their families. Social Work involves seeking, developing and delivering appropriate services to service users and their families / carers.

- d. Participation in Person-Centred Plans with service users their families and other team members.
- e. Administration and report writing.
- f. Referral to and liaising with other relevant internal and external services and resources.
- g. Maintaining communication and networking with relevant people and services.
- h. Advocacy and empowerment.
- i. Protection and welfare work.
- j. Empowering people to access information / service around entitlements benefits and legislation.
- k. Organising / Accessing residential and family based respite schemes and a range of home support services.
- l. Facilitating access to Residential Care and Independent Living.

According to Schneider and Lester (2001) advocacy in the context of social work is as an exclusive and reciprocal representation for a client or several clients or even for a matter in a forum, a systematic effort to influence decision-making in an unfair or unresponsive system.

Meanwhile, based on Sheafor and Horejsi (2012), advocacy actions aim to assist clients in upholding their rights to receive resources and services or to provide active support for policy and program changes that have a negative effect on clients both individually and in groups. The role of social workers in social advocacy advocacy is actions that support individual or community rights through intervention or empowerment (Barker, 2008).

There are steps in advocacy among which are:

- a. Problem formulation
- b. Diagnosis of situations of people, structures, or systems that need to be changed
- c. Analysis of the forces driving change and the forces resisting change
- d. Identify specific goals
- e. Choosing a social action strategy to achieve goals
- f. Create a schedule for implementing the action plan



- g. Implementation, monitoring and evaluation, and subsequent action plans.

Social workers regularly advocate for their clients on an individual basis. Case advocacy involves mediating, negotiating and navigating systems on behalf of and in collaboration with clients, so they can access needed medical care, shelter, sanitation and quality education. For example, social workers may help represent clients in dispute with a school over access to special education accommodations, mediating discussions and negotiating solutions. Social workers may also work with clients to negotiate reduced medical bills with a provider or contest denied claims by an insurance company.

#### Cause Advocacy

In the process of advocating for their clients on an individual basis, social workers gain an in-depth understanding of community needs and the shortcomings in existing systems that prevent people from getting those needs met. This knowledge can fuel cause advocacy. For example, social workers have become keenly aware of the fact that women of color face considerable barriers in accessing contraception, and they die from childbirth at much higher rates than other women due to substandard care. In response, social work has taken up the cause of reproductive justice, fighting for laws that improve maternal health outcomes and guarantee access to contraception for everyone.

Cause advocacy involves working to change how organizations and institutions are run, as well as how they affect governmental policy decisions and guidelines. Advocating for structural changes can broadly impact communities and individuals and eliminate some of the hurdles that impede everyone in society from earning livable wages and achieving equal opportunity and equal status before the law. Social work advocacy has played a role in the passage of legislation such as the Matthew Shepard Hate Crimes Prevention Act.

#### **Purpose of Social Workers**

Social work aims to improve social functioning in their social environment and improve a person's ability to overcome social problems faced and provide the ability to be independent in carrying out

his life tasks. The purpose of social work according to Barlett (2003), Social work practice has the following objectives:

- a. Help individuals and groups to identify and resolve or minimize problems arising from imbalances between themselves and their environment.
- b. Identify potential areas of imbalance between individuals or groups and the environment to avoid imbalances.
- c. Seek, identify, and strengthen the maximum potential in individuals, groups, and communities.

This section seemingly lacks focus. It should answer to the objectives you stated in your introduction (the issues of PWD, the social workers and their use of social media, and so on), but it appears that you present separate issues without connecting them in the context of social work or the media use or antibullying context. The titles of the sections are also very vague (Bullying, Discrimination, People with Disabilities, and so on) and seem not connected to each other. The structure of the paper is as follows: the first chapter should focus on the first objective; the second chapter should focus on the second objective and so on.

