Ostracism in Virtual Environment: A theoretical Perspective

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Abstract:Social-media has been a popular medium and mean to get connected with others. This platform increases the prospects for enclosure. Simultaneously, the process of exclusion is also increased. The phenomenon of exclusion is known as Ostracism. Ostracism can happen in both face-to-face and electronic-based (e.g., internet, cell phones, and virtual reality) interpersonal interactions. The ostracism which occurs through electronic media other than face-to-face interaction is "Cyber-ostracism". It occurs when recognition and communication are anticipated within an acceptable time frame but do not occur. It is a burgeoning issue among the organizational researchers because of its deleterious effects. It is characterized as an infringement of norms that we are recommended to recognize to maintain a healthy working environment. The phenomenon eventually causes damage to an individual innate need to belong. It is a widespread social phenomenon which impacts the way people treat and is treated by others. Despite of its bi-directional properties and importance in an individual's life, slightconsideration has been given to its effects. Therefore the present paper endeavors to uncover its outcomes of ostracism in virtual environment.

Index Terms: Cyber-ostracism and Outcomes

I. INTRODUCTION

In spite of the fact that the web-based social networking involves bunches of online administrations like Facebook, Google+, or Instagram are the most ordinary and far reaching web-based social networking applications. As per [13] An informal community site is an organized correspondence stage in which members (1) have exceptionally identifiable profiles that comprise of client provided content, content gave by different clients, as well as framework level information; (2) can openly explain associations that can be seen and crossed by others; and (3) can devour, create, as well as communicate with surges of client produced content gave by their associations on the site.

The hectic schedule of people of this era explored social-media as a best tool to connect with others. The horizons of web-based social networking have persistently stretched out as far back as individuals came to knew about its existence. There can be numerous motivations to utilize social-media such as the gratification perspective, the need perspective, which draws on essential human and all-encompassing needs (the need to belong) or the dispositional point of view infers the proactive media use from relating identity characteristics (e.g., narcissism or extraversion).

Previous studies established the fact that the need to belong is a significant factor which predicts use of social-media [37]. Meanwhile factors like fear of missing out [36]and excessive reassurance seeking [10] are also responsible to motivate individuals to use social media. Amongst the aforementioned factors the need to belong is the most important which fully explains the mechanism of social connectedness. It is a ubiquitous drive of humans "to frame and keep up no less than a base amount of enduring, constructive, and huge relational connections" [5]. Use of social-media secure social connections of users to a great extent but at the same time it also easily triggers the feeling of being ostracized [49]

Amid the previous decade, researchers have distinguished broad results of rejection on people. Various investigations have affirmed that social dismissal has negative physiological, behavioral, psychological, and emotional impacts. Besides, even the experience of segregation in the internet i.e. cyber-ostracism affects individuals equivalent to those who experienced rejection in reality [52][54].

The present article is an attempt to explore the deleterious effect of ostracism in virtual environment as well as it also brief about few factors which trigger this phenomenon. The remaining article is organized as: The first section is an overview of cyber-ostracism. The second section of the paper explores the outcomes of cyber-ostracism accompanied by a conceptual model which portrays a clearer picture of the consequences caused by ostracism in virtual mode. Lastly conclusion with direction to future research is discussed, so that further empirical research can be conducted.

II. RESEARCH METHODOLOGY

The procedure suggested by [46]further suggested by [14] was adopted for literature review. The present paper is based on a comprehensive review of the literatureby studying numerous studies on ostracism that include number of empirical as well as theoretical studies. The objective of the review on ostracism in virtual environment is to highlight its consequences. The studies were explored from various databases including Emerald, Elsevier and SAGE etc. The studies were explored using the keyword search viz. "Ostracism" in virtual environment.

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III. OSTRACISM IN VIRTUAL ENVIRONMENT OR "CYBER-OSTRACISM": AN OVERVIEW

There are few needs that are basic to our lives as individuals. The yearning to gratify these necessities impacts our attitudes and behavior. Four of the most crucial human social needs viz. need to belong, control, self-esteem and significant presence [51][53] Amongst the mentioned four human social-needs, the need to belong is the most important [4].

These principle social-needs are regularly contented in an individual's daily social- interaction or dealings with others. Earlier these dealings or social-interaction usually takes place through traditional mode i.e. face-to-face communication. The advent of modern technologies enables us to carry out communication through different modes regardless of constraints in time and geographic location [3].Despite of several researches which explore hurtful impacts of the web on individuals' social connections [25] a few research contemplates have shown that individuals do shape enduring and significant connections on the web. It is very helpful for people who possess social anxiety, loneliness, lack of social skills [49]and stigmatized identities in expressing their views more confidently to others [3] This new mode of communication affords individuals with more opportunity to experience the darker side of social-interactions viz. rejection, exclusion or ostracism [52][30] explored that social presence is not important for the hurtful impacts to occur. Feeling overlooked can likewise be connected to a web based setting and impression of rejection and disregarding can likewise happen in virtual reality.

