

Workplace bullying report by bystanders in Colombia: an exploratory analysis of social media data using machine learning algorithms

ACOSO LABORAL DESDE LA PERSPECTIVA DE LOS OBSERVADORES EN COLOMBIA: UN ANÁLISIS EXPLORATORIO DE DATOS DE REDES SOCIALES MEDIANTE ALGORITMOS DE APRENDIZAJE AUTOMÁTICO

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Abstract

Purpose: This study characterizes how bystanders report workplace bullying in Colombia through social media, exploring both descriptive and predictive dimensions of these reports.

Methodology: The study employs text mining and predictive algorithms to analyze bystanders' reports of workplace bullying. The analysis focuses on elements such as report length, frequent mentions, references to women's issues, and arguments against aggressors.

Results: Significant predictive variables included: the emotional tone of the reports, the frequent mention of the victim's gender, and the minimal use of emojis. These variables provide robust indicators for understanding how workplace bullying is reported by bystanders.

Implications: The study underscores the importance of adopting a gender-sensitive approach and considering structural and cultural factors when addressing workplace bullying. It also highlights the need for further research to systematically synthesize findings and to inform Policies and regulations aimed at effectively combating workplace bullying.

Originality: This research makes a novel contribution by focusing on workplace bullying reports from the perspective of bystanders in Colombia, an underexplored angle in the literature. The integration of social media data with text mining and predictive algorithms offers an innovative methodological approach that expands understanding of workplace bullying dynamics.

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Resumen

Propósito: Caracterizar la manera en que los observadores reportan el acoso laboral en Colombia a través de las redes sociales, explorando tanto las dimensiones descriptivas como predictivas de dichos reportes.

Metodología: La investigación emplea técnicas de minería de texto y algoritmos predictivos para analizar los reportes realizados por observadores de acoso laboral. El análisis se centra en aspectos como la extensión de los reportes, las menciones frecuentes, las referencias a problemáticas de género femenino y los argumentos dirigidos contra los agresores.

Resultados: Variables predictivas significativas, entre ellas el tono emocional de los reportes, la mención frecuente del género de la víctima y el uso mínimo de emojis. Estas variables constituyen indicadores relevantes para comprender cómo los observadores describen el acoso laboral.

Implicaciones: El estudio resalta la importancia de adoptar un enfoque con perspectiva de género y de considerar factores estructurales y culturales al abordar el acoso laboral. Asimismo, subraya la necesidad de avanzar en investigaciones que sintetizen sistemáticamente los hallazgos y que contribuyan a orientar los marcos políticos y regulatorios destinados a combatir de manera eficaz esta problemática.

Originalidad: La investigación ofrece una contribución novedosa al centrarse en los reportes de acoso laboral desde la perspectiva de los observadores en Colombia, un ángulo poco explorado en la literatura académica. Además, la integración de datos provenientes de redes sociales con técnicas de minería de texto y algoritmos predictivos constituye un enfoque metodológico innovador que amplía la comprensión de las dinámicas del acoso laboral.

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INTRODUCTION

The International Labour Organization (ILO) reported in its first survey on workplace violence and harassment that 23% of employees have experienced these situations at work (Organización Internacional del Trabajo - OIT et al., 2023). This aligns with the broader field of research on workplace bullying, which, although relatively nascent, has evolved significantly since its roots in 1970s Scandinavian studies on school bullying and has expanded globally (Branch et al., 2013). Workplace bullying, a complex phenomenon shaped by social, individual, and organizational factors, affects victims' physical and psychological health and impairs their work performance while also harming organizations by reducing productivity, increasing sick leave, and leading to employee attrition (Johnson, 2009). Typically characterized by aggressive and hostile behavior

towards employees, workplace bullying creates a toxic environment (Einarsen et al., 2004), and its study, often termed harassment, mobbing, or, more commonly, bullying, gained prominence in the 1990s (Samnani & Singh, 2012).

Research on workplace bullying has been approached from multiple perspectives. Some studies focus on the reactions of the involved parties, while others explore the phenomenon in digital spaces. Meanwhile, a growing body of work leverages Industry 4.0 technologies. From the victims' perspective, research has revealed fear of job loss and the subsequent financial impact often deter them from confronting or reporting their aggressors (McCormack et al., 2013). Conversely, human resources managers frequently view workplace bullying as a productivity and cost issue (Salin et al., 2020). Notably, there is a relative scarcity of studies examining the role of bystanders or observers, even in cases of workplace sexual harassment. Sexual ha-

harassment forms part of a broader spectrum of gender-based violence that encompasses various behaviors, from bullying and sexist language to sexual abuse and rape; it represents both actual and potential threats within this continuum (Bowes-Sperry & O'Leary-Kelly, 2005). Some researchers further categorize bystanders into organizational members, supervisors, or peers (MacCurtain et al., 2018). Their findings suggest that bystanders commonly prefer to intervene indirectly by discouraging the behavior among colleagues. When they perceive authority support, their interventions tend to be more impactful, although peer support often diminishes their involvement (MacCurtain et al., 2018).

Simultaneously, other researchers have pivoted towards examining cyberbullying (Purba et al., 2018) and public reporting of bullying incidents via social media, employing Industry 4.0 tools and techniques (Gu et al., 2016). For instance, the #MeToo movement—an influential global phenomenon since 2017—highlighted numerous instances where prominent women publicly accused famous men of sexual harassment through social media platforms using the hashtag #MeToo. Additional studies have utilized data from platforms like Twitter® (Gu et al., 2016) and Instagram® (Purba et al., 2018) to perform thematic analyses, characterizing the roles of the various parties involved in bullying through advanced data analytics and machine learning algorithms (Purba et al., 2018). This multidimensional approach enriches the understanding of workplace bullying and underscores this field's evolving complexity and scope.

