

CYBER BULLYING

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SCHOOLS AS BULLY PROOF ZONES

CENTER
Center for Teacher Education and Research

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Westfield
Founded 1838

LEARNING TARGETS

Participants will be able to:

- **Define cyberbullying and its forms.**
- **Describe similarities and differences between traditional bullying and cyber bullying.**
- **Describe key research findings describing the nature and prevalence of cyberbullying.**
- **Identify strategies to prevent and respond to cyberbullying.**

BULLYING = PEER ABUSE

- 1. INTENTIONAL**
- 2. REPEATED**
- 3. IMBALANCE OF POWER**



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CYBER BULLYING DEFINED

“An aggressive, intentional act carried out by a group or individual, using electronic forms of contact, repeatedly and over time against a victim who cannot easily defend him or herself.”

Smith et al., 2008

DEFINITION OF CYBER-BULLYING

Cyber-bullying is bullying through email, instant messaging, chat room exchanges, website posts, or digital messages or images sent to a cellular phone or PDA.



CHARACTERISTICS OF CYBER-BULLYING

Cyber bullying involves an imbalance of power and often occurs repeatedly, just like traditional bullying behavior.



Modified from *Introduction to Cyber bullying*, a Hazelton publication used by Olweus, 2008

ISSUES SPECIFIC TO CYBER-BULLYING

- **Anonymity**
- **Disinhibition**
- **Lack of
Supervision**
- **Viral Nature**
- **Limitless
Victimization Risk**

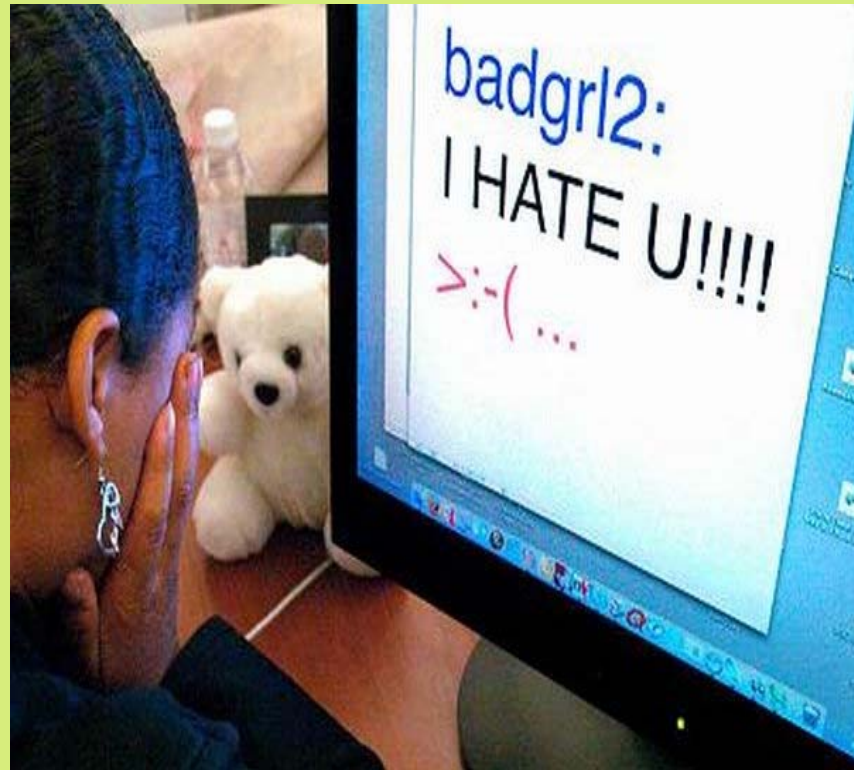


COMMON TERMS FOR CYBER-BULLYING

- **Anonymity**
- **Pseudonyms**
- **Flaming**
- **Masquerading**
- **Cyberstalking**
- **Photoshopping**
- **Outing**
- **Exclusion**
- **Harassment**
- **Physical Threats**

FACTS ABOUT CYBER-BULLYING

- **Cyber-bullying can happen in school and at home.**
- **Targets of cyber-bullying may also be targets of traditional bullying.**
- **Technology is an integrated part of student's everyday life in and outside of school.**
- **Cyber-bullying can significantly affect the school environment.**
- **Cyber-bullying violates civil rights.**



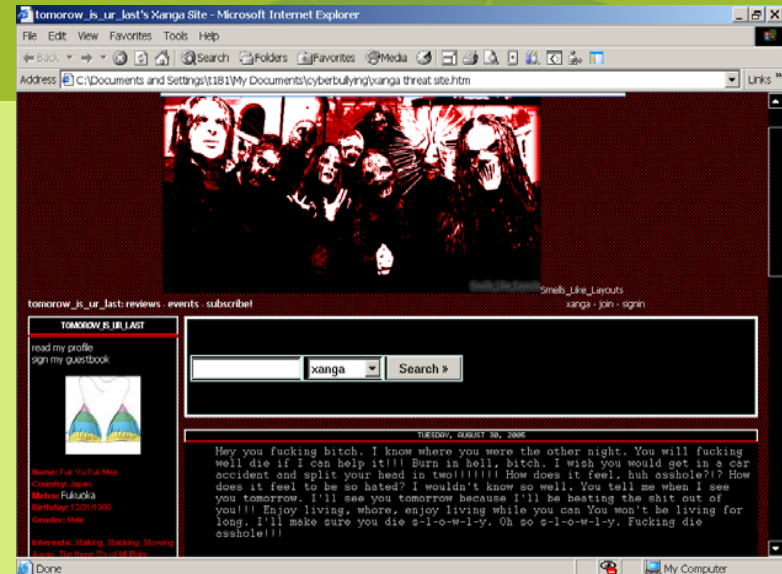
EXAMPLES OF CYBER BULLYING

- **Sending offensive, and insulting messages.**
- **“Happy Slapping”**



EXAMPLES OF CYBER BULLYING

- **Distributing or posting derogatory information about another.**



“I wish you would get in a car accident and split your head in two!...How does it feel to be so hated?”

“I’ll see you tomorrow because I’ll be beating the ___ out of you. Enjoy living while you can...I’ll make you die slowly.”

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EXAMPLES OF CYBER BULLYING

- **Posting or sending digitally altered photos.**
- **Impersonating another and sending offensive messages.**
- **Tricking someone into revealing embarrassing information and forwarding to others.**