Basically, there are three major modes through which ostracism can occurs viz., Physical, face-to-face and cyber-ostracism. Physicalostracism occurs when an individual is being ignored and excluded by being physically separated or isolated from the crowd. Whereas face-to-face ostracism takes place when a person is being ignored and excluded in the physical presence of others. Cyber-ostracism occurs through electronic media other than face-to-face interactions, when recognition and communication are anticipated within an acceptable time frame but do not occur. The medium could be as basic as electronic mails or could also embroil real-time social- interactions like internet chat-rooms or online-games [51]

A few projects of research have inspected the impacts of ostracism through virtual mode on people and their resulting conduct. The majority of these projects has concentrated on experimental strategies, utilizing an assortment of electronic media, develops, and controls of shunning picking up a more exhaustive comprehension of the complexities of these Phenomenon (Campbell and Fiske, 1959). These techniques have been as basic as instant messages and as perplexing as online communications that give an assortment of social and logical signs that may influence impression of exclusion.

The most widely recognized worldview for concentrate social segregation is Cyberball, a virtual online ball-hurling diversion [51]This amusement is an electronic adaptation of the first eye to eye worldview created by [53] to tentatively control exclusion in a lab setting. Cyberball not just took into consideration a more viable and controlled examination of shunning yet in addition gave analysts a chance to discover how intense segregation is and what are the insignificant conditions vital for exclusion to evoke negative impacts?

There is an incredible increment in communication through online mode among youths throughout the world. In conjunction with the present pattern, different types of rejections might occur viz. feeling "left out" or "overlooked" by others. Contrasted with exclusion in daily lives digital exclusion might be an extra fanciful and dubious because of features like asynchronism, reliance on web equipment's and absence of meaningful gestures in online interaction (Mattila et.al., 2012).

Ostracism through virtual mode is regularly questionable and numerous scenes seem negligible and trifling, people being excluded online are frequently uncertain whether and why it is happening. Though human beings are well-resourced with an exclusion detection system which works rapidly and roughly when any prompts distinguished as shunning or ostracism[51][6]this way, in spite of its vulnerability and vagueness, digital exclusion may likewise prompt negative results. Significant research in this field proposes that people experiencing shunning through virtual mode may encounter the comparative pessimistic impacts with those experiencing segregation in actual lives [44] and the antagonistic impacts are intense which ranges frommoderate to substantial in magnitude [48][36].

Thus far, literature has provided indications that face-to face ostracism and ostracism in virtual environment have equally deleterious effects on targets. Following is the conceptualization of ostracism in virtual environment which is termed as "Cyberostracism".

IV. CONCEPTUALIZATION OF CYBEROSTRACISM

Construct	Author	Year	Definition
Cyberostracism	Poon and Chen	2016	It is a detrimental phenomenon in which target experience frustration accompanied by aggressive behavior when perceive exclusion in web-based setting.
Cyberostracism	Mattila et.al.	2012	A situation in which an individual feels ignored due to lack of feedback in an online setting.
Cyberostracism	Kassner et.al.,	2012	An individual's exclusion in virtual environment which threatens need to belongingness.

Cyberostracism	William et.al.	2000	It is "an intended or perceived exclusion in communication modes other than face-to-face."
Cyberostracism	Karlen and Daniels	2011	"It is a type of exclusion that occur over media that do not allow for either the source or the target to be physically present".

Source: *Authors Findings*

V. OUTCOMES OF OSTRACISM IN VIRTUAL ENVIRONMENT

This segment of the paper will discuss an overview of the outcome to ostracism in virtual environment. The figure represents the various effects of ostracism in virtual environment. To develop the conceptual model of the outcomes of cyber-ostracism comprehensive literature review has been conducted using keywords on reliable database. The searched keywords include Virtual-ostracism, cyber-ostracism, online social exclusion. Following is the detailed discussion on outcomes of cyber-ostracism.
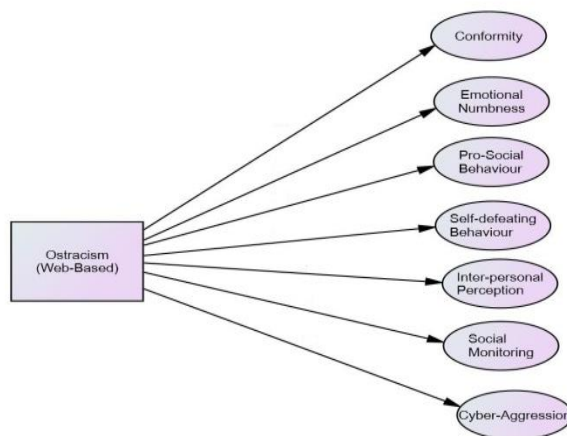

Figure 1: Represents effects of Ostracism in Virtual Environment

1) **Conforming Behavior**: It is modification in behavior or belief as a result of real or imagined group pressure. Researchers in previous studies claimed that Ostracism makes individuals more likely to conform with group decisions [26][53]Hence, online ostracism is positively related to conformity behavior