Subsequently, key research gaps in workplace bullying studies were identified and categorized into theoretical and methodological domains. First, regarding theoretical gaps, previous research highlights unresolved issues in the conceptualization and contextual application of workplace bullying. Branch et al. (2013) emphasize inconsistencies in definitions and their applicability across different settings, while D'Cruz et al. (2014) examine gaps related to the origins, etiology, and organizational consequences of workplace bullying, as well as the role of human resource management in addressing this issue. Second, scholars suggest that the role of eyewitnesses in workplace bullying remains underexplored. Branch et al. (2013) and Wu & Wu (2019) recommend in-

corporating eyewitnesses in empirical studies, assessing the impact of their presence, and systematically measuring their behaviors. This approach is posited as a novel response to overcoming the limitations of passive support and bystander apathy (Paull et al., 2020). Furthermore, Literature highlights the need to examine how gender dynamics between victims and aggressors influence eyewitness reactions (Mulder et al., 2014). Additionally, there is a call to investigate how cultural differences shape perceptions of workplace bullying (Salin et al., 2019) and how broader socio-cultural factors mediate individual bullying experiences (Samnani & Singh, 2012). Third, literature underscores several methodological gaps in data collection, research strategies, and analytical techniques. Regarding data collection, Purba et al. (2018) advocate leveraging social media platforms such as Instagram® and Twitter® to gather real-time insights into workplace bullying incidents. Fourth, concerning research design, Literature emphasizes the necessity of longitudinal studies (MacCurtain et al., 2018) with large sample sizes to enhance inferential power. Fifth, concerning data analysis, the literature proposes integrating multimodal analytical techniques, such as image recognition, hashtag tracking, emoji and emoticon analysis, and keyword extraction, to develop more robust artificial intelligence models for studying workplace bullying (Purba et al., 2018).

This research aims to characterize viewers' reports of workplace bullying in Colombia through social media. The study introduces key definitions, challenges, and theoretical gaps related to the topic to achieve this objective. Inspired by eclectic and novel methodological proposals developed by other authors (Mejía-Zambrano et al., 2024), Section One reviews the existing literature on virtual reporting of workplace bullying using a mixed-methods approach that combines bibliometric and content analysis. Section two outlines the research protocol that will be used to conduct an exploratory analysis (Myatt, 2007) of data scraped from Instagram®. The findings are presented in section three, focusing on how bystanders report workplace bullying to authorities, the media, and society through social media. Finally, section four discusses the results, and section five provides conclusions and recommendations for future research.

Literature review about the virtual report of workplace bullying

This section conducts a literature review on workplace bullying complaints. A sequential mixed approach was selected for this literature

review, beginning with a bibliometric analysis followed by an interpretation of the findings through a content analysis. Table 1 illustrates the methodological design followed in conducting this literature review.

Table 1. Research protocol for literature review.

Criteria	Quantitative approach	Qualitative approach
Role of the theory	Deductive	Inductive
Research strategy	Simulation	Discourse analysis
Unit of Analysis	Word co-occurrence	Content of concepts
Sample	490 documents from Scopus. These documents result from the following search equation: TITLE-ABS-KEY ((report OR complaint OR denunciation OR allegation OR claim OR accusation OR expose OR denounce) AND (labor OR labour OR working OR occupational OR work-related OR career OR workplace) AND (abuse OR harassment OR bully* OR assault OR stalk* OR persecution OR crowd) AND (virtual OR "social media" OR online OR online OR in-line OR internet OR "social network*" OR "net" OR "net" OR "web" OR cyber))	54 documents from Scopus. These documents result from the following search equation applied only to the business context: TITLE-ABS-KEY ((report OR complaint OR denunciation OR allegation OR claim OR accusation OR expose OR denounce) AND (labor OR labour OR working OR occupational OR work-related OR career OR workplace) AND (abuse OR harassment OR bully* OR assault OR stalk* OR persecution OR crowd) AND (virtual OR "social media" OR online OR online OR in-line OR internet OR "social network*" OR "net" OR "net" OR "web" OR cyber)) AND (LIMIT-TO (SUBJAREA , "BUSI") OR LIMIT-TO (SUBJAREA , "ENGI") OR LIMIT-TO (SUBJAREA , "ECON"))
Variables	Dependent variable –e.g., the relationship between words- and independent variables –e.g., occurrence, concurrence-	Concepts and relations among them
Analysis of results	Bibliometric analysis	Content analysis

Source: own elaboration.

In the bibliometric study computational techniques are proposed to generate various indicators on scientific publications using VosViewer® 1.6.18 software. First, the publications considered for the bibliometric study were consolidat-

ed by applying the pearl-growing citation technique. These publications were then cleaned using the PRISMA technique for content analysis. Figure 1 below shows the knowledge map generated by the software, classified by year.