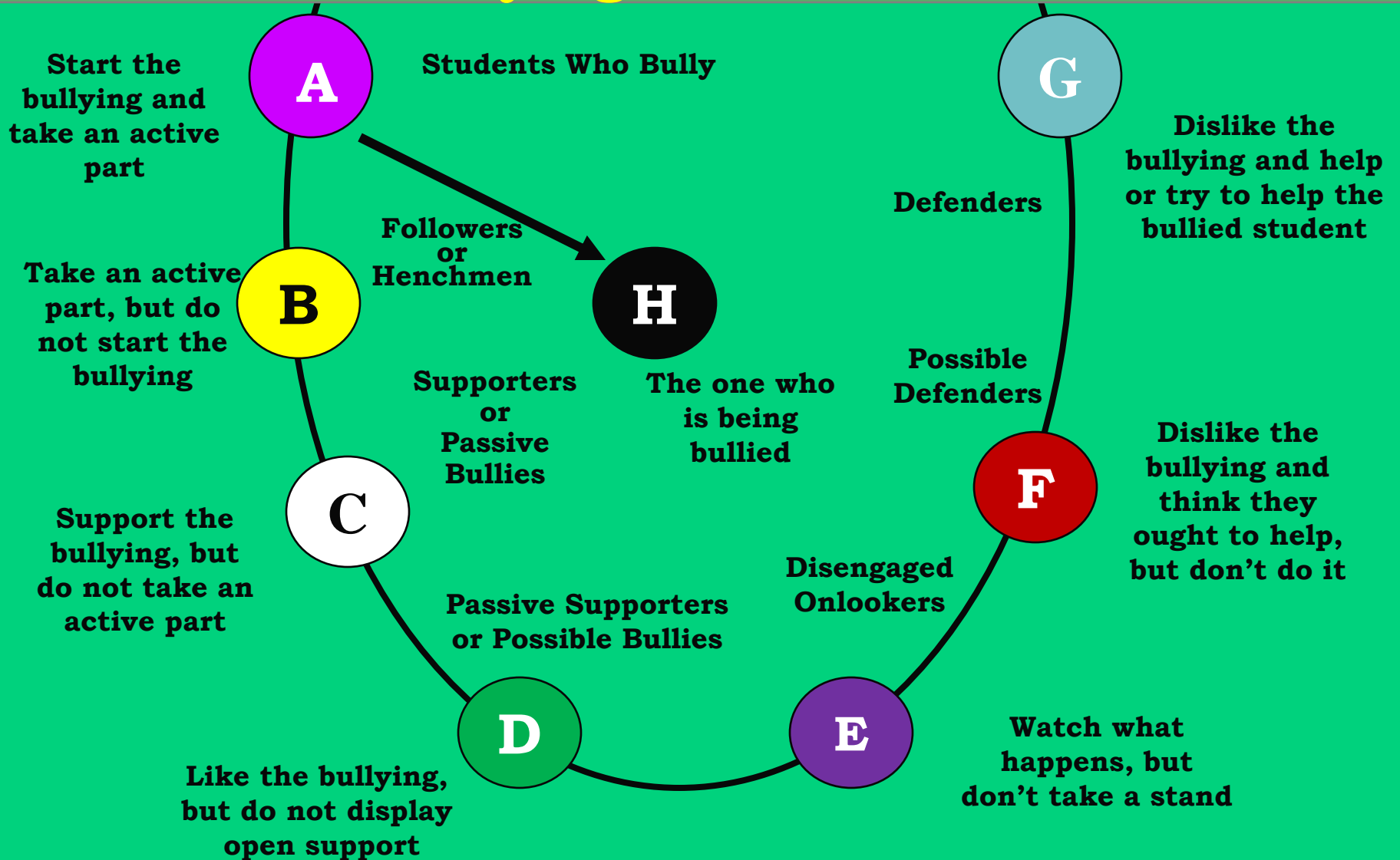
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What Roles Do Students Play in Bullying Situations?



GROUP MECHANISMS IN BULLYING

- **SOCIAL CONTAGION**
- **WEAKENING INHIBITIONS AGAINST AGGRESSION**
- **A DECREASED SENSE OF INDIVIDUAL RESPONSIBILITY**
- **GRADUAL CHANGES IN THE VIEW OF THE VICTIM**

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

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CYBER BULLYING AND SCHOOL

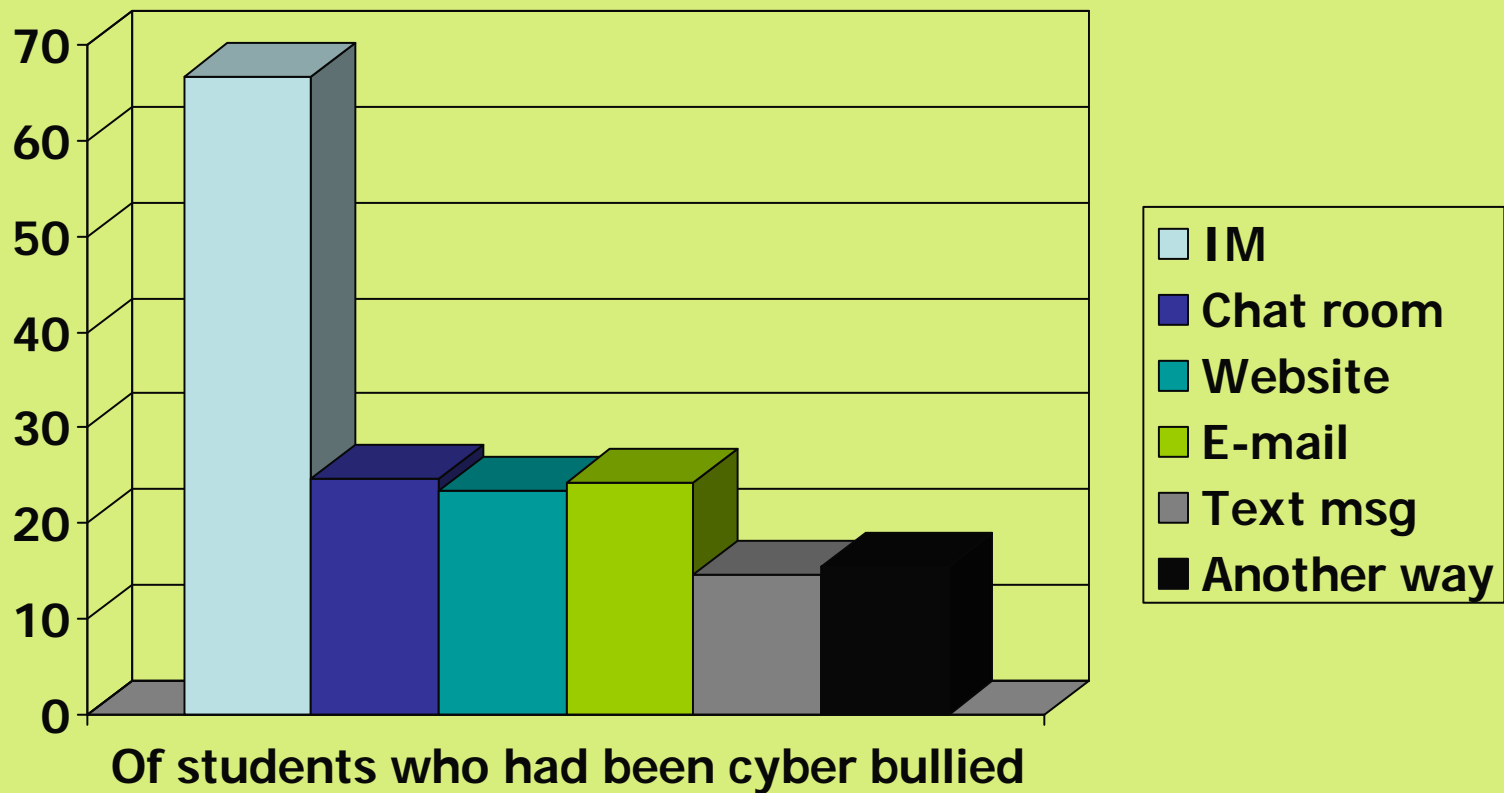
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TEENS AND TECHNOLOGY USE

