

# IPSOS PRESS RELEASE: **BULLYING IN MALAYSIA**

Malaysians Perception and  
Attitude Towards Bullying

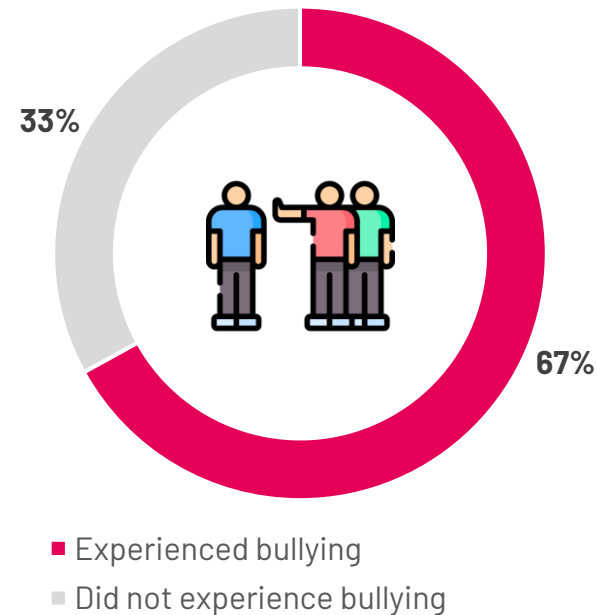
**Fri, 10<sup>th</sup> October 2025**



## Two-third of Malaysians or their family have faced bullying, primarily in schools and workplaces

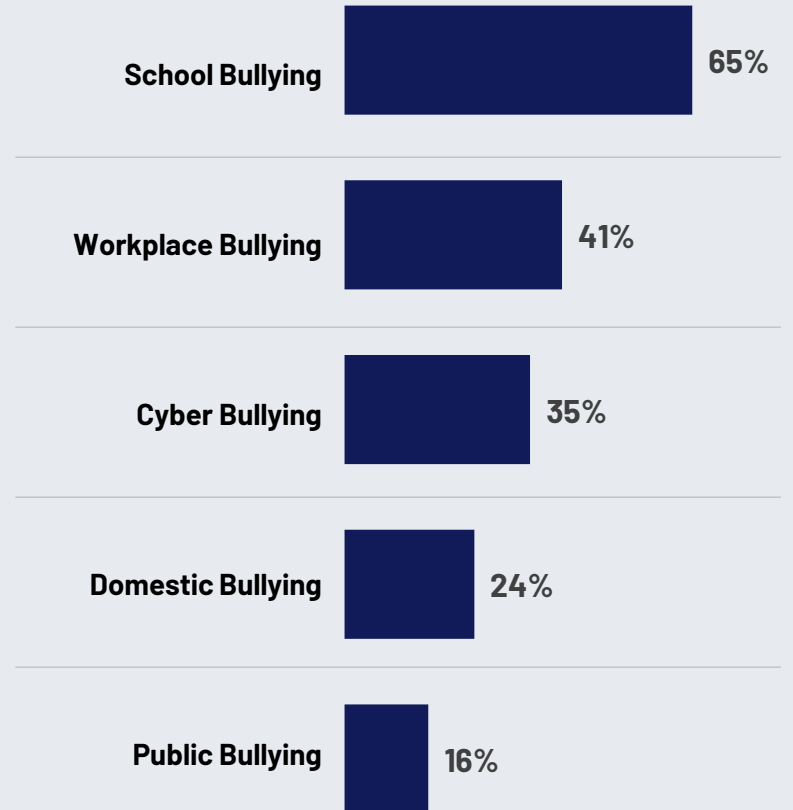
Cyber and domestic bullying are also common, indicating that bullying happens in many places

Have you or your family members ever experienced any of the following forms of bullying in the past 1 year?



Base: 400 online Malaysians adults under the age of 65, interviewed 26 – 28 August 2025.

In which setting did the bullying happen to you or your family members? (Select all that apply)