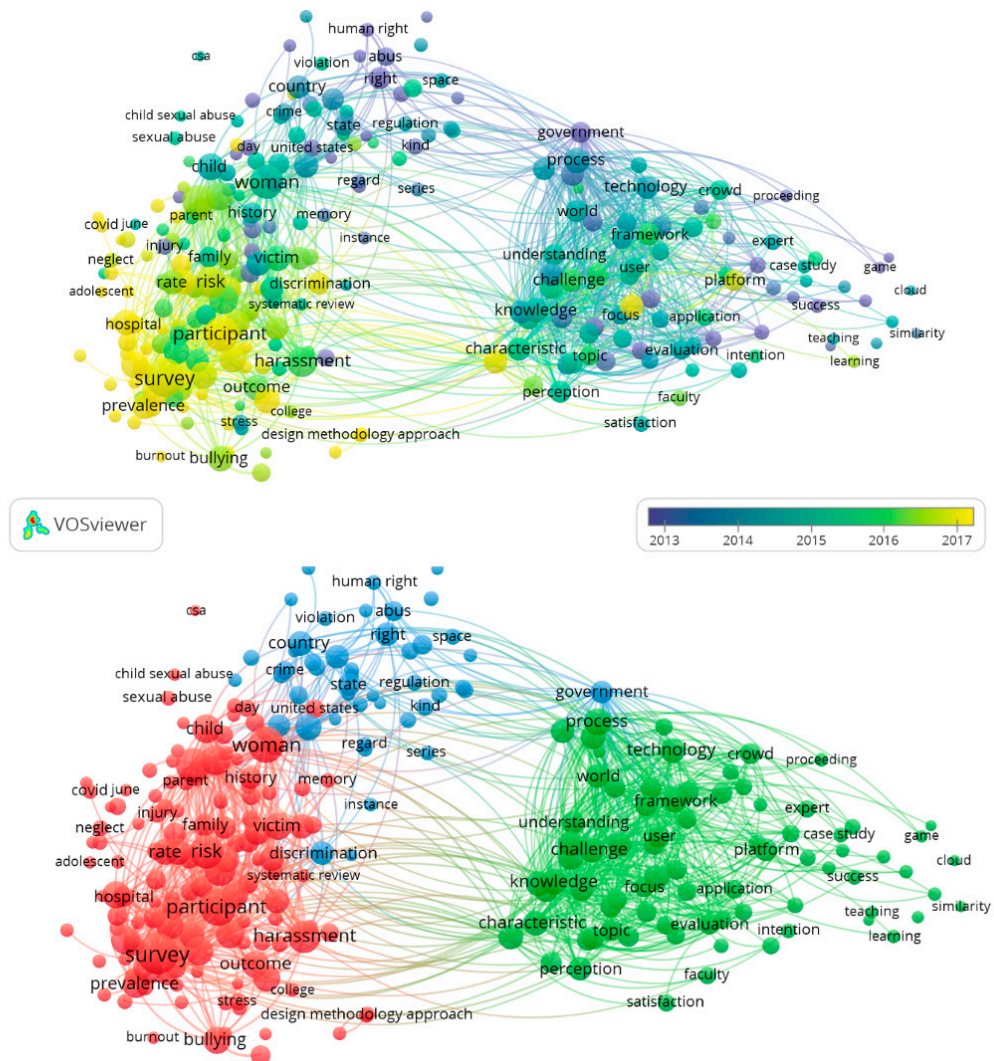


Figure 1. Knowledge map for virtual reporting of workplace harassment, organized by year (upper portion) and by cluster (lower portion). Source: own elaboration.

VosViewer® 1.6.18 software uses computational algorithms to group the terms present in the title, abstract, and keywords extracted from the Scopus database into three clusters, based on their level of occurrence and co-occurrence. This information is then classified by cluster and by the period in which each term was identified. The first cluster stratifies terms such as woman, violence, risk, harassment, intervention, age, child, training, victim, patient, bullying, sexual harassment, and prevalence. The second cluster groups other text strings such as process, characteristics, technology, attention, control, challenge, gender, social medium, nature, tool, world, attitude, framework, perception, perspective, and protec-

tion. In the third cluster, the algorithm links the terms effort, country, discrimination, law, right, event, state, government, abuse labor, crime, city, region, and authority. Cluster One is renamed as the bullying-involved parties, Cluster Two as the bullying context, and Cluster Three as the country's culture and structure.

Cluster 1 - Bullying involved parties.

Among the proposals addressing the parties involved in bullying cases, most focus primarily on the victims, some on the bystanders, and a few on the aggressors, including the professionals

who handle these cases (Escartín et al., 2021). Some studies even combine these approaches by examining, for example, antecedents related to the personality and traits of victims and aggressors (Samnani & Singh, 2012). Such as psychological safety and self-esteem (Shafaei et al., 2024). Specifically, in the case of victims, studies examine, for example, feelings of shame among targets (Krishna et al., 2023), workplace bullying experienced by migrant women in face-to-face work environments (Eggerth et al., 2012), bullying involving managerial employees (Salin, 2001), also known as “upward bullying” (Busby et al., 2022), and the experiences of men who belong to gender minority at work (Rosander et al., 2023). They describe violence experienced due to excessive workload, unknown hazards, cultural tensions, lack of medical care, pregnancy, sexual harassment, and family obligations (Eggerth et al., 2012). At the managerial level, acts of violence include situations where victims feel ignored, unreasonable deadlines are imposed, and information is withheld from them (Salin, 2001). Such acts of violence are often associated with task-focused, conflict-prone, poorly organized, and stressful work environments. However, victims of workplace bullying appear not to confront or report the aggressor for fear of job loss and economic impact (McCormack et al., 2013).

When studying sexual harassment in face-to-face settings, some authors review the role of observers, classifying them according to their intervention's immediacy and level of involvement (Bowes-Sperry & O'Leary-Kelly, 2005). These authors classified the observers into 3 groups, as part of the (1) organization, (2) supervisors, and (3) colleagues when reviewing their level of intervention (MacCurtain et al., 2018). Pointedly, they identified that in cases where bystanders feel support from authorities, their intervention tends to be more significant, while the perception of peer support tends to reduce bystander interventions (MacCurtain et al., 2018). Likewise, they managed to recognize gender differences, i.e., while female bystanders (vs. male bystanders) expressed more sympathy for the victim and a greater willingness to help, female victims (vs. male victims) elicited less anger.

Cluster 2 - Bullying context

Various proposals can be identified when discussing the context in which bullying occurs. For instance, some authors concentrate on the antecedents and consequences of workplace bullying, while others examine how authorities, victims, and bystanders manage bullying. Specifically, when addressing the antecedents and consequences, some authors review the organizational antecedents of abuse, such as high workload, role conflicts, jargon, and precarious work (Österman & Boström, 2022), and characterize its effects on individual, group, corporate, and social levels (Samnani & Singh, 2012). Other authors suggest workplace bullying consequences such as reducing organizational loyalty, increasing turnover, and reducing performance (Wu & Wu, 2019).