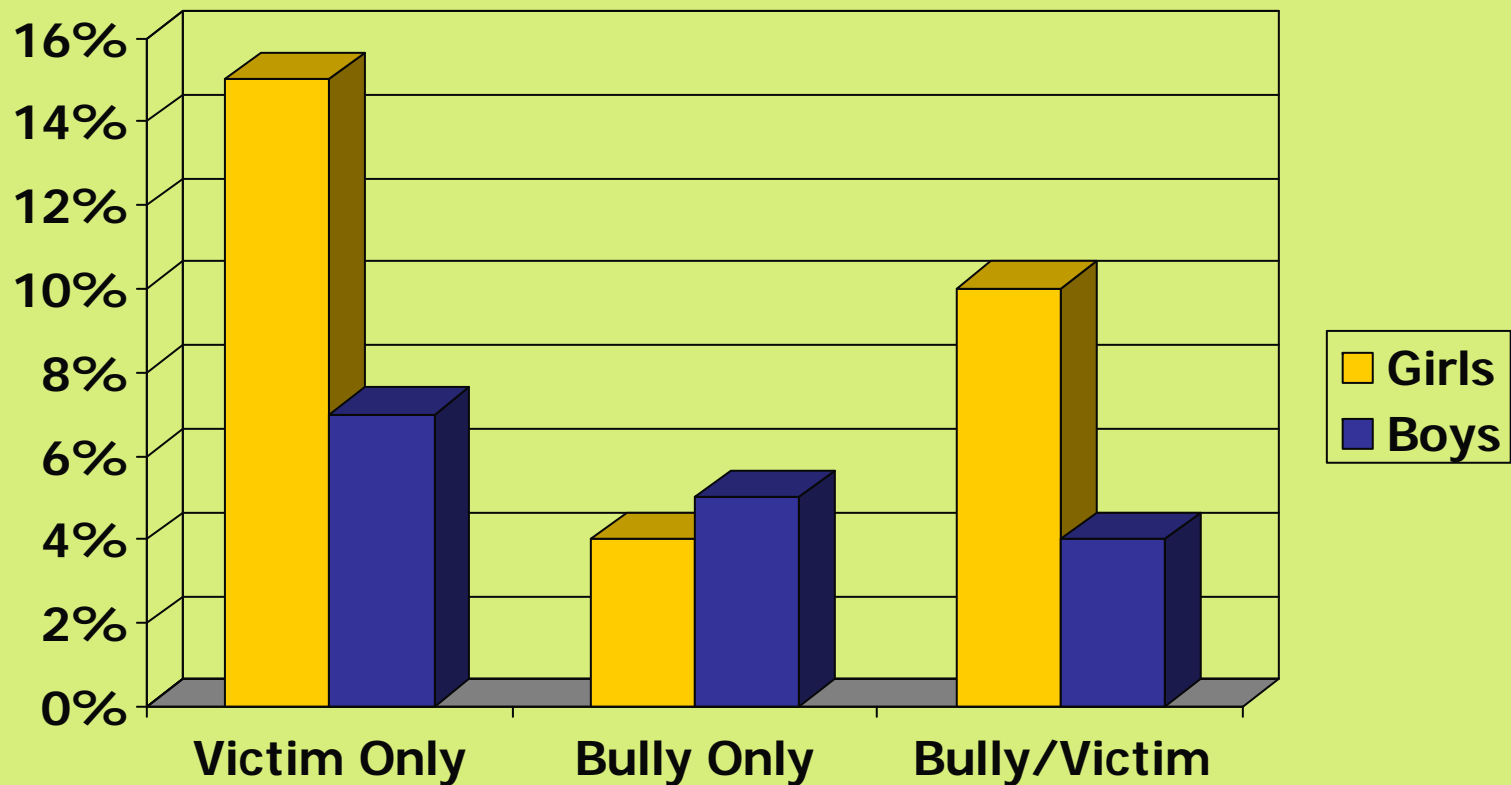
- **The greatest change in online activity is between 6th and 7th grade.**
 - **60% of 6th graders use the Internet**
 - **82% of 7th graders do.**
- **Young girls are more likely to be online than boys and are more likely to use IM.**

The Pew Internet and American Life Project 2007

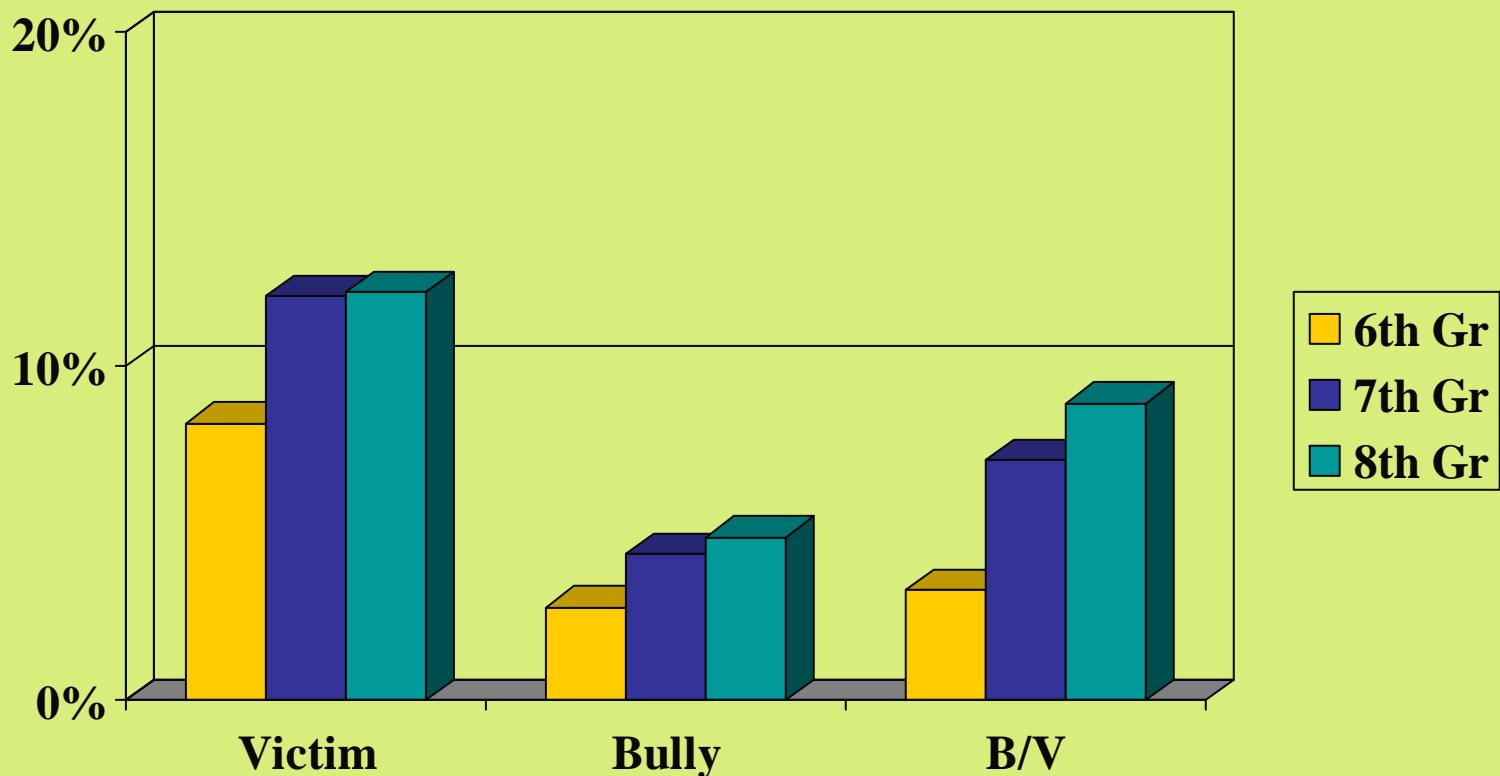
METHOD OF CYBER BULLY VICTIMIZATION (KOWALSKI & LIMBER, 2007)