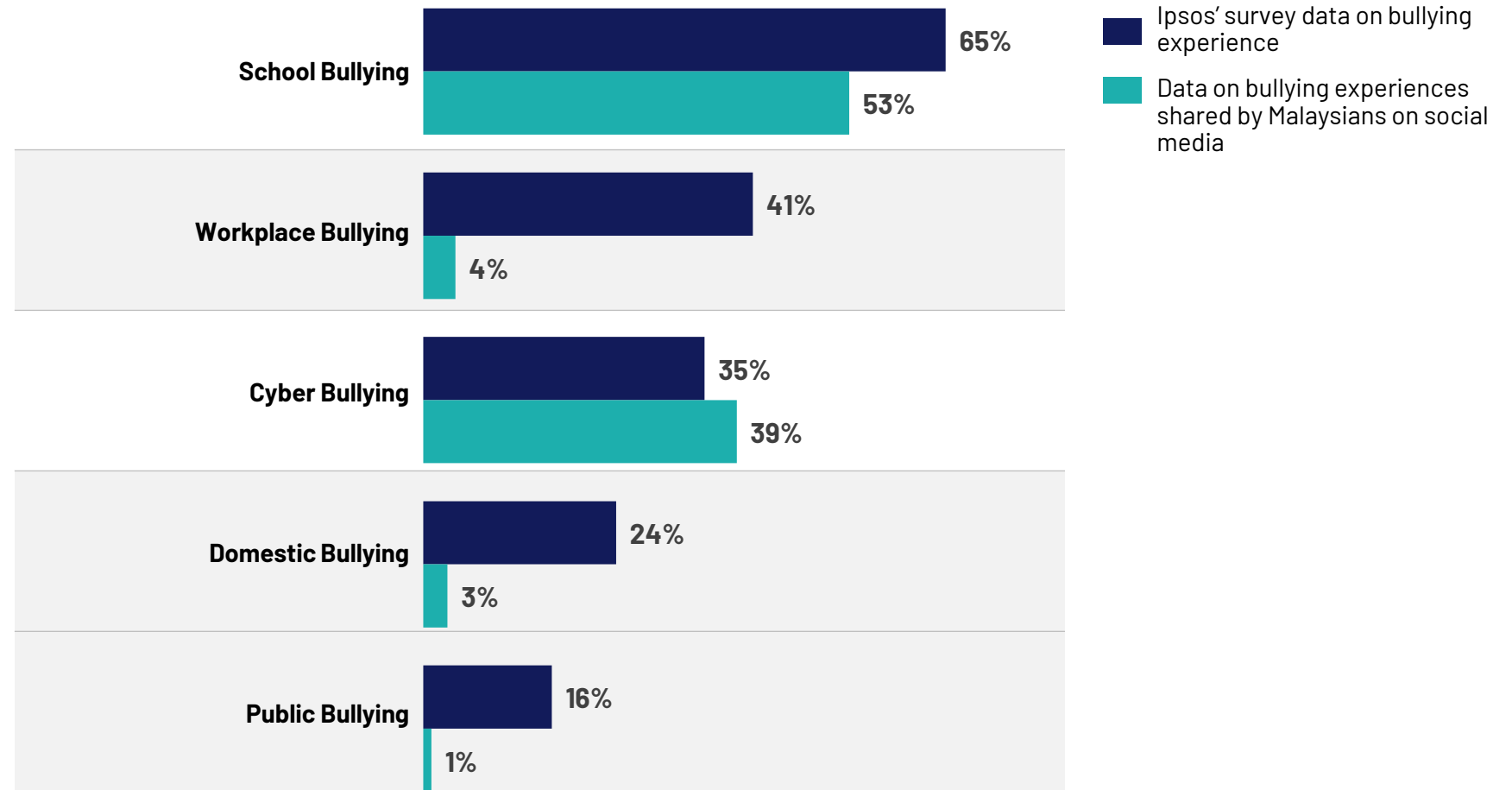


Base: 298 online Malaysians adults under the age of 65 who has experienced bullying, interviewed 26 – 28 August 2025.

## Malaysians frequently discuss school and cyber bullying on social media

However, our data also reveals that workplace and domestic bullying are often underreported, highlighting an underlying stigma and lack of awareness around these issues