Other authors who discuss abuse management from the perspectives of managers, victims, and bystanders. For example, some authors relate authorities' management - i.e., from human resource management (HRM) (Paull et al., 2020) - with the role played by them as trusted listeners, objective and neutral investigators, advisors to the organization, and mediators of the conflict (Cowan & Fox, 2015). Other authors attempt to characterize HRM in these cases, identifying policy formulation and training processes as the preferred means and conciliation processes to a lesser extent (Salin, 2001). Finally, other authors who posit an intersection between management by authorities and bystanders were identified. For example, they identified that in cases where bystanders feel the support of the authorities, their intervention tends to be more significant when detecting cases of Bullying (MacCurtain et al., 2018).

Various types of proposals have been identified among the authors who examine bullying management from the perspectives of victims and bystanders. This is the case of Paull et al. (2020). They, from a theoretical perspective, say that it is necessary to overcome the limitations of “helpless help” and bystander apathy (Paull et al., 2020) through concrete supports such as (a) information or advice, (b) assistance or tangible help and (c) emotional support. However, following empirical work, other authors found that the favorite reaction of bystanders is to evade the victim (MacCurtain et al., 2018), so publicizing or publicly reporting the abuse is often a valid management strategy.

Cluster 3 - Country's culture and structure

To examine workplace bullying from a cultural and structural perspective, it should first be understood as both a socio-relational (i.e., interpersonal) and socio-structural (i.e., depersonalized) issue (D'Cruz et al., 2014). It means that when referring to workplace bullying, social and cultural factors should be considered (Samnani & Singh, 2012), which affect bullying perception (Salin et al., 2019) and resilience (D'Cruz & Noronha, 2018). Context, where some authors focus on reviewing the structure from contextual factors, such as job design and other cultural issues (Salin et al., 2020). Others focus on macro issues, reviewing the incidence of geographical factors in workplace bullying (Nielsen et al., 2010) and how hostile acts with work and social exclusion were interpreted differently in different countries (Salin et al., 2019). Other research shows that social resources, like co-worker support, and organizational resources, such as supportive organizational climates, consistently mitigate the negative effects of bullying, whereas personal resources have minimal moderating influence.

The literature reviewed across the three categories—bullying-involved parties, bullying context, and country culture and structure—highlights four main areas of research. Following this overview, the discussion on the topic emphasizes (1) the roles of victims, aggressors, human resources managers, and bystanders, (2) the antecedents and consequences of these acts, (3) approaches to managing these situations, and (4) the influence of social, cultural, and geographic factors. Consequently, the decision was made to focus on how bystanders report workplace bullying in Colombia through social media. The proposed research protocol will be presented next.

MATERIALS AND METHODS

Table 2 presents the proposed research protocol to address the research question. Specifically, it outlines the research approach, the strategy to be implemented, the unit of analysis, the study sample, the variables involved, the data collection procedure, and the data analysis techniques implemented using Python programming (Escobar-Sierra et al., 2021).

Table 2. Research protocol to conduct fieldwork.

Criteria	Quantitative approach
Reasoning in research	Deductive -i.e., the researchers must apply deductive logic to the given information, concluding from facts and evidence-.
Research question	How do bystanders report workplace bullying in Colombia through social media?
Research strategy	Case study.
Unit of Analysis	Virtual report of workplace bullying
Sample	Comments or reports from four posts about a case of workplace bullying at the company JM Salud y Belleza' were web-scraped from Instagram®.
Variables	Text strings
Data collection technique	Social media comments or reports in Spanish scraped from Instagram®.
Data analysis technique	Explanatory analysis techniques are used to summarize data, uncover hidden relationships, and make predictions (Myatt, 2007) through Python (Mejía-Zambrano et al., 2024)

Source: own elaboration.

A workplace bullying case reported on Instagram® in March 2022 was selected to address the research question. In a call center located in Bogotá-Colombia-South America, the owner verbally assaulted his female employees. These aggressions were recorded on video, and a feminist Instagram® account published these videos. After the complaint, the aggressor acknowledged the situation and issued an apology. In this context, the findings are presented in the following section.

Exploratory analysis

To present the results, the approach follows Myatt (2007), who proposed conducting exploratory analysis by applying natural language processing and its libraries in Python, specifically NLTK and scikit-learn (Kaye et al., 2017). According to Myatt's proposal, there are four steps. The first step involves defining the problem. In the second phase, the data is prepared. The third phase involves implementing the analysis. Finally, the fourth phase concludes with the display of the results.

Problem definition

Consequently, how do people report workplace bullying to different stakeholders Colombia through social media? A recent case of workplace bullying was reported at a call center that sells beauty products in Bogotá, Colombia (El Tiempo, 2021). The user (radfemcolombia_) reported the case through the social network Instagram®. They published a video where there is evidence of abuse by the owner of the call center, José Ferney Millán, against his employees, mostly women. The case was reported by Radfem Colombia, which according to its biography, is dedicated to "radical feminism for the elimination of all forms of oppression towards women and girls." Furthermore, days after the complaint, the call center owner apologized for what happened (El Espectador, 2022).

RESULTS

Data Preparation

The data were extracted from Instagram® using the Instagram-scraper library of the Python programming language. Specifically, comments or reports were pulled from five posts concerning the workplace bullying complaint. Although the initial post regarding the complaint is dated March 10, 2022, subsequent posts have followed up on the case.

Data processing was conducted in Jupyter Notebook®. A corpus of 2,044 Spanish comments was compiled and standardized through traditional NLP techniques: lowercasing, and the removal of accents, URLs, special characters, stop-words, and numbers, followed by lemmatization. Once this was completed, they proceeded with the subsequent analyses.

Implementation of the analysis

This phase represents the most comprehensive part of the exploratory analysis. Graphs, tables, and statistics identify patterns or differences that could address the research problem. Specifically, this section presents six complementary techniques: the length of each comment, a word cloud of the most frequent terms, named entity recognition of content related to women, uni-gram/bigram/trigram frequency analysis, sentiment and emoji analysis, and prediction with machine learning algorithms. Through these techniques, the data's behavior is analyzed to draw conclusions and make inferences about how individuals react to bullying in the virtual environment.