## **CHAPTER 2. EMPIRICAL PART**

### **2.1 Research methodology**

This research uses a qualitative research approach where qualitative research as a scientific method is often used and implemented by a group of researchers in the field of social sciences. A number of reasons are put forward which are essentially that qualitative research enriches quantitative research results. Qualitative research is carried out to build knowledge through understanding and discovery. The qualitative research approach is a process of research and understanding based on methods that investigate a social phenomenon and human problem. In this study researchers make a complex picture, examine words, detailed reports of respondents' views and conduct studies on natural situations (Creswell and Poth, 2016).

Qualitative research is carried out on natural conditions and is discovered. In qualitative research, the researcher is a key instrument. Therefore, researchers must have broad theoretical and insightful provisions so that they can ask, analyse and construct the object under study to be clearer. This research emphasizes more on meaning and value bound. The essence of qualitative research is to observe people in their living environment interacting with them, trying to understand their language and interpretation of the surrounding world, approaching, or interacting with people related to the focus of research with the aim of trying to understand, explore their views and experiences to obtain the necessary information or data.

Qualitative research where the role of the researcher is as a key instrument in collecting data, and interpreting data. Data collection tools usually use direct observation, interviews, document studies. While the validity and reliability of data using triangulation using inductive methods, qualitative research results emphasize meaning rather than generalization.

Qualitative research is used if the problem is not yet clear, to find out hidden meanings, to understand social interactions, to develop theories, to ascertain the correctness of data and to research the history of development. Given that this study aims to understand and interpret various phenomena that exist or occur in reality as a hallmark of qualitative research, in this case how the role of social work in social media in overcoming discrimination against people with disabilities.

In addition, as stated by Moleong (2014), qualitative methods are carried out with several considerations, first adjusting qualitative methods more easily when faced with double reality; second, this method directly presents the relationship between researchers and respondents; Third, this method is more sensitive and more adaptable to the many sharpening of shared influences and to the patterns of value encountered.

Bogdan and Taylor (2007) explain that qualitative research methodology is a research procedure that produces descriptive data in the form of written or spoken words of people and observable behaviour. In qualitative research a researcher speaks directly and observes several people, and interacts for several months to learn the background, habits, behaviour and physical and mental characteristics of the person under study.

According to Bogdan and Biklen (2007) the characteristics of qualitative research, are: (1) have a natural setting as a data source directly and the researcher is the key instrument; (2) is descriptive, namely providing a specific situation and view about the world descriptively; (3) pay more attention to the process than to mere result or product; (4) tends to analyze data inductively; and (5) meaning is essential.

According to Creswell and Poth (2016) the main reason this qualitative research method was chosen is because of a problem or phenomenon that needs to be explored. This exploration is needed to study a group or population, identifying variables that cannot be easily measured.

## **2.2 Subjects of study Research participants**

In research that uses a qualitative approach, it is not known with populations and samples as in quantitative research because research departs from cases of the existence of individuals or groups in certain social situations and the results only apply to that social situation. According to Arikunto (2019) the subject of research is to limit the research subject as objects, things or people where data for research variables are attached, and in question. In a study, the research subject has a very strategic role because in the research subject, that is the data about the variables that the researcher observes. In qualitative research, research subjects are referred to as informants, namely people

who provide information about the data desired by researchers related to the research being carried out. The main subject (key informant) in this study is social workers in Indonesia who have activities with people with disabilities because these social workers can provide information on the object of research being carried out by researchers.

Informants are people who can provide the necessary information (Moleong, 2014). The selection of informants in this study used purposive techniques, where participants were selected in accordance with the criteria and objectives of the study (Speziale et al, 2011).

The criteria for participants in this study are as follows:

1. Social workers who are actively involved with people with disabilities.
2. Have more than one year of experience working with a disability.
3. Actively educate and share information about people with disabilities on social media.

According to Creswell and Poth (2016) states that the number of participants in qualitative research is usually 5 to 10 people, but if data saturation has not been reached, the number of participants can be increased until there is a repetition of information from participants. Saturation indicates that the data described by participants have similarities or reach a saturation point even though viewed from various perspectives (Speziale & Carpenter, 2011). In this study, data saturation was obtained in the fifth participant.