### Ipsos' Survey Data vs. Mentions by Malaysians on Social Media (%)



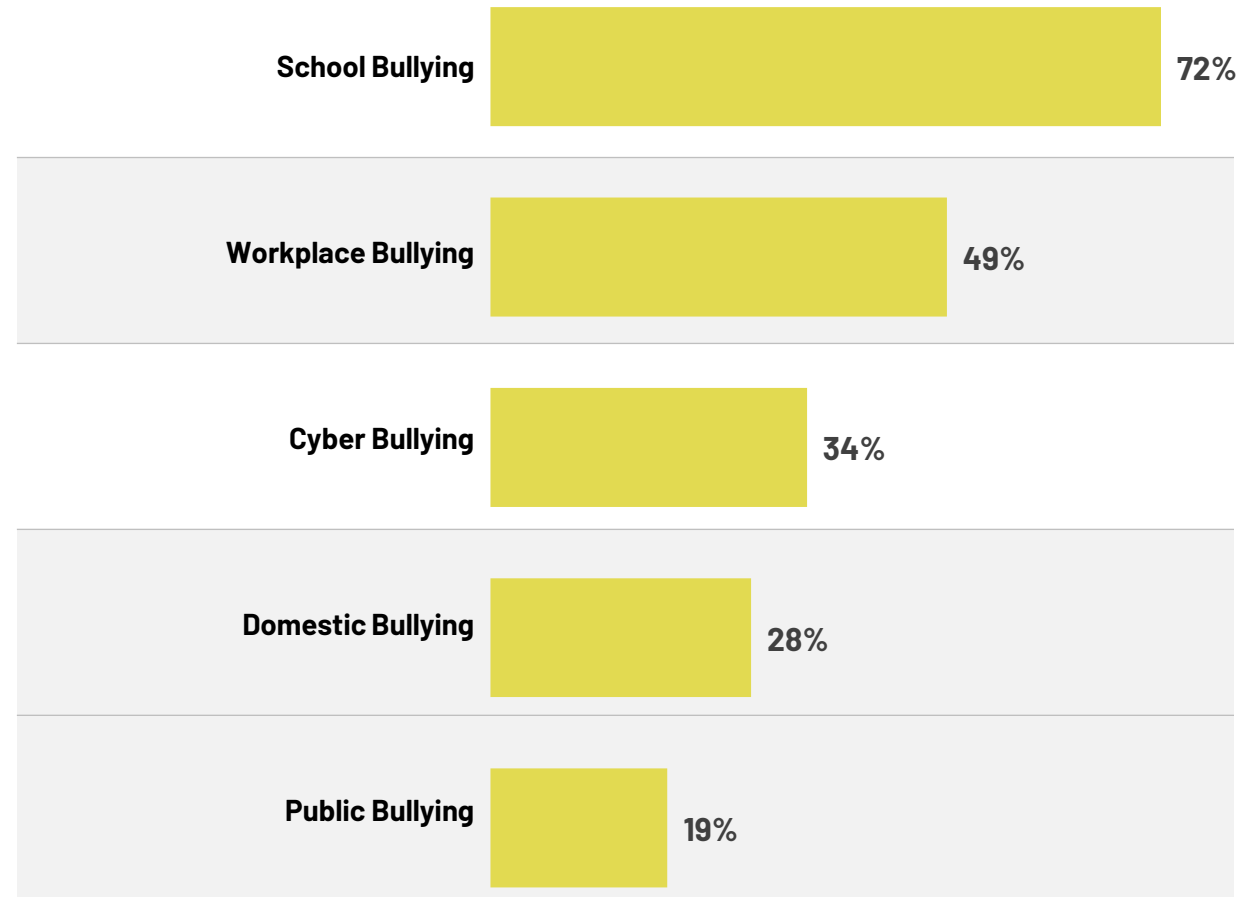
Quantitative Survey Base: 298 online Malaysians adults under the age of 65 who has experienced bullying, interviewed 26 – 28 August 2025.

Social Data Base: n=223,580 social media mentions from 20<sup>th</sup> August 2024 – 20<sup>th</sup> August 2025

## Most school bullying victims do not take any action

There is also a significant number of workplace and cyberbullying victims who take no action. This reveals that the victims are mostly passive, and there is a need for more accessible supports for the victims

### The bullying victims who did not take any action (%)



Quantitative Survey Base: 89 online Malaysians whose children experienced bullying and did not take action, interviewed 26 – 28 August 2025.

Most victims seek informal help, and few turn to authorities

Nearly half of victims talk to friends or family about bullying, but few report it to schools, employers, or police. Official resources like hotlines and counseling are rarely used.

What was your/the victim’s response to the bullying incident(s)?  
(Select all that apply)