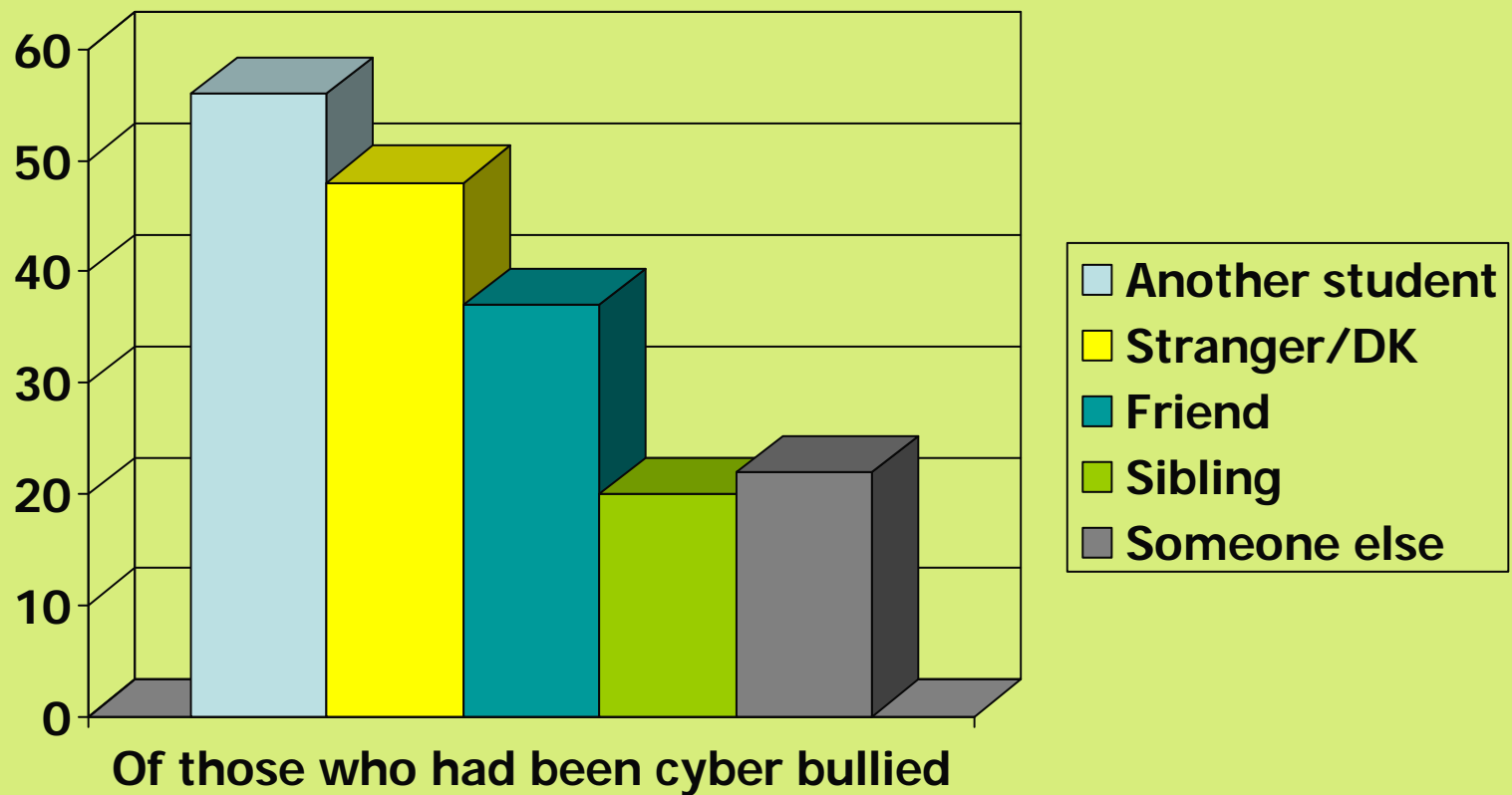
GENDER AND CYBER BULLY STATUS (KOWALSKI & LIMBER, 2008)

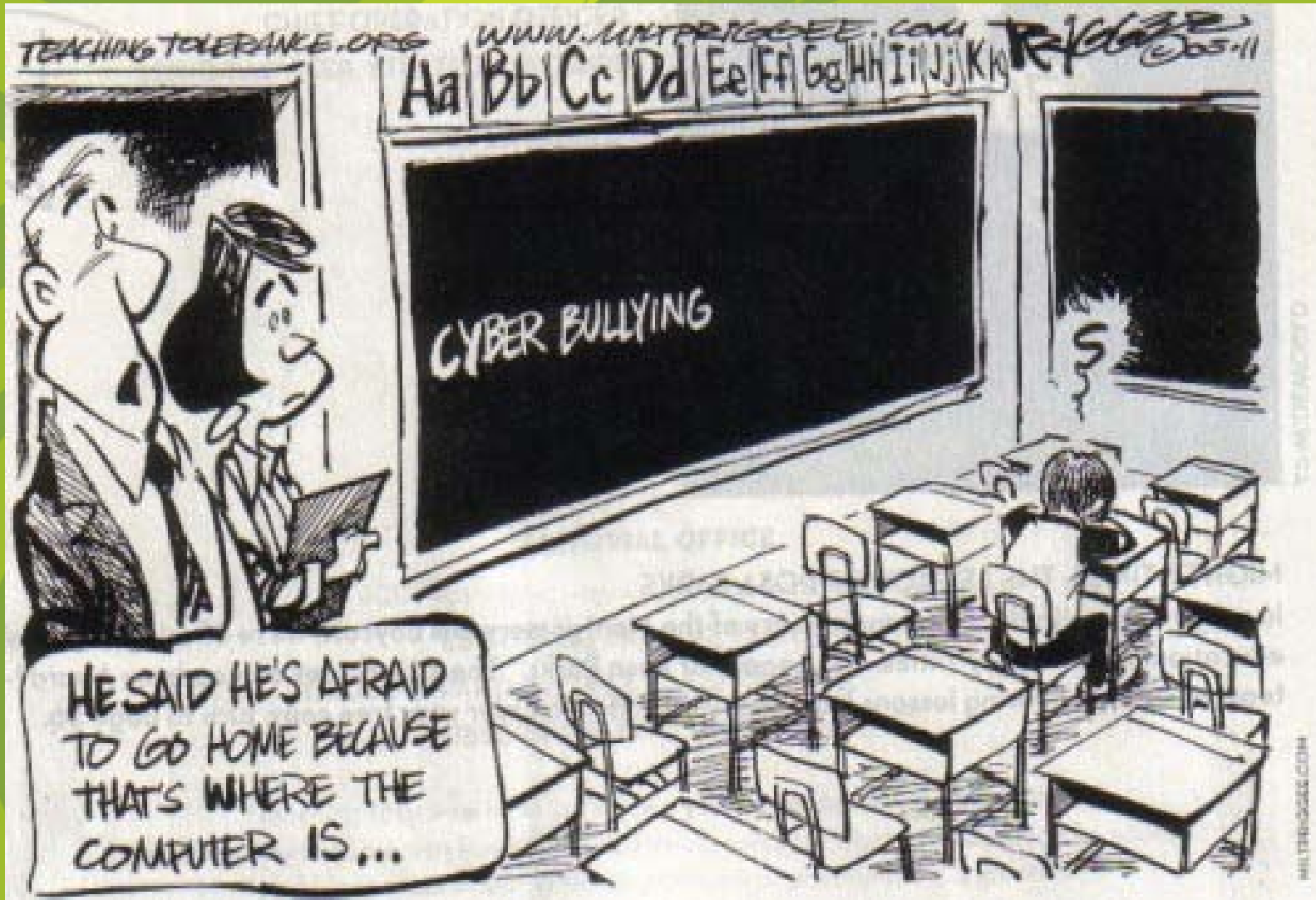


GRADE DIFFERENCES IN CYBER BULLY STATUS



IDENTITY OF “CYBER BULLY” (KOWALSKI & LIMBER, IN PREPARATION)