**Table 1.2. Background of participant**

<b>Initial Name</b>	<b>Age</b>	<b>Experience</b>	<b>Sex</b>	<b>Type of Experience</b>
NV	28	9 years	Female	Social developer
HN	23	1.2 years	Female	Disability Counsellor
RR	28	6 years	Male	Counsellor

SL	23	1 Year	Female	Genetic Consultant
RZ	28	7 years	Male	Teacher and Sport Coach

The researcher explains the purpose of the study, asks for willingness to be a participant and signs informed consent. Researchers contract time and determine the place of interview with participants. Maybe also explain the ethics of the research a bit more in detail? What informed consent form stated? Did you informed about the recording and how data will be used? How did the confidentiality was ensured? All these things are very important and should not be left for reader's interpretation.

### 2.3 Data Sources

A data source is anything that can provide information regarding related research. The data used in this study uses two types of data sources, which are as follows:

#### 1. Primary data

According to Sugiyono (2018) Primary data is a data source that directly provides data to data collectors. Data is collected by the researcher himself directly from the first source or place where the object of research is carried out. Researchers use the results of interviews obtained from informants regarding research topics as primary data. The interviews will be conducted on dates ranging from November 9, 2023, to November 13, 2023. Due to the distance between participants and researchers in different countries, researchers cannot conduct interviews directly (face to face), but researchers get information from interviews through Google Meet which are carried out several times throughout this study.

#### c. Secondary data

According to Sugiyono (2018), secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents. In this study, secondary data sources are books, journals, articles related to research topics on the role of

social workers on social media in reducing stigma and bullying against people with disabilities.

## **2.4 Data Collection Techniques**

### **a. Literature review**

Data Collection Techniques The author uses the literature review method that will be used to collect data, where this data collection technique is used when researchers intend to conduct a preliminary study aimed at finding the subject matter to be studied (Sugiyono, 2018). Researchers choose literature review as a method that will be used to collect data, namely with the intention of obtaining or digging deeper and detailed information with various forms of documentation from previous research. As explained by Arikunto (2019) regarding literature review, namely collecting data related to things or variable variables in the form of books, transcripts, notes, magazines, newspapers, pasasti, agendas, meeting minutes and so on. The author chose to conduct a study through documentation because it can strengthen existing data and evidence and can complement the research results of a more accurate and reliable literature review.

### **b. Interview**

Interview is one of the techniques used to collect research data. An interview is a two-way communication to obtain information from the informant concerned. According to Yusuf (2014: 372) Interview is an event or process of interaction between the interviewer and the source of information or the interviewee through direct communication or asking directly about an object under study. The interview chosen by the researcher is a free guided interview. According to Arikunto (2019) Free guided interviews are interviews conducted by asking questions freely but still within the interview guidelines that have been made. Questions will develop at the time of conducting the interview. The purpose of this interview is to obtain information relevant to the research.

A key informant in this interview is a social worker who is actively involved with People with Disabilities activists and actively shares on social media. This interview is supported by Google Meet tools to get data sources. The interview starts from November 9, 2023 to November 13, 2023 Google Meet application, due to differences in distance and place

between researchers and research participants, researchers conduct interviews online using the Google Meet application.

## **2.5 Data Analysis Procedures**

Data Analysis procedures to provide meaning to the data and information that has been provided collected in the field, then data analysis is carried out. this activity carried out continuously, starting from the beginning of the data collection until the end of the research. Implementation of data analysis in qualitative research There is no standard procedure to serve as a guide. In this research Researchers follow procedures and methods that can be followed. There is no special method (certain) which is used as a guide for all research. One of the ways What can be recommended are the following steps:

### **1. Data Reduction**

Nasution (2010) said that data reduction is obtained from the field and written in the form of detailed descriptions or reports which are always increasing and need to be summarized, the main things are selected which are focused on the important things and the themes or patterns are looked for. In this way Data reduction is carried out by selecting data that has been compiled in field reports by rearranging them in the form of detailed descriptions or reports. Next, the reduced reports are summarized and selected based on the main points and are relevant to the research focus. This is expected to obtain a picture that is relatively appropriate to the situation in the field.