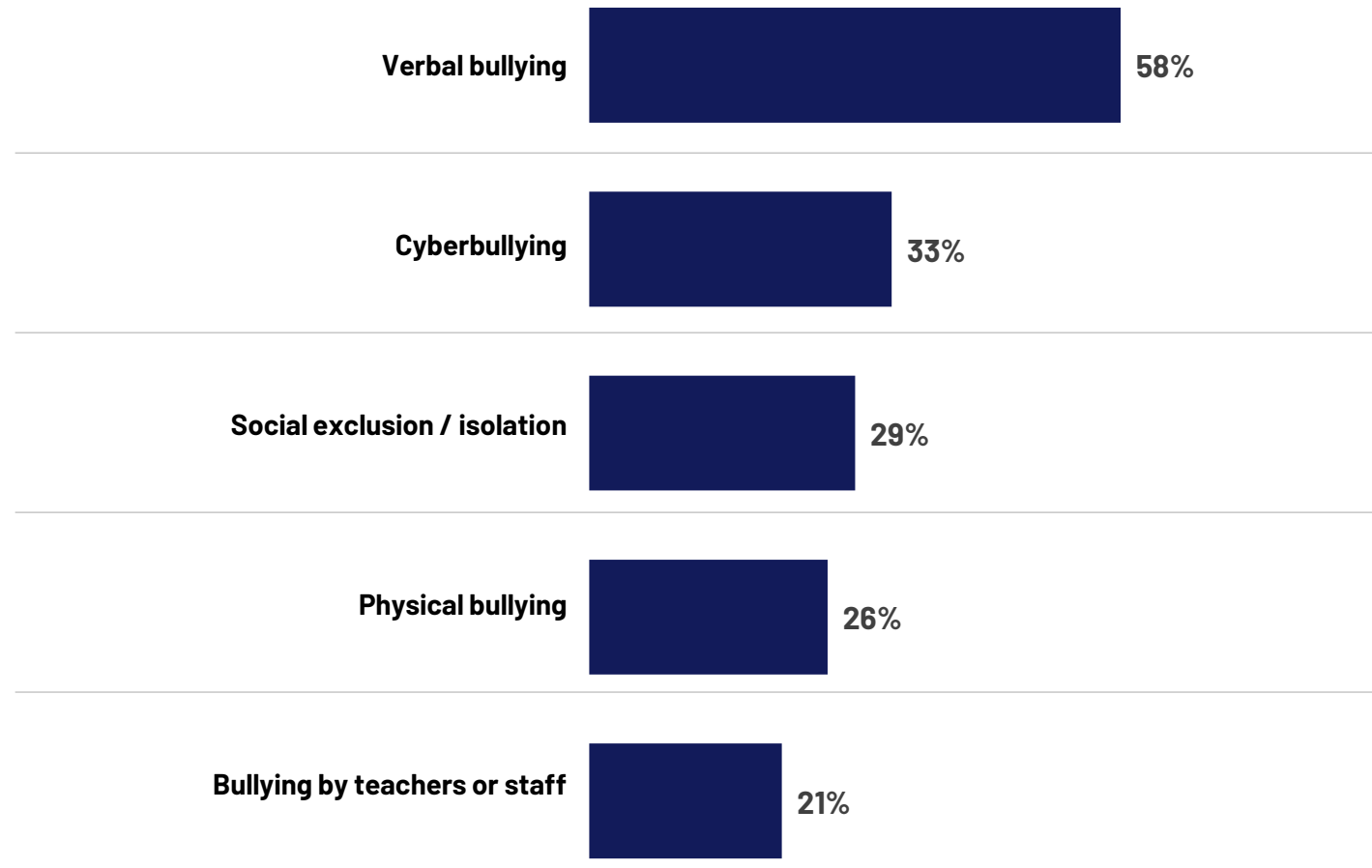
Base: 298 online Malaysians adults under the age of 65 who has experienced bullying, interviewed 26 – 28 August 2025.

## In school, verbal bullying still rules, but digital attacks are catching up

Cyberbullying and social exclusion are significant, showing how digital platforms reshape the problem.

Physical bullying and even cases involving teachers or staff also exist, proving the issue cuts across settings

### Has your child ever experienced bullying at school? (Select all that apply)



Base: 95 online Malaysians parents under age of 65 whose children experienced bullying, interviewed 26 – 28 August 2025.

# Malaysians believe schools, families, and the Ministry of Education should lead the fight against bullying

Wider government bodies and law enforcement are also expected to act, while media and social platforms are viewed as key in shaping awareness and accountability

In your opinion, who should be primarily responsible for tackling bullying issues in Malaysia?

## Government & Policy Makers

Ministry of Education

66%

Police/Legal enforcement

57%

Ministry of Communications & Multimedia

53%

Ministry of Women, Family & Community Development

52%

Ministry of Human Resources

48%

## Direct Authorities

Schools and education institutions

71%

Employers/HR departments

50%

## Parents/ Families

Parents/ Families

70%

## Media


Social Media

51%

Mainstream Media

43%

Base: 400 online Malaysians adults under the age of 65, interviewed 26 – 28 August 2025.



## Malaysians Perception and Attitude Towards Bullying

Bullying cases regularly ignite fierce public outcry across Malaysia's digital landscape, revealing the nation's deep collective empathy for victims. This passionate response isn't surprising—with **6 in 10 Malaysians having either experienced bullying firsthand or witnessed someone close to them being targeted**, these incidents strike painfully close to home for most citizens.

**School environments remain the most common setting** for bullying incidents, with verbal harassment being the predominant form. While workplace bullying ranks second in occurrence, it receives notably less online discussion compared to the heightened focus on school-based incidents and cyberbullying cases. Regardless, this calls for **societal-level of intervention led by Ministry of Education (MOE), Ministry of Higher Education (MOHE), and Ministry of Women, Family and Community Development (KPWKM).**

Insights from both primary surveys and social listening data illustrate the country's deep-rooted empathy towards bullying victims, highlighting the importance of a collaborative approach in addressing the issue. **To build a bullying-free environment, Malaysia should encourage open discussions to help the public recognize signs of bullying and learn effective ways to address it. Tackling bullying is not just a social responsibility; it is vital for Malaysia's social solidarity and future development.**



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