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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**

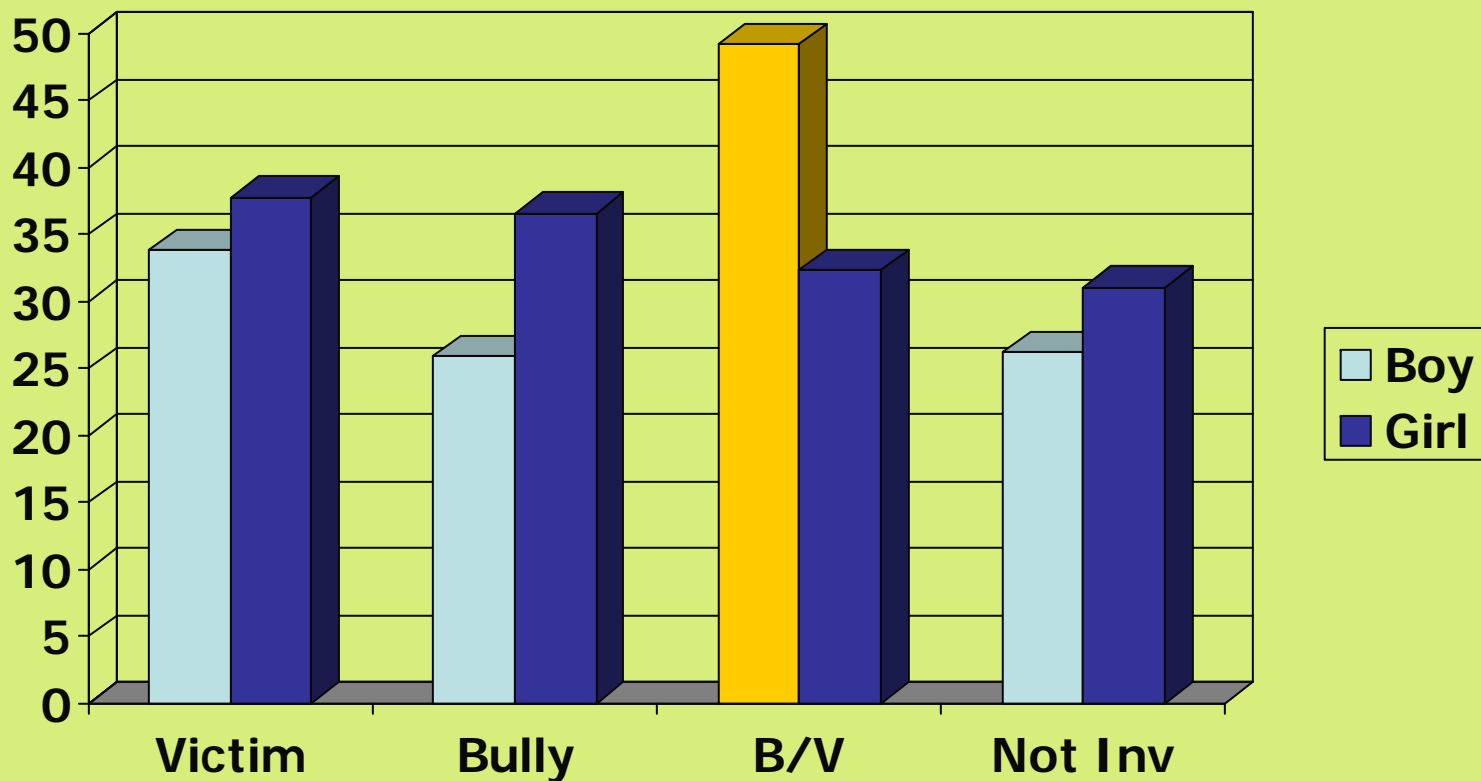


POSSIBLE EFFECTS OF CYBER BULLYING

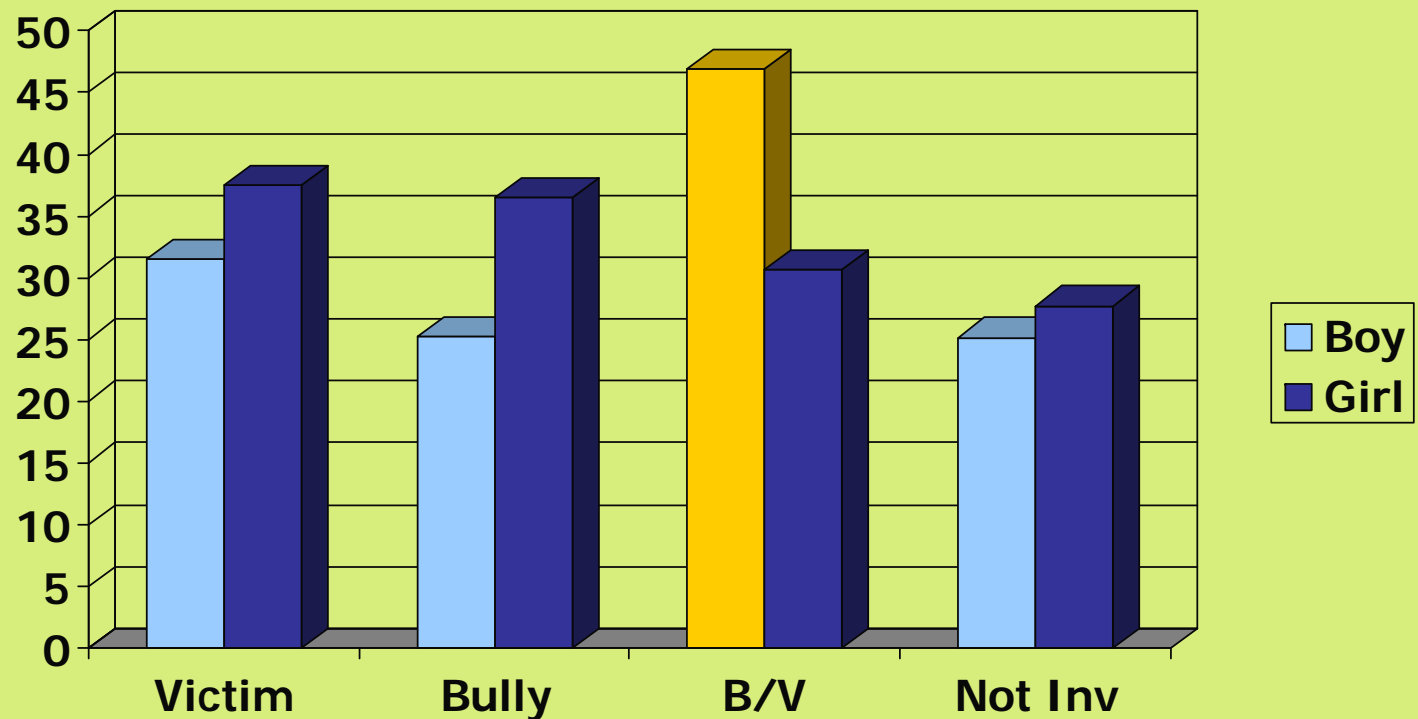
KOWALSKI & LIMBER (IN SUBMISSION)