Length of each comment or report

This subsection analyzes the length of each comment or report as a first descriptive indicator. Although the violin plot is like the box-and-whisker plot, not all plot components correspond to data points; instead, the data distribution density is estimated (Pancer et al., 2019). Figure 2 presents the violin plot showing the mean length of reports.

Specifically, when reviewing the most frequent words in the complete corpus of data, terms such as *tipo* (guy - a derogatory way of referring to a man), *mujer* (woman), *abuso* (abuse), *trabajo* (work), *empresa* (company), *Dios* (God), *niña* (girl) and *impotencia* (helplessness) stand out. On the other hand, different social network users appear when reviewing the most frequent mentions. For example, they mentioned government entities such as the Ministry of Labor, Prosecutor's Office, Police, District Secretariat, and Mayor's Office. They also referenced media outlets; like channels (RCN, Caracol), newspapers (El Tiempo), newscasts (redmas noticias, noticias uno), and TV shows (Séptimo Día),

among others. Finally, users referred to community members, such as natural persons, influencers, and lawyers.

Recognition of content related to women

Named entity recognition involves extracting keywords using natural language processing algorithms. This technique is applied to extract entities from the data corpus and classify them into predetermined categories such as nouns, adjectives, and prepositions. In this case, the aim is to identify the nouns that precede and follow the female-related text strings and their synonyms, as illustrated in Table 3.

Table 3. Nouns before or after the strings about “women” in the reports on workplace bullying.

String	Nouns before or after
String “woman” (Mujer) has 217 occurrences	Alone, wife, many, work, cosmetics, coast, represent, poor, go out, massaged, respect, institutions, human, majority, Argentina, work, done, times, work, hand, people, ministry, esdefe_, sd, erase, spread, take advantage, worker, deep, need, hard, pay, pass, head, ijo, head, all, hp, seeing, like this, angel, employers, Noticiasunocolombia, endured, Noticiasunocolombia, case, way, endure, chocolate, mistreated, avoid them, undo, go, I see, worse, Know it, feminists, women, man, falls, sd-mujerbogota, group, yefersoncossio, you, resign, be, psychological, video, healthy, mintrabajocol, there, impressive, try, boyfriends, exit, towards, , company, yes, because, ugly, Blessings, medium, MORE, heart, help, towards, knows, work, taxes, I think, lip, justice, violence, Jewish, learn, boss, brawl, macho, Bold , take advantage, punishment, abuser, excellent, go ahead, minor, crazy, can, contact, baron, Medellin, forma, live, type, seem, mom, bogota, taken advantage of, form, life, hire, minutes, urgent, parents, trying, attitudes, vulnerable, canal_caracol, Joa, blessed, will try, house, big, intimidates, Alvira, danger, outrage, xxi, slaves, exist, coward, knows, work, iran, impotence, rights, tolerate, Awakening, arepa, superiority, dignity, God, value, troglodyte, society, abuse, situation, milan, defend, humble, man, blows, pure, character, moment, abusive, coma, been, pale, humiliating, similar, deplorable, sons, voice, found, says, treats, video, favor, jopo, must, defend them, world, workers, monstrosity, fair, leg, delaespriella_lawyers, imagine, place, contact, judge, deal, un, maquetrefe, hire, hpta, nightmares, brave, witness, makes, heavy, inhuman, thinking, childhood, employs, authorities, shout, crap, witness, brave, girl, well, all, demand, towards, more, fine, exist, seek, worth, worm, of course, do, you me, products, products, thanks, lineapurpurabogota, miserable, humiliates, form, see, issue, deconstructed, unhappy, after, end, undo, honorable, deserves, loses, treat, desire, happens, takes advantage, guarantees, exploitation, complaint, act, male, protection, alone, businesswoman, do it, difference, horror, fate
String “girl” (muchacha) has five occurrences	Cousins, claims, strength, daughters
String “girl” (pelada) has one occurrence	being
String “lady” (señora) has six occurrences	Trauma, horrible, daughter, situation, report, minor, well, need

Source: own elaboration.

After reviewing the nouns before and after the text chains related to women, they identified (1) insults directed at the abuser, (2) expressions of compassion or empathy toward the victims,

(3) criticism of the work scheme, (4) references to God and family, and (5) requests for support from the justice system, among others.

Word and N-gram Frequency Analysis

The analysis examines the words or sets of word with the highest occurrence in the data corpus. It considers unigrams (single words), bigrams (two-word sequences), and trigrams (three-word sequences).-

Unigrams: [(‘type’,), (‘women’,), (‘si’,), (‘@mintrabajocol’,), (‘be’,), (‘q’,), (‘so ’,), (‘so’,), (‘work’,), (‘girl’,), (‘@noticiascaracol’,), (‘have’,), (‘company’,), (‘god ’,), (‘such’,), (‘need’,), (‘must’,), (‘can’,), (‘does’,), (‘man’,)]

Bigrams: [(‘@noticiascaracol’, ‘@noticiasrcn’), (‘ministry’, ‘work’), (‘must’, ‘be’), (‘be’, ‘human’), (‘harassment’, ‘labor’), (‘minor’, ‘age’), (‘see’, ‘yes’), (‘@mintrabajocol’, ‘@noticiascaracol’), (‘@mintrabajocol’, ‘@fiscaliacol’), (‘poor’, ‘women’), (‘78’, ‘b’), (‘jm’, ‘health’), (‘health’, ‘beauty’), (‘to be’, ‘so’), (‘must’, ‘go’), (‘must’, ‘have’), (‘@canalcitytv’, ‘@canal1col’), (‘@canal1col’, ‘@canalcitytv’), (‘39’, ‘south’), (‘street’, ‘39’)]

Trigrams: [(‘street’, ‘39’, ‘south’), (‘jm’, ‘health’, ‘beauty’), (‘78’, ‘b’, ‘08’), (‘south’, ‘78’, ‘b’), (‘company’, ‘jm’, ‘health’), (‘39’, ‘south’, ‘78’), (‘health’, ‘beauty’,

