

Cyber Bullying: Bullying in the Digital Age

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Teens and Technology Use

- More than 97% of adolescents (12-18) use the Internet and more than half use it daily
- 45% of adolescents have cell phones
- 75% of teens use IM, 48% use it daily

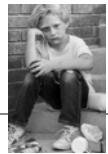
The Pew Internet and American Life Project 2007

Teens and Technology Use

- The greatest change in online activity is between 6th and 7th grade.
 - 60% of 6th graders use the Internet
 - 82% of 7th graders do.
- Young girls are more likely to be online than boys and are more likely to use IM.

The Pew Internet and American Life Project 2007

Bullying...



- Is aggressive behavior that intends to cause harm or distress.
- Usually is repeated over time.
- Occurs in a relationship where there is an imbalance of power or strength.

Direct Bullying




- Hitting, kicking, shoving, spitting...
- Taunting, teasing, racial slurs, verbal harassment
- Threatening, obscene gestures


Indirect Bullying





- Getting another person to bully someone for you
- Spreading rumors
- Deliberately excluding someone from a group or activity
- Cyber Bullying


	<h2 style="text-align: center;">Cyber Bullying Defined</h2>
	<p>“Bullying through e-mail, instant messaging, in a chat room, on a website, or through digital messages or images sent to a cell phone.”</p> <p style="text-align: center;">Kowalski, Limber & Agatston, 2008</p>

	<h2 style="text-align: center;">Examples of Cyber Bullying</h2>
	<ul style="list-style-type: none"> ■ Repeatedly sending offensive, rude, and insulting messages. 

	<h2 style="text-align: center;">Examples of Cyber Bullying</h2>
<ul style="list-style-type: none"> ■ Distributing or posting derogatory information about another. <p><i>"I wish you would get in a car accident and split your head in two...How does it feel to be so hated?"</i></p> <p><i>"Is that a halloween mask or your face?"</i></p>	

	<h2 style="text-align: center;">Examples of Cyber Bullying</h2>
	<ul style="list-style-type: none"> ■ Posting or sending digitally altered photos. ■ Impersonating another and sending offensive messages. ■ Tricking someone into revealing embarrassing information and forwarding to others. 

	<h2 style="text-align: center;">Examples of Cyber Bullying</h2>
<ul style="list-style-type: none"> ■ "Happy Slapping" ■ Recording and posting beatings ■ Some forms of sexting 	

	<h2 style="text-align: center;">Key Findings About Cyber Bullying</h2>
<ol style="list-style-type: none"> 1. Cyber Bullying is involving increasing numbers of children and youth. 	

How Prevalent is Cyber Bullying?

A survey of 3,767 middle school students showed:

- 18% had been cyber bullied at least once in the last 2 months
 - 6% at least 2-3 times/month
- 11% had cyber bullied others at least once
 - 2% at least 2-3 times/month

Kowalski & Limber, 2007

CDC Issue Brief on Electronic Aggression and Youth

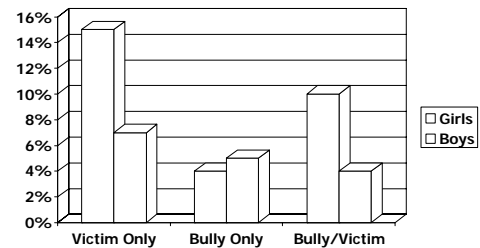
- 9% to 35% of youth have been the victim of electronic aggression
- 4% - to 21% report perpetrating electronic aggression
- Between 7% and 14% report being both a target and a perpetrator
- From 2000 – 2005 there was a 50% increase in the number of targets

Key Findings About Cyber Bullying

2. Girls are more likely to be involved in cyber bullying than boys.



Gender and Cyber Bully Status (Kowalski & Limber, 2008)

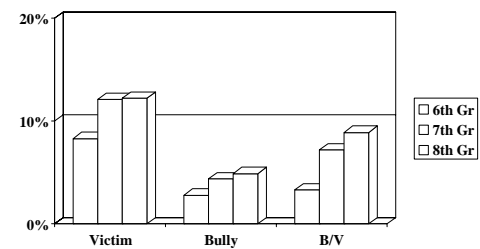


Key Findings About Cyber Bullying

3. Engagement in cyber bullying increases significantly among middle school-aged students.



Grade Differences in Cyber Bully Status



Key Findings About Bullying

4. There are similarities and differences between cyber bullying and "traditional" bullying.



Cyber Bullying and "Traditional" Bullying

Similar characteristics:

- Aggressiveness
- Power imbalance
- Repetitiveness

Cyber Bullying and "Traditional" Bullying

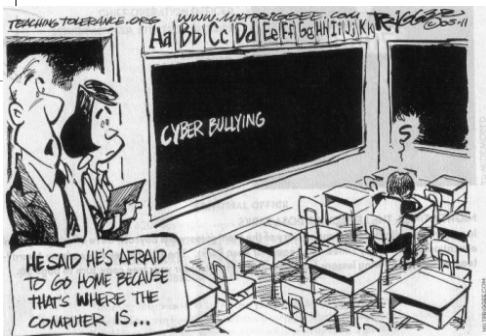
Different characteristics:

- Anonymity
- Disinhibition

Cyber Bullying and "Traditional" Bullying

Different characteristics:

- Anonymity
- Disinhibition
- Accessibility



Cyber Bullying and "Traditional" Bullying

Different characteristics:


- Anonymity
- Disinhibition
- Accessibility
- Punitive fears
- Bystanders

Relationship Between Traditional Bully Status & Cyber Bullying Experience		
Traditional Bullying Status	Cyber Victim	Cyber Bully
Victim	23%	9%
Bully	19%	20%
Bully/Victim	36%	23%
Neither	9%	5%

Relationship Between Cyber Bully Status & Traditional Bullying Experience (Kowalski & Limber, in submission)		
Cyber Bullying Status	Traditional Victim	Traditional Bully
Victim	61%	39%
Bully	39%	55%
Bully/Victim	64%	66%
Not Involved	33%	25%

Key Findings About Cyber Bullying

5. Initial findings suggest that cyber bullying may seriously affect children.



- ### Effects of "Traditional" Bullying on Victims
- Higher anxiety and depression
 - Lower self-esteem
 - More suicidal ideation
 - Higher rates of illness
 - School attendance, absenteeism, academic achievement

- ### Possible Effects of Cyber Bullying
- Kowalski & Limber (in submission)
- Study of 931 students in 6th – 12th grades
 - Anonymous survey of:
 - Cyber bullying experiences
 - Psychological health
 - Physical health
 - School absences
 - Leaving school early because of illness
 - Grades

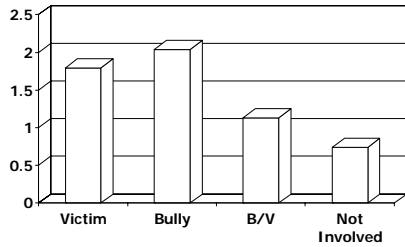
Findings:

students involved in cyber bullying behavior (as cyber victim, bully, or bully victim)

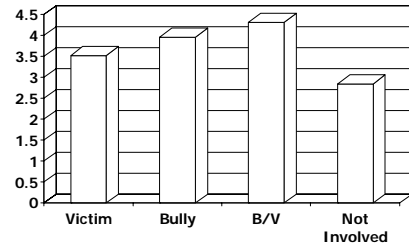
- had higher rates of depression
- higher rates of anxiety
- and lower self-esteem

Than those not involved in cyber bullying behavior.

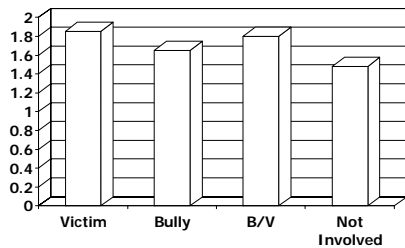
Cyber Bully Status and Leaving School Early



Cyber Bully Status and Grades



Cyber Bully Status and Health

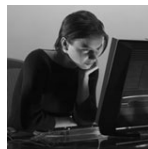


"My son was an early casualty and his death an early warning to our society that we'd better pay attention to how our children use technology. We need to study this new societal problem with a sense of urgency and great diligence."