- **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**

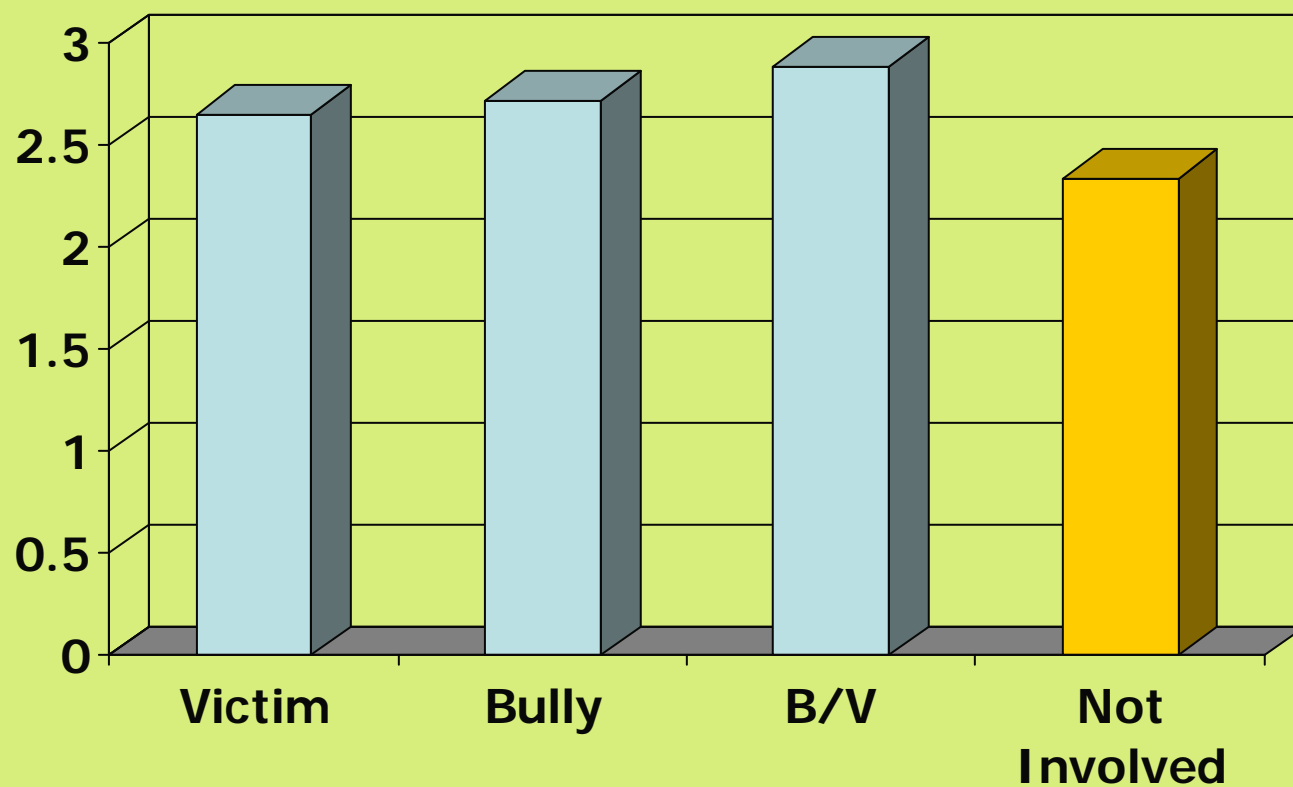
CYBER BULLY STATUS AND ANXIETY



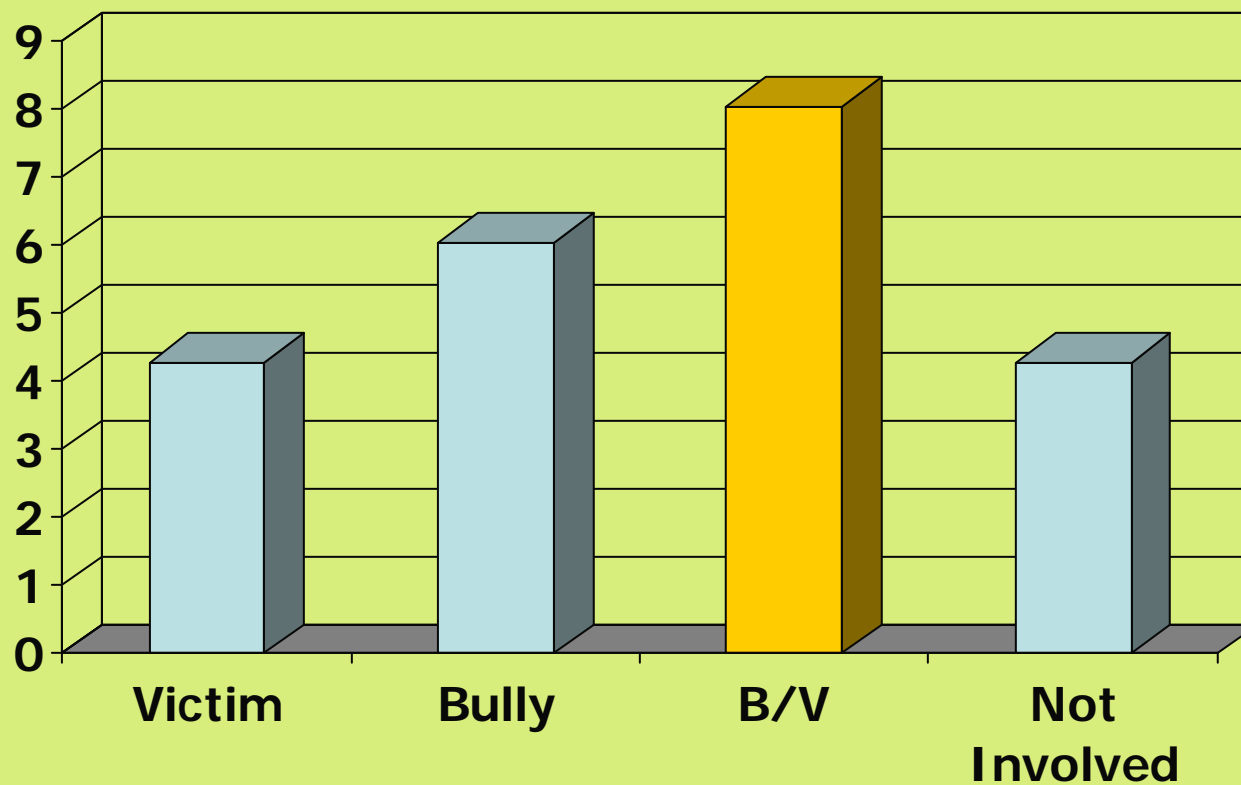
CYBER BULLY STATUS AND DEPRESSION



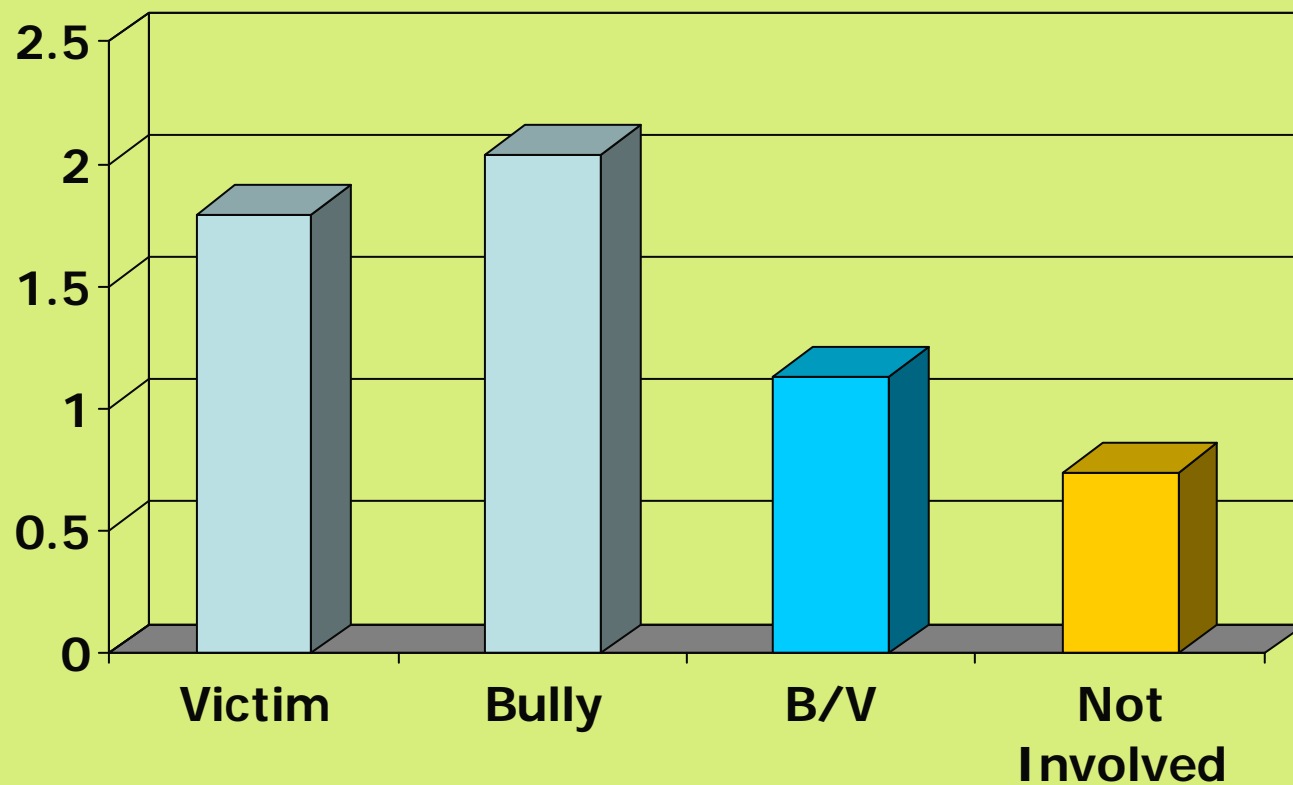
CYBER BULLY STATUS AND SELF ESTEEM (HIGHER SCORES = LOWER SELF ESTEEM)