‘colombia’), (‘39a’, ‘south’, ‘#’), (‘beauty’, ‘colombia’, ‘sas’), (‘08’, ‘floor’, ‘4’), (‘-’, ‘08’, ‘floor’), (‘street’, ‘39a’, ‘south’), (‘josé’, ‘ferney’, ‘millán’), (‘must’, ‘go’, ‘prison’), (‘@mintrabajocol’, ‘@noticiascaracol’, ‘@noticiasrcn’), (‘08’, ‘floor’, ‘4.’), (‘millán’, ‘pinzón’, ‘owner’), (‘78b’, ‘-’, ‘08’), (‘#’, ‘78b’, ‘-’), (‘@noticiascaracol’, ‘@noticiasrcn’, ‘@canalcitytv’)]

Among the unigrams with the highest frequency are terms related to women, the perpetrator, the labor ministry, the company, God, and work. Regarding the most frequently repeated pairs of words, mentions include governmental entities and the media, references to workplace harassment, and information concerning the company where the incident occurred, such as its name, slogan, and address. Finally, in the analysis of the most frequent trigrams, there are recurring mentions of the company, its owner—referred to as the abuser—and other users of social networks.

Sentiment analysis and Emojis

Sentiment analysis was conducted to classify each comment as positive, negative, or neutral. This type of analysis is conducted using classification algorithms (Zulkifli & Lee, 2019), which categorize the text contained in each comment.

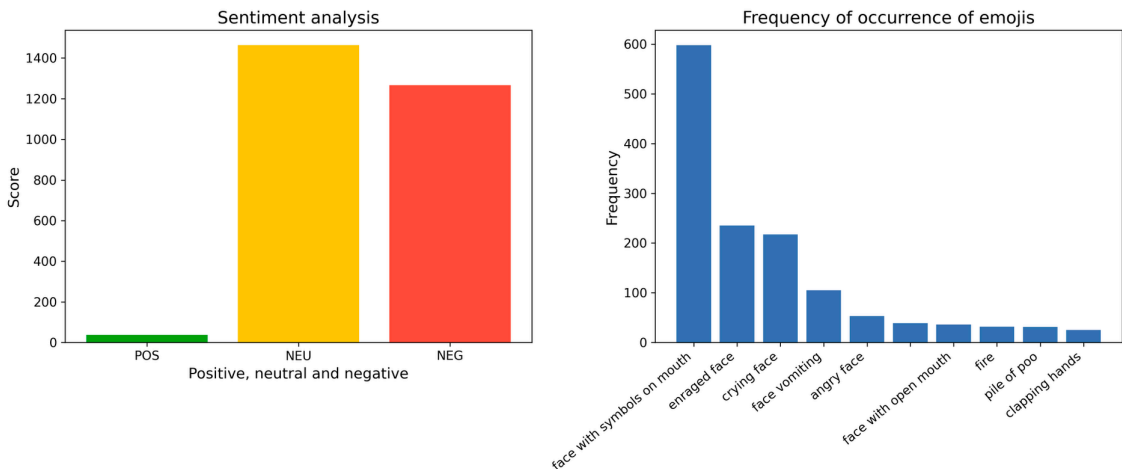


Figure 4. Sentiment analysis and frequency of emoji occurrence. Source: own elaboration.

Most comments contained harmful content—i.e., negative sentiment—followed by those with neutral content and a smaller proportion of positive content. This finding can be explained by considering the unigrams, bigrams, and trigrams that exhibit higher frequencies.

Emojis represent a wide range of emotions beyond the simple smile and frown. They act as an expression of emotion and communicative intent increasingly frequenting virtual environments (Kaye et al., 2017). Consequently, analyzing their use in the workplace bullying comments.

Among the five most frequently occurring emojis, several represent different facial expressions. The angry red face saying rude words is the most popular emoji, followed by the red face of tension. Both are classified as abusive emojis (Purba et al., 2018). Similarly, the study identified other emojis with significant frequency, including yellow faces crying with sadness, vomiting faces, and angry faces. Following Purba et al. (2018), the crying and vomiting faces were classified as sad emojis, while the angry faces were classified as abusive emojis.

Prediction with machine learning algorithms

Finally, to complete the data analysis phase, artificial intelligence was applied through five ma-

chine learning algorithms, including (a) Logistic Regression, (b) KNN (K-Nearest-Neighbor), (c) Classification Tree, (d) Random Forest Classifier, and (e) Ada Boost Classifier. Specifically, the objective was to predict which stakeholder users invoke when reporting or commenting on cases of workplace bullying. In other words, the aim was to predict which stakeholder is mentioned—i.e., the dependent variable y —by users expressing outrage over labor bullying cases, based on the structure of their report—i.e., the independent variable x . To achieve this, each mention available in the data was identified and categorized into three categories: (1) media, (2) governmental entities, and (3) other users who are members of the community. Subsequently, the characteristics of the report were characterized through indicators related to (i) sentiments—i.e., positive, negative, and neutral—(ii) the inclusion of words related to women, (iii) the use of emojis, (iv) the length in characters of the report, and (v) the presence of the 20 most frequent unigrams, bigrams, and trigrams in the complete corpus of data. Once this feature engineering process was completed, the selected algorithms were trained and validated to calculate their accuracy and ROC score, and the relative importance of each of the independent variables for the most accurate algorithm was calculated, as presented below.