### **2. Display Data**

Display Data is the arrangement of complex data into a systematic form so that it becomes simpler, more selective, and can be understood. After displaying data, large and stacked data must be managed by making matrices so that researchers can see the whole picture or specific parts.

### **3. Drawing conclusions**

After the data is recorded in the display data, inferential conclusions can be drawn by looking at the differences and similarities in the opinions expressed by the research subjects, so that they have meaning.



## **2.6 Validity Research**

Validation of this research data is in the form of a member check. The researcher confirms the final report or specific description to interviewees and asked if they felt that the report or description is accurate. Apart from that, researchers too can conduct follow-up interviews and give them the opportunity to deliver comments on data findings. The member check stage is an activity or stage of checking the truth of the data and information collected so that the research results are more valid (Moleong, 2014).

- a. Carry out analysis of the data and information collected, then the results are submitted or reported to each of the participants or data sources to confirm the suitability of the data and information that is still needed
- b. Ask respondents for further explanation if deemed necessary to complete the data and information that is still needed.
- c. Double-checking the correctness of the data and information submitted by respondents and data sources.

## RESEARCH FINDINGS

### Result

Based on the results of research conducted by the author using qualitative research and data interview obtained from 5 social workers who have at least one year of work experience, namely:

#### **Social workers have a role as educator for society in social media.**

As a result of interviews with social workers, the authors found that the role of social workers on social media in reducing discrimination / bullying against people with disabilities. The role of social workers as educators that is social workers who expected to be able to speak in public to convey relevant information on certain matters, in accordance with those handled. In this case, namely social workers who provide information to the community on how to treat people with disabilities in their environment without hurting their feeling, such as cases of bullying and discrimination experienced by people with disabilities.

HN stated that *“Being someone who is actively involved in activities with PWD as can be an educator in providing information to the society who do not know much about people with disabilities, so that it can increase awareness for them to be able to respect PWD, because bullying or discrimination occurs due to lack of information PWD.”*

Apart from that, NV also stated that *“The process of providing information about PWD to the public is not providing information like teachers convey to their students, but rather providing information that is more practical and can be applied in everyday life, so providing good information as an educator is by providing examples. regarding how to communicate and understand the various characteristics of PWD. As the result, by showing good example to society how to treat PWD with the good away, finally the society can have an idea of how to have a good relationship with PWD”*.

Therefore, the role of social workers is very important because they have a role in disseminating information and knowledge on social media platforms regarding how to communicate with PWD, with the aim that the public can understand and know how to communicate with PWD well. Moreover, if we examine in more detail the number of social workers and social welfare institutions in Indonesia is very limited, the existence of this social media platform can help social workers to be able to work effectively and efficiently.

This was expressed by SL that *"I use social media to provide information about PWD because now is the time to provide education through social media. In addition, providing information via social media is easily accessible to anyone, saves time because we can carry out activities, but these activities can be repeated or watched several times, and of course providing information via social media is very cost-effective because it does not cost as much as providing information. direct information, training that requires costs"*

Furthermore, providing information via social media is very easily spread and easily accessed by anyone. Apart from that, providing information only needs to be done once by creating an article or video, so that the information can be shared or reviewed many times.

### **Social workers have a role as advocator**

Social workers have a role as advocator, it means social worker can be advocator for their client which is in this case there are PWD. Furthermore, advocator in this case for advocating or influencing stakeholders to make disability-friendly policies. Social workers as advocates are more concerned with voicing the basic rights need of PWD, so that their rights can be fulfilled like society in general / an inclusive society.

In this case, it was expressed by RR participants, that *"someone who is actively involved in activities with PWD can become an advocate to be able to convey the voices of PWD to stakeholders and policy makers so that the policies created can be disability-friendly, thus making the environment more inclusive"*

Apart from that, RR also added that *"An inclusive policy is not only friendly towards disabilities, but also prepares a friendly environment for everyone, because basically the cycle of human life will continue until old age. In elderly stage, their abilities will decrease, so they have limitations like people with disabilities."*

The important role of social workers in voicing the basic rights needs of PWD is as a social worker's efforts to create an inclusive and disability-friendly environment. Through the voices of social workers, stakeholders and policy makers can find out what PWD needs.