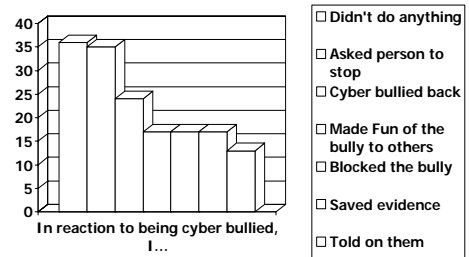
John Halligan

Key Findings About Cyber Bullying

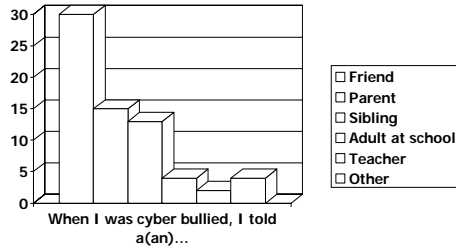
6. Children's responses to cyber bullying are often counter-productive.



Reactions of Victim (Kowalski & Limber, in preparation)



Who the Victims Told (Kowalski & Limber, in preparation)



School Safety Issues

- youth who reported being targeted by Internet harassment were eight times more likely than all other youth to concurrently report carrying a weapon to school in the past 30 days.
- Ybarra et al. Journal of Adolescent Health, December 2007, Youth Violence and Electronic Media
(www.jahonline.org)

Key Findings About Cyber Bullying

7. Adults aren't doing enough to address cyber bullying.

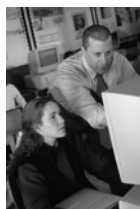


Focus Group Themes

- Few parents and educators are talking with children about cyber bullying.
- When asked if parents are talking to them about cyber bullying, students primarily share messages about internet safety.

Kowalski et al., 2008

What Can Educators Do to Address Cyber Bullying?



1. Incorporate Into Comprehensive Bullying Prevention Programs

- Include cyber bullying prevention messages into school-wide bullying prevention efforts.



2. Assess Cyber Bullying

- Use an anonymous questionnaire to determine prevalence.
- Look for age and gender trends.
- Collect more detailed information in informal group discussions.



3. Provide Staff Training

- All staff should be familiar with the basics.
- In-depth training for key staff
 - Administrators
 - Counselors
 - Media specialists

4. Develop Clear Rules and Policies About Cyber Bullying

- Incorporate into existing “student use of technology” policy or as a separate entity.
- Distribute information about the policy to staff, parents, students
- Model policy at: www.usdoj.gov/criminal/cybercrime



5. Encourage Reporting of Cyber Bullying

6. Spend Class Time on Cyber Bullying

- Incorporate discussions into class meetings on bullying & peer relations.
 - What is cyber bullying?
 - What are the schools' rules?
 - How to respond to cyber bullying?
 - Bystanders and cyber bullying
 - Online “netiquette,” safe blogging, monitoring reputations online



7. Use Students as Experts

- Youth are more knowledgeable than many adults
- Youth involvement sends an important message

If you wouldn't say it in front of your mom, don't say it Online.




Don't Cyber Bully.

This message was brought to you by the Cobb County School District and the students of the Kennesaw Mountain Magnet Program.

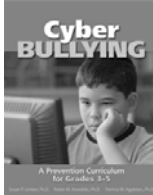



Cyber Bullying Prevention Curriculum for Grades 6-12



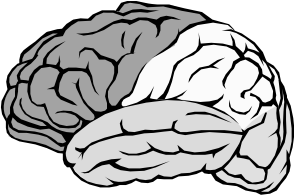
Available through
 Hazelden.org or
 cyberbullyhelp.com

Cyber Bullying Prevention Curriculum for Grades 3-5




– Available through
 Hazelden.org or
 cyberbullyhelp.com

Parents and Teachers as Surrogate Pre-frontal Lobes




8. Build Strong Parent/ School Partnerships



- Host parent programs at the school on cyber bullying. Post information on your school website.
- Send home printed materials on cyber bullying for parents.
- Have a contact person at the school who is knowledgeable about cyber bullying and can assist parents with their concerns.

Intervention in Cases of Cyber Bullying

- Notify parents of all involved children
- Share concerns with other adults at school
- Provide tips about possible responses and the removal of offensive online material
- Contact police in serious cases
- School discipline?
- Referrals to mental health resources
- Informal resolution

	<p>"Bullied Girl Alone No More"</p> 
	<p>"She finds comfort in letters from hundreds of strangers, a campaign begun by Mill Valley sisters."</p>  <p>San Francisco Chronicle May 23, 2007</p>

	<h2>For More Information</h2>
	<ul style="list-style-type: none">■ www.cyberhelp.com■ www.stopbullyingnow.hrsa.gov■ www.hazelden.org■ www.olweus.org