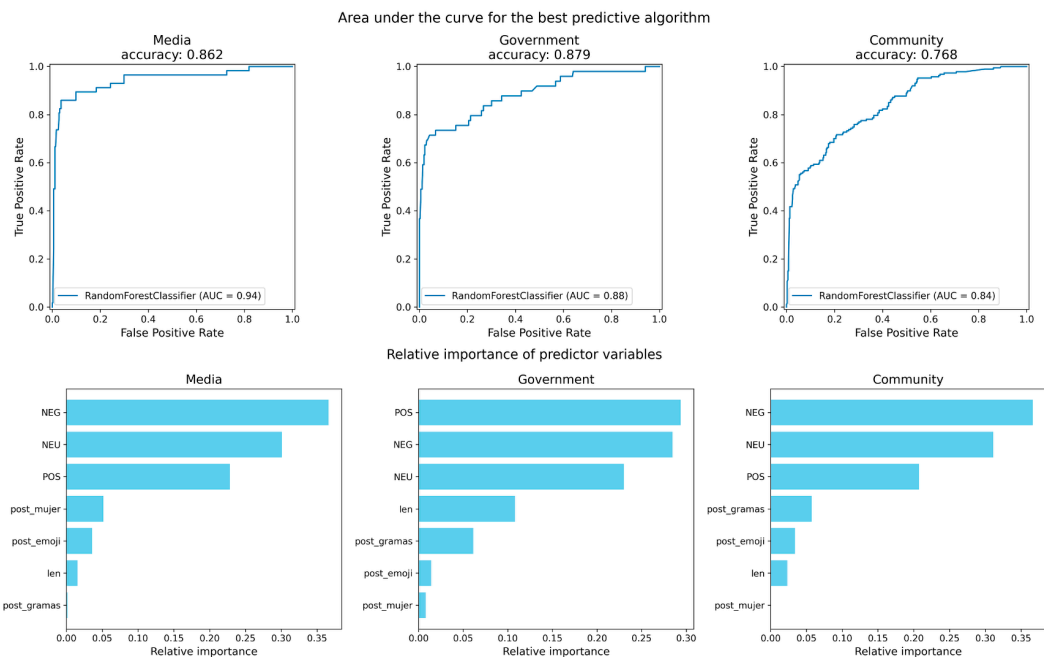


Figure 5. Area under the curve and relative importance of predictor variables. *Source: own elaboration.*

The best performance was achieved by the random forest algorithm for predicting media mentions and the classification tree for reports invoking the government and the community. The random forest algorithm attained the highest accuracy, reaching 86.8%.

The analysis revealed that Colombian virtual viewers report workplace bullying differently on social networks like Instagram®. When bystanders report bullying to the media, they often emphasize female victims and use an emotional tone. Reports to government agencies and the community also have an emotional tone but use similar language. Despite the frequent use of abusive and sad emojis, these appears to have minimal influence on the reception of these reports across media, government, and community platforms. Specifically, negative sentiment was the most important predictor variable for the different stakeholders when referring to the predictor variables. However, the importance of neutral reports has a similar significance level for remarks directed at the government and the community.

In contrast, its volume is lower for those directed at the media. On the other hand, positive reports have a similar level of importance for remarks directed at the three stakeholders reviewed. Finally, an unexpected finding was that text strings referring to women are significant only in the reports addressed to the media. In contrast, words containing the most popular unigrams, bigrams, and trigrams are relevant in predicting communications directed to the government and the community.

DISCUSSION

The results of this study, while contributing to the growing body of literature on workplace bullying, the findings both align with and diverge from previous research. The findings resonate with several established perspectives, particularly those advocating for a contextualized examination of workplace bullying across diverse environments. As Branch et al. (2013) have emphasized, understanding the phenomenon requires a multi-contextual approach, and this study aligns with that recommendation by focusing on the Online reporting of workplace bullying. This emphasis on virtuality is partic-

ularly relevant in contemporary settings, where digital platforms like Instagram® have become arenas for voicing grievances and mobilizing support. The study's focus on Online reporting underscores the need to explore how traditional workplace dynamics, such as power imbalances and hierarchical structures, manifest in online spaces.

Moreover, the study incorporates the role of bystanders, a critical element highlighted by Branch et al. (2013); Wu & Wu (2019). By examining how bystanders engage with virtual complaints—through mentions, emojis, and keywords—the research aligns with methodological approaches recommended by Purba et al. (2018). It extends the understanding of bystander behavior into the digital realm. This is particularly significant given the gendered patterns observed in the selected case, where predominantly female victims and a male aggressor were involved, consistent with the findings of Mulder et al. (2014). Such gendered dynamics further underscore the importance of considering intersectional factors in workplace bullying research, as they shape both the experiences of victims and the responses of bystanders

However, the study also reveals notable divergences from some established perspectives, pointing to areas where further research is needed. For instance, the role of human resources management, which D'Cruz et al. (2014) identify as a critical factor in addressing workplace bullying, was not incorporated into the analysis. This omission highlights a potential gap in understanding how organizational policies and interventions might intersect with virtual reporting mechanisms. Additionally, the study did not address the limitations associated with “helpless support” and bystander apathy, as critiqued by Paull et al., (2020). These concepts are crucial for understanding why bystanders may fail to intervene effectively, even in virtual contexts where the barriers to action might differ from those in physical workplaces.

Another area of divergence lies in the study's limited exploration of cultural differences, which Salin et al. (2020) and Samnani & Singh (2012) have identified as influential in shaping perceptions of workplace bullying. Cultural norms and values can significantly impact how bullying behaviors are interpreted, reported, and addressed in physical and virtual environments.

By not incorporating a cross-cultural perspective, the study may overlook essential variations in how virtual workplace bullying is experienced and perceived across different societal contexts.

Finally, the study's lack of a longitudinal approach represents another limitation, as it precludes an examination of the evolving nature of workplace bullying dynamics over time. As MacCurtain et al. (2018) have argued, longitudinal studies are essential for capturing the temporal dimensions of bullying, including its escalation, persistence, and long-term effects on victims and organizations. The absence of such an approach in this study limits its ability to provide insights into how virtual workplace bullying might develop or change in response to shifting organizational, technological, and social landscapes.

CONCLUSIONS

The findings of this study reveal significant patterns in how Colombian virtual viewers report workplace bullying through social networks, particularly Instagram®. The analysis indicates that bystanders' reports to the media often adopt an emotional tone and disproportionately highlight women as victims of bullying. In contrast, reports directed to government agencies and the community, while similarly emotional, exhibit a more standardized language, suggesting a shared narrative framework when addressing formal institutions. Interestingly, the use of emojis classified as abusive or sad, though prevalent, appears to have minimal influence on the reports across media, government, and community platforms. This suggests that while emojis may serve as emotional markers, their impact on the formal reporting process remains limited.