### **Provide information related to disabilities**

Technological developments are quite rapid, this has made various professions directly involved in various activities that use technology, including social workers who are concerned with disabilities. Social workers can also use technology as a medium to disseminate information and knowledge about disabilities to the public. Providing this information can take the form of creating content on social media regarding disabilities, uploading several activities regarding disabilities, uploading several works, and uploading several achievements and awards that have been achieved by people with disabilities.

By uploading some information and activities regarding people with disabilities, especially regarding the achievements or award that have been achieved by people with disabilities. This makes society realize that people with disabilities are also the same as people in general who have the same activities as people in general who can express themselves and achieve according to their abilities. With this variety of information, people can understand each other and understand people with disabilities as humans in general without thinking about the shortcomings that PWD have.

### **Provide space for people with disabilities to express or show themselves.**

Apart from providing information about disabilities, the existence of technology or social media can be a platform that social workers use as a platform for people with disabilities to express or display the abilities that PWD have. Social work can be a trigger for PWD to have the self-confidence to be able to appear in public like people in general without having to focus only on

their shortcomings. By appearing in public, of course, PWD will become better known to the public and people will know the existence of PWD in their environment.

The ways that social workers can provide space for PWD are by doing IG-Live with PWD and chatting about PWD, uploading all positive activities related to PWD, and opening QnA for people who want to know more about PWD.

It was stated by NV, *"Social media can be a platform for PWD to express themselves, by creating various works, such as creating channels, IG-Live about disabilities hosted directly by PWD, so that PWD can interact directly and increase PWD's self-confidence when appearing in public"*

By opening the way for PWD, PWD will become more confident and feel that they are not ostracized by society and society can find out about PWD, so that there will be less miscommunication between PWD and society.

### **Trying to straighten out the misinformation regarding disabilities,**

Technological development does not always have a positive influence on the entire environment. However, there are several negative impacts resulting from technological advances. One of them is that everyone can share all the information they want to the public without paying attention to the validity and correctness of that information. Because the aim is to obtain various benefits, it does not care about the urgency of the truth of the information. One of them is information about PWD. Many content creators create information without doing research first, just based on what they see without consulting experts first about the information to be disseminated.

NV stated that *"The ease of social media means that some people can upload content about PWD even though they have different backgrounds, but in creating this content without asking for input from someone who is actively involved in PWD activities or someone who is an expert in the field of PWD, so that the information conveyed is also can be a miscommunication"*

In overcoming these problems, social workers who have theoretical and practical knowledge in the field of disability need to have an active role from social workers to be able to counter various inaccurate information. Due to the lack of precise information regarding PWD, of course it will also have a direct impact on the lives of PWD. The efforts that social workers make to overcome this are providing feedback to content creators who provide inaccurate information based on the knowledge and experience that social worker have.

### **Speak about the need for basic disability rights**

The ease of technology means that everyone can provide information and access information easily. However, despite this convenience, sometimes a lot of inaccurate information is spread everywhere. As is the case regarding PWD's basic needs rights. Many stakeholders provide various basic rights needs for PWD, but the basic rights provided are not basic rights that are needed and urgent for PWD. As the result, the availability of these basic rights is completely in vain.

*As stated by HN, "The hope is that by continuing to actively spread activities regarding PWD on social media, at least they will be considered equally by society, because they deserve to be treated the same as other societies, without being seen as discriminatory by society."*

This problem becomes a task for social workers who are always actively involved in activities with PWD. Because social workers can know directly what PWD needs, the provision of basic rights for PWD can be right on target. In overcoming this problem, of course PWD can play an active role in continuing to speak up in various media or platforms regarding basic needs for PWD moreover inclusive environment or disability friendly, so that the rights to these basic needs can be known by stakeholders or policy makers.

### **Content creation must consider various points of view.**

In providing information and voicing basic needs regarding PWD, social workers must also be careful when providing information on social media. This social media is very broad in scope, everyone can have access to all content uploaded to social media. Apart from that, everyone has various interests so they can benefit themselves. When social workers provide information and voice the basic rights of PWD, there will be people who have different opinions.