2) **Emotional Numbness:** It is quite natural to feel distressed when excluded [50]instead no prior research established association of the effects of exclusion on emotion [47][52] asserts that the strong effect of ostracism on participants' four basic needs demonstrates the consistent level of personal distress that ostracism causes. The experience of ostracism is so significant and threatening to an individual that their defensive mechanism prompts emotional numbness to cope with the situation. Therefore rejected people experience an emotional shutdown which reduces their capacity to feel empathy towards other. Thereforeemotional numbness is positively related to online ostracism

3) **Pro-social behavior:** These are those practices that are proposed to profit another individual or group. It is performed in exchange for the attachment and belonging that a group can provide. Investigations in the pasthave delivered genuinely uniform outcomes in regards to the negative impacts of ostracism, one striking special case lies in the connection of ostracism to prosocial behavior [41][56]It is been observed that ostracized individuals are more tempted to withdraw prosocial behavior [36] and show less willingness to cooperate with others or to help people in need [66] Thus ostracism is negatively related to pro-social behavior.

4) **Self-defeating Behavior:** Self-defeating behavior are self-destructive tendencies (Freud, 1964).People who encounter social avoidance favor not to reconnect with the individuals, who rejected them, have a tendency to escape the circumstance where social exclusion happens by engaging themselves in behavior that undermines goal attainment and self-interests or self defesting behavior [44].Hence Ostracism is positively related to self-defeating behavior [56]

5) **Interpersonal Perception:** Although previous investigators have gone to prodigious lengths to understand the plight of targets' suffering in an ostracism situation [2][51][66][35]far less work has examined processes of interpersonal perception and social exclusion. [64] found excluded individuals are more acute in perceiving between category differencesand perceive higher group discrimination than personal discrimination [54] Thus ostracism is negatively related to interpersonal perception.

6) **Social Monitoring:** Social monitoring is a process in which perceptive and cognitive responses to social cues and social information is enhanced [23] They gets activated when an individual is excluded by others [33]Enough studies in the past supports the fact that ostracism cause increase attention and perception in response to social information [41][45][52] Thus we can conclude that ostracism is positively related to Social Monitoring.

7) **Cyber-Aggression:** Communication through online mode is accompanied by "Cyber Ostracism". It is either intentional or perceived ostracism through online mode [52]. Exclusion online can cause negative feelings [51][26] debilitate fundamental needs [66][65][25]

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compound wellbeing [2][54] and encourage cyber-ostracism [1][45][54] for example, purposeful damage, offense, or undesirable consideration conveyed on the web [51][45][33] Cyber-aggression or digital animosity may have more awful, longer-enduring impacts [68][71]and probably metastasize to the casualty's associates [45] The above discussion supports that**o**stracism is positively related to Cyber-Aggression.

VI. FUTURE RESEARCH DIRECTION

The current article providesproofs that re-assuring a sense of growth can weaken the upshots of cyber-ostracism on violence. However, there were some limitations that may serve as new avenues for upcoming researches.

In spite of these limitations the present study develops our comprehension on ostracism in virtual environment. In addition it also contributes in the prevention and interventions for the deleterious consequences caused by cyber-ostracism. Meanwhile it also proposes that digital ostracism is an adverse relational ordeal as ostracism in daily life, with an intensely negative impact on people. In this manner, if people who are shunned incessantly in their daily lives likewise encounter alienation on the web, at that point they may miss their last remnants of social-collaboration and create serious physical and mental issues. It may be imperative to urge teachers and guardians to give careful consideration to this negative phenomenon. At that point, producing the buffering results of positive thinking into thought, and that idealism can be enhanced with appropriate intercessions, for example, (Littmanovadia and Nir, 2013; Susan and Myriam, 2014), it is essential to lead such intercession procedures as "move and-persevere", which means to remake or enhance people's positive thinking, to improve people's prosperity, particularly for the individuals who were shunned or ostracized in the virtual environment.

VII. CONCLUSION

The present article supported the hypothetical forecasts got from Williams' (1997) proposed model on ostracism. The phenomenon of ostracism was estimated to undermine target's essential needs'. With our internet paradigm we confirmed that cyber-ostracism contrarily influenced the fundamental needs same like ostracism. Moreover, the model predicts that when crucial necessities are debilitated by here and now segregation, targets will attempt to repair, recover, or brace these undermined needs.

Exclusion has been appeared to be an intense and viable strategy for the individuals who utilize it. As of not long ago, the harmful impacts on target's have been watched when the wellsprings of shunning are physically present with the targeted individuals, which we address as social exclusion. The effect of ostracism is powerful to the point that it can even be sensed when two apparent sources overlook and reject people through online communication mode. At the point when members were cyber-ostracized, feeling of belongingness and inclusionary status was decreased. This, thusly, declined temperament and expanded their sentiments of avoidance.

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