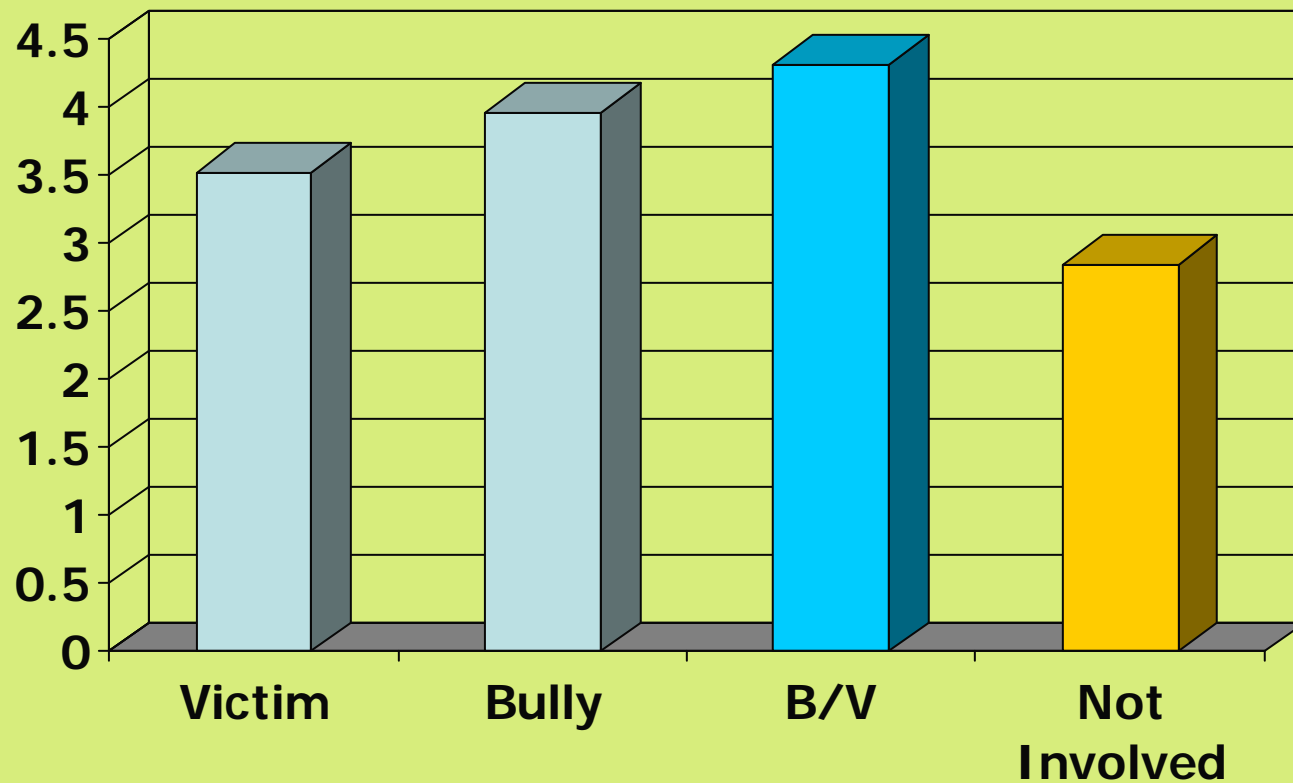
CYBER BULLY STATUS AND SCHOOL ABSENCES



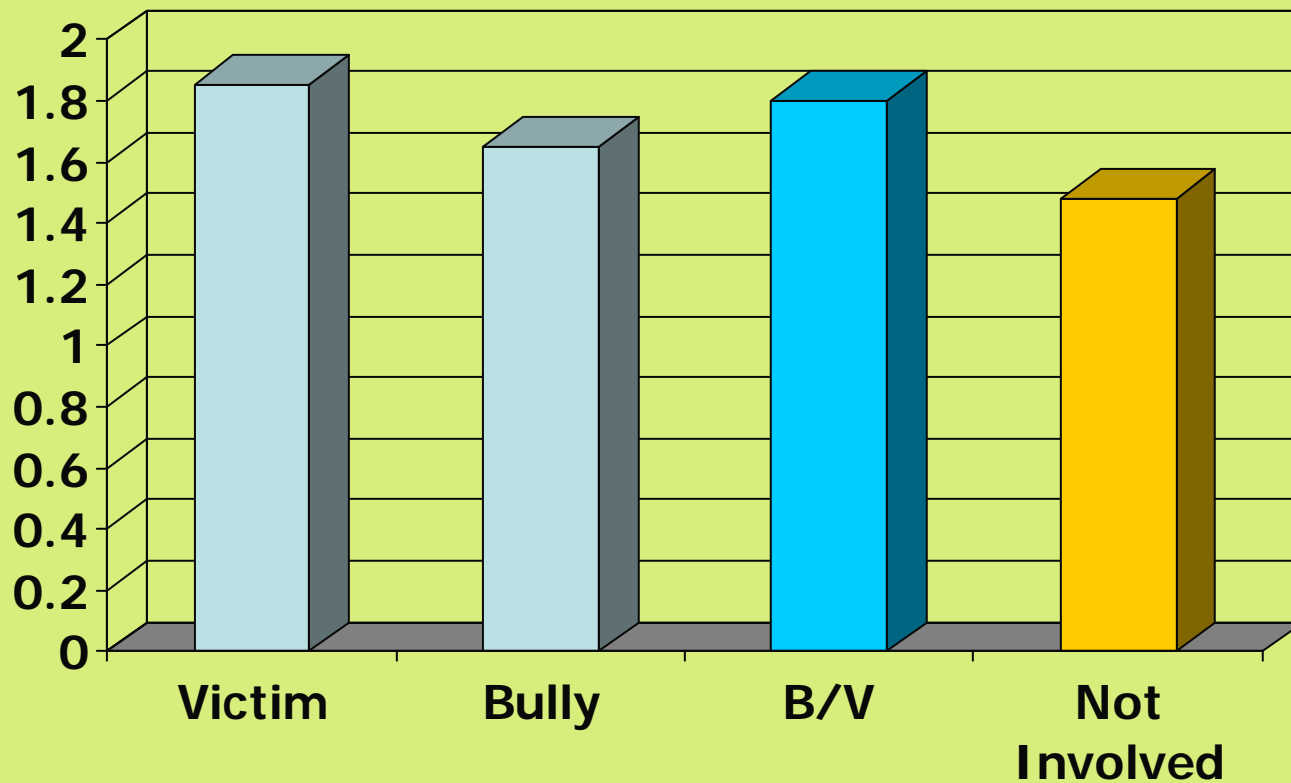
CYBER BULLY STATUS AND LEAVING SCHOOL EARLY

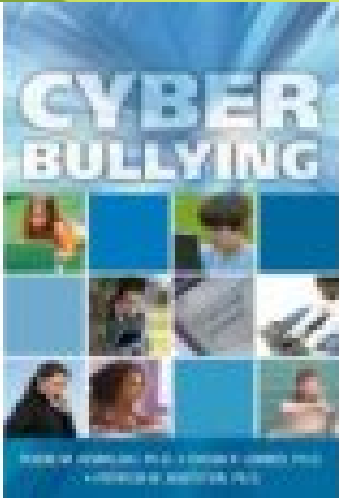


CYBER BULLY STATUS AND GRADES (HIGHER NUMBERS = LOWER GRADES)



CYBER BULLY STATUS AND HEALTH