RZ said that *"when we talk on social media, we need to consider many things, because when we convey information, sometimes those who receive the information are not necessarily the same as what we convey."*

Differences of opinion, in fact, it will always be found anywhere, but differences of opinion that do not find a middle point will cause problems. From this problem, social workers at least need to pay attention and consider various points of view when providing information and voicing the basic rights of PWD. So that the information conveyed can be received and responded to by the public and minimize conflicts that may occur.

### **Social media can backfire on speakers who provide information.**

When providing information about PWD or voicing basic rights for PWD on social media, not everyone will receive the information well. Even though social workers have considered various points of view, undesirable things will happen. Like negative expressions or feeds when providing information to the public, because on social media social workers cannot control who sees the content and require people who see the information to agree with what the social worker conveys.

So that is the negative side of providing education about people with disabilities on social media. Therefore, one of the social worker resource persons argued that it is better to educate the public directly through the closest people and give examples directly to them, so that they can directly understand the message that social workers want to convey about people with disabilities.

It was mentioned by RZ that:

*"I prefer to provide information about PWD directly to the people closest to me, for example answering their curiosity about PWD, and giving them real examples of how to communicate well with PWD. Because if we provide information through social media, social media has a very wide scope, everyone can access what we share, and not everyone accepts what we convey. So, when I want to provide information via social media about PWD, I have to really do research first and can't just base it on the experiences I find when interacting with PWD."*

Based on these problems, this is a challenge for social workers to be able to have resilience when disseminating information and voicing the basic rights of PWD on social media. Not only that, but social workers must also be able to understand and know the various risks that may occur when social workers try to convey this information regarding PWD. So those social workers are ready to accept the risks or minimize the risks that may occur.

### **Good Communication of social worker**

Differences of opinion, differences in interests, differences in points of view are common things that occur when conveying information or knowledge possessed by social workers. Although social workers have considered various points of view when conveying information about PWD and about PWD's awareness rights. Social workers must be able to convey carefully, in the sense that social workers convey with good communication.

This was expressed by LH, that *"The key to being actively involved in PWD activities is good communication, so that we can understand what message the social worker wants to carry out and can be conveyed"*

Good communication, at least the message that social work wants to convey can be conveyed well. Without good communication, no matter how good content and information will be accepted by society, in fact it can become a negative point of view for society. Apart from that, information about PWD is sometimes a little sensitive, sometimes offending PWD or people around PWD such as family and best friend. Good communication, with the aim that no one is offended by the delivery of information that social workers convey to the public.

### **Social Work must be creative, scientific, and empirical.**

Social media is a platform that is open to all groups, anyone can share information on social media. As a result of the ease of sharing information, people compete to be able to disseminate the best version of information. However, quite a few information that has been distributed on social media is not noticed or ignored by the public, even though the content of the information and content is very important and useful, so the information is not conveyed properly.



So that this does not happen to social workers who want to convey information about PWD to the public, social workers must also have good creativity when creating content about PWD on social media. The information that social workers convey can be conveyed to the community. Besides, SL remained if we want to use social media as platform for give an education, that

*"Even though social media is an accessible platform for providing information about PWD to society, we also need to think about content that can attract the attention of netizens, because when we provide information about PWD to netizens, but the information is not interesting, as the result the message that want to convey to netizens will not be conveyed to them."*

However, it is not only creative, but information from social workers must also be scientific or empirically based, because social work is a scientifically based profession, so it requires that the content to be delivered be based on science.

As expressed by RR *"When providing information, of course there will be many challenges faced, such as disagreement from academics who only know about PWD only from theory without experiencing and being directly involved in knowing the situation of PWD. If we only have experience, of course, when social workers convey what PWD needs, it will be denied by academics or other stakeholders. Therefore, apart from having experience, social workers must have strong theoretical knowledge. Not only for social workers, academics and other practitioners should not only be based on theory and research on paper, but also experience it directly with activities with PWD, so that they have a rich perspective of knowledge."*

Furthermore, the role of social workers is also to be actively involved in practical activities in various PWD activities, so whatever message you want to convey needs to be conveyed based on empirical experience as well, so that this experience can support and complement the information that has been prepared creatively and scientifically.