A detailed examination of online bystanders reports revealed specific characteristics, such as an average report length of 104 characters, frequent mentions of media, governmental entities, and community members, and a recurring focus on women as victims. The textual analysis of these reports identified several thematic categories, including insults directed at aggressors, expressions of compassion or empathy for victims, critiques of workplace structures, references to religious and familial values, and calls for justice. Sentiment analysis further confirmed that nega-

tive emotions dominate these reports, reflecting the distressing nature of workplace bullying. While notable, the prevalence of abusive and sad emojis in these reports did not significantly alter the tone or reception of the reports, suggesting that textual content remains the primary vehicle for conveying the gravity of these situations.

The results presented offer an innovative approach to reviewing cases of Online reporting/social media reporting of workplace bullying by examining instances of face-to-face bullying where the victims are women who report their cases to virtual bystanders through social networks. Additionally, a disruptive methodological approach is designed and applied, combining techniques such as web scraping, text mining analysis, feature engineering, and machine learning algorithms to predict the type of report. However, these results open avenues for future research. For instance, it could be essential to review the effect of these virtual complaints on the victims over time, determining whether they are re-victimized or manage to assert their rights. Furthermore, future studies could explore the role of other social networks like Facebook, Twitter, and TikTok, as the current research focuses exclusively on Instagram. Additionally, the gender of the aggressors could be considered in future studies, as the current research reviews only the role of women as victims. Finally, it could be essential to review the effect of this type of study on cultures other than the Colombian one to determine how other social groups share and experience Online reporting/social media reporting of workplace bullying.

The findings of this study have important implications for understanding how Online reporting/social media reporting of workplace bullying are expressed and perceived on platforms like Instagram, highlighting the need for tailored communication strategies that consider cultural, social, and gender dynamics. The distinct ways bystanders report cases—often emphasizing female victims and using similar language when addressing governmental bodies and the community—suggest opportunities for standardizing reporting processes to enhance clarity and consistency. The study's use of advanced data analysis techniques also underscores the need for broader explorations across various social media platforms to better capture reporting behaviors. These insights are valuable for managers, human resources practitioners, public policymak-

ers, and society at large, offering a gendered perspective on workplace bullying and opening discussions on the role of social networks, the potential involvement of governmental authorities, and the application of big data and AI in analyzing and addressing these issues.

The study has several limitations that should be acknowledged. First, the research focuses exclusively on Instagram, excluding other social networks like Facebook, Twitter, and TikTok, which users might not be on Instagram. This limits the generalizability of the findings to other Social media platforms. Second, the study reviews only the role of women as victims without considering the gender of the aggressors, which could provide a more comprehensive understanding of the dynamics of workplace bullying. Third, the study's cross-sectional design is a limitation, as it does not explore the long-term effects of virtual complaints on victims, such as whether they are re-victimized or succeed in asserting their rights. Finally, the study is limited to the Colombian context, and its findings may not apply to other cultural or social settings.

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APPENDIX

Table A1. Original posts of the virtual denunciation of workplace bullying in Colombia and amount of collected reports.

Original post of the account radfemcolombia_	Number of collected reports
“radfemcolombia_: SOS Les pedimos por favor nos ayuden a difundir esta denuncia ya que este hombre maltrata, humilla, amenaza y golpea a las mujeres que trabajan en esta empresa. Les agradecemos cualquier colaboración y/o asesoramiento legal para poder ayudar a estas mujeres a tener un lugar de trabajo seguro y libre de violencias y donde sus derechos no sean vulnerados. #radfem #radfemcol #radfemcolombia #elfuturoserafeminista #abolicionismo #feminazi #prostitucionsviolencia #terf #radfemnoestransfobia #nosestanmatando #feministaradical #transactivismoesmisoginia #nohayhombresconvagina #soyaboliconista #mujeresporlaabolicion #sinputerosnohaytrata #radicalizatehermana #labiologianomiente #nohaymujeresconpene #lopersonalespolitico #prostitucionnoestrabajo #niñasnombres #contraelborradodelasmujeres #somosradfemcolombia #somosradfemcol #abortolegalcolombia #aboliconismoyfeminismoradical” – ID post: Ca8IGWXDCxH	97
“radfemcolombia_: Aquí les dejo el video completo ya que el reel quedó cortado #radfem #radfemcol #radfemcolombia #elfuturoserafeminista #abolicionismo #feminazi #prostitucionesviolencia #terf #radfemnoestransfobia #nosestanmatando #feministaradical #transactivismoesmisoginia #nohayhombresconvagina #soyaboliconista #mujeresporlaabolicion #sinputerosnohaytrata #radicalizatehermana #labiologianomiente #nohaymujeresconpene #lopersonalespolitico #prostitucionnoestrabajo #niñasnombres #contraelborradodelasmujeres #somosradfemcolombia #somosradfemcol #abortolegalcolombia #aboliconismoyfeminismoradical” – ID post: Ca8MxIIDTZz	1763
“radfemcolombia_: Gracias a @bluradio por hacer visible este caso y escuchar a las víctimas. En la página web de la emisora pueden encontrar un audio con los testimonios #joseferneymillanpinzon #acosolaboral #radfemcolombia #violencialaboral #denunciaciudadana #denunciapública #bluradio #mujeresviolentadas #jmsaludybellezacol” – ID post: CbItkWmOU0g	126
“radfemcolombia_: Según la viceministra de @mintrabajocol el comité de convivencia de la empresa (que seguramente no hay o es liderado por el mismo tipo) es quien debe encargarse de los conflictos internos en el lugar. ¿No les parece que esto es más violento y re victimizante?” – ID post: CbL_-1Wjzjk	58

Source: own construction.