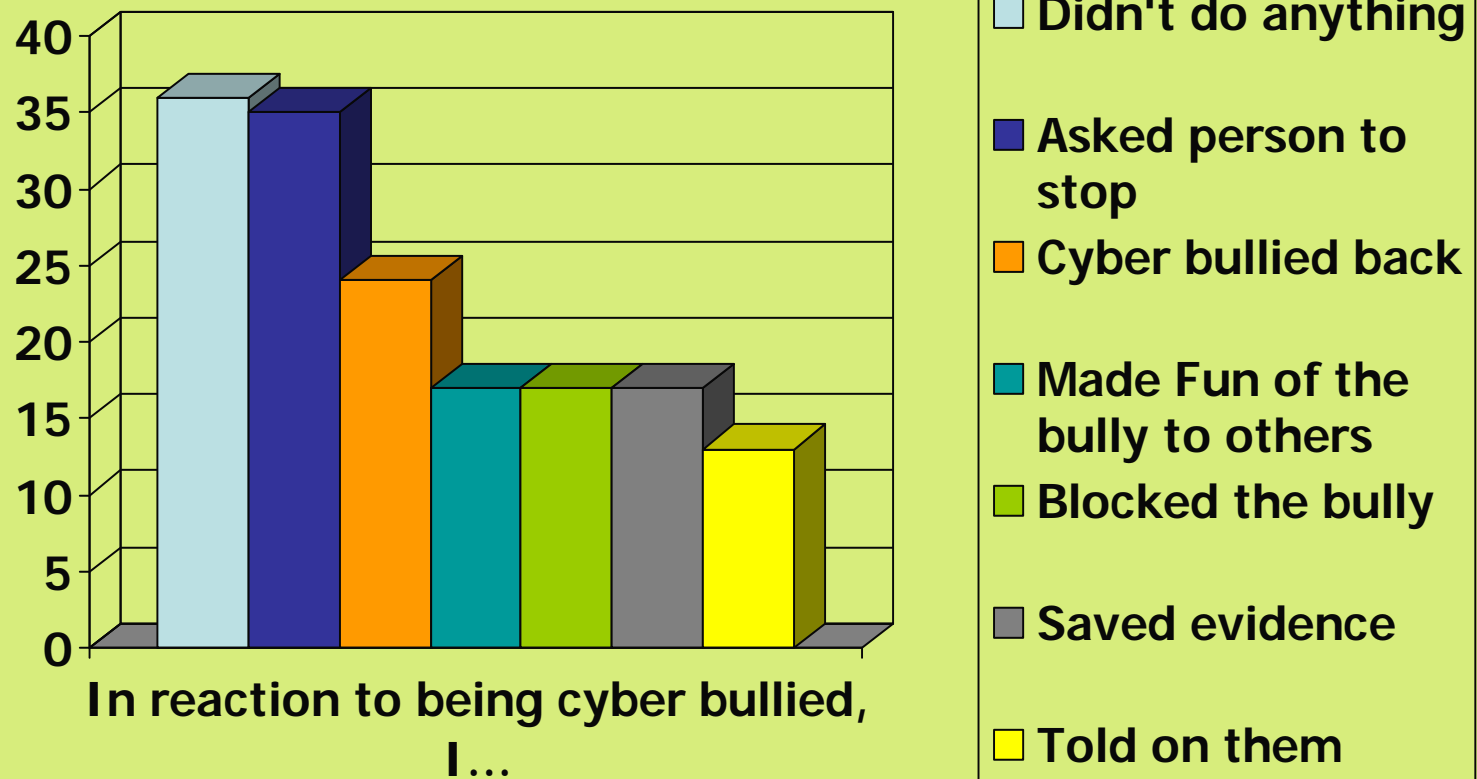




“My son was an early casualty and his death an early warning to our society that we’d better pay attention to how our children use technology. We need to study this new societal problem with a sense of urgency and great diligence.”