### **2.4.3 Discussion.**

Social media is a platform that can be used by social media workers to provide education and information related to disability and social workers have a role in disseminating information about PWD and voicing the basic needs of PWD on social media. According to the research earlier. It mentions that social workers have a role in providing education, providing this education is of course motivated by the educational background and interests of the social worker (Zatsraw, 2020). By social media, people will get information and have knowledge about related to disability.

The results of this research are in line with the theory put forward by Zatsraw (2014) that the role of social workers is as educators, advocates, and experts. Besides that, the participants in this research were social workers who were under 30 years old and had undergraduate educational backgrounds, so the participants did not feel confident when claiming to be experts.

Furthermore, regarding social media as a platform for social workers to inform and voice the basic needs of PWD. This is in line with As stated by Kusumo (2023), social media can be a platform that can be used to provide more effective information, education, and promotion. This is also in line with the results of this research. Moreover, educator in providing information about PWD on social media is one of the roles that can be carried out by social workers. Social media has also become one of the ways that social workers can use to provide information, especially as the coverage of social media is very broad.

One of the goals of social work in providing education about PWD on social media is of course several goals that social work wants to achieve, one of which is creating an inclusive environment for PWD so that the environment where PWD can be disability friendly as basic needs rights for PWD. By continuing to communicate and provide information about PWD, stakeholders can know and understand the needs of PWD, so that the policies that will be made by policy makers can be right on target. It is important to create a disability-friendly environment for PWD, which is one form of creating an inclusive environment where this environment means not discriminating or discriminating against someone in obtaining their rights.

This research also support the research earlier, according to Shaefor and Horejsi (2012), stated that advocacy actions aim to assist clients in upholding their rights to receive resources and services or to provide active support for policy and program changes that have a negative effect on clients both individually and in groups. Therefore, when voicing what is needed by PWD, there are still challenges faced by social workers, one of which is disagreement expressed by various parties, due to the large amount of missing information that some parties receive.

Providing information to the public through the media can backfire on the informer their disability. Because social media is a platform that is widely open and accessible to anyone who uses it. So that when educating the community, of course, social workers must be prepared with the pros and cons of the replies given by the community. Because when providing information on social media, not everyone will agree with the information provided. There will be various perspectives and speculations from the public regarding the information that social workers provide. It supports Fatimah (2021) statement that disadvantage of social media is a lack of control and potential conflict. Lack of control, which means all content that we shared it can not to deliver according to our messages. Sometime people think the other message and it makes another perspective, which ultimately giving rise to conflict

Not only that, the provision of inappropriate information can also result in increasing cases of bullying. Because with this information can be used as an argument, the bullies are increasingly bullying people with disabilities. Because bullies know information about disabilities, bullies will continue to stay away from people with disabilities because the limitations possessed by disabilities are less beneficial for bullies.

Because social workers have understood the character of the audience, it can make it easier for social workers to convey information and communicate with the community, so it reduces the possibility of dissent. In addition, if there are differences of opinion, social workers and the community can both find solutions and middle ways to the differences of opinion that social workers have and the community. So that it can create a new understanding of how to view people with disabilities.

## CONCLUSIONS

### **1. Social Workers has important role in social media as educator and advocate**

The role of social workers on social media is very important, because currently the role of social workers not only plays a role in the offline environment but also in the online environment. The role that Social Workers can play on social media is to become educators and advocates to reduce discrimination and bullying against PWD. Social media is one of the platforms that can be used by social workers in providing education and information about disability to the public. The current use of social media is not only for communicating between individuals or between groups. But it can be used to disseminate information and capture information. Because of the many types of platforms and content available on social media, many people use the features on social media to share knowledge with each other. This is suitable for using by social workers to spread their knowledge about PWD to the wider community.

### **2. Providing information and voicing the basic rights needs of PWD.**

Disseminating information and knowledge through social media is very affordable because by providing information on social media there is no need for space or logistics to prepare activities for the process of imparting/counseling about PWD to the public. Because with social media, social workers only need time and the internet to be able to disseminate information and knowledge about PWD to the society.

### **3. Using social media requires looking at various aspects and social media can be a backfire for social workers.**

In providing information about disability to the society in social media, it has a risk one of them there is backfire, when social workers disseminate information and knowledge about PWD, there will be several responses received by the community. Such as whether to appreciate or sneer at what social workers have shared. because the scope of social media is very broad and there are a lot of people with their own thoughts and knowledge. So there needs to be strong and in-depth research when providing information about disability on social media.

### **4. Good communication, creative, based on science, and empirical are ways to face the challenges faced by social workers.**

There are a lot of challenges if the content will deliver, one of them there is creating creative content and communicative content. Even though in general disseminating information via social media is very easy, the process of creating content is more difficult, because preparation

efforts need to be made so that the content to be shared is more structured and can be conveyed to the audience easily. Thus, creating content and communicative with audiences that are quite engaged between social workers and information readers.

## **Recommendations**

### **Recommendations for social workers**

1. If social workers want to provide education about disability on social media, social workers should at least have practical experience and have good theoretical knowledge about disability, because there will always be different methods that can be used to overcome problems regarding disability.
2. Make sure that when providing education on social media, social workers have done research and reviewed the information that will be disseminated, because when social workers provide education to the public on social media, of course the scope is very broad, by conducting in-depth research and good reviews, at least it can reduce the possibility of conflicts arising between social workers and readers. Apart from that, with strong research, it can at least be a basis for social workers if there are questions with misinformation.
3. When social workers provide education through social media, of course when disseminating information social workers must pay attention to the content and communication style. Even though social media is a platform that can be accessed easily by anyone, if the delivery or communication that social workers want to convey regarding disabilities is boring and uncommunicative, the education or information that social workers convey will of course have little benefit to society, because the public is less interested. regarding the education that social workers provide.

### **Recommendation For disability**

#### **1. Social media is platform to express and showcase PWD skills**

Social media is a platform that can be used by all groups, including PWD. Social media platforms can be used to express, display and be confident in their own abilities, wherever PWD are, especially on social media which is a platform that can be used by anyone and at any time without any restrictions whatsoever to express and present themselves, especially their abilities and skills. that PWD has. Therefore, PWD can be known by the public and the public will know about the abilities and skills of PWD. As the impact society can respect PWD like people in general.

## **Recommendation for future research**

### **1. Collection data process should be mix among online and offline interview**

Meanwhile, the recommendation for further research is that in the data collection process, the interview process should be carried out offline/in person, because if the interview is carried out in person, the researcher can get information regarding non-verbal information, of course this adds to the perspective and data sources that the researcher can use.

### **2. Participant should be more divers**

Participants in this research tend to be under 30 years old and have a bachelor's degree, so in this research there are several results which are not completely the same as previous research, such as previous research saying that the role of social workers is as an educator, advocate, and expert. However, in this study the role of expert was not mentioned by the participants because there were several reasons that made the participants less confident in categorizing them as experts, especially because they still did not have much knowledge.

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## **Annex**

### **Questionnaire**

#### Questionnaire of Research:

1. What is your educational background?
2. Could you tell me how you became a social worker?
3. Could you tell me about people you work with people with disabilities?
4. What do you think about bullying toward PWD cases that occur in your country?
5. How is your experience as a social worker who handles PWD?
6. What do you think about social media trends these days?
7. Could you tell me about your usage of social media and for what purposes it is used?
8. Why do you use social media and how can it give you advantage as social worker?
9. How could the use of media reduces stigma/ discrimination/ bullying toward PWD?
10. According to you experience, what is the best ways for social works to reduce stigma/ discrimination/bullying? And would it through social media or maybe through some other means?
11. What are the main limitations of social media in reducing stigma/ discrimination/ bullying toward PWD?
12. What advice do social workers have for the public society if they see incidents of bullying against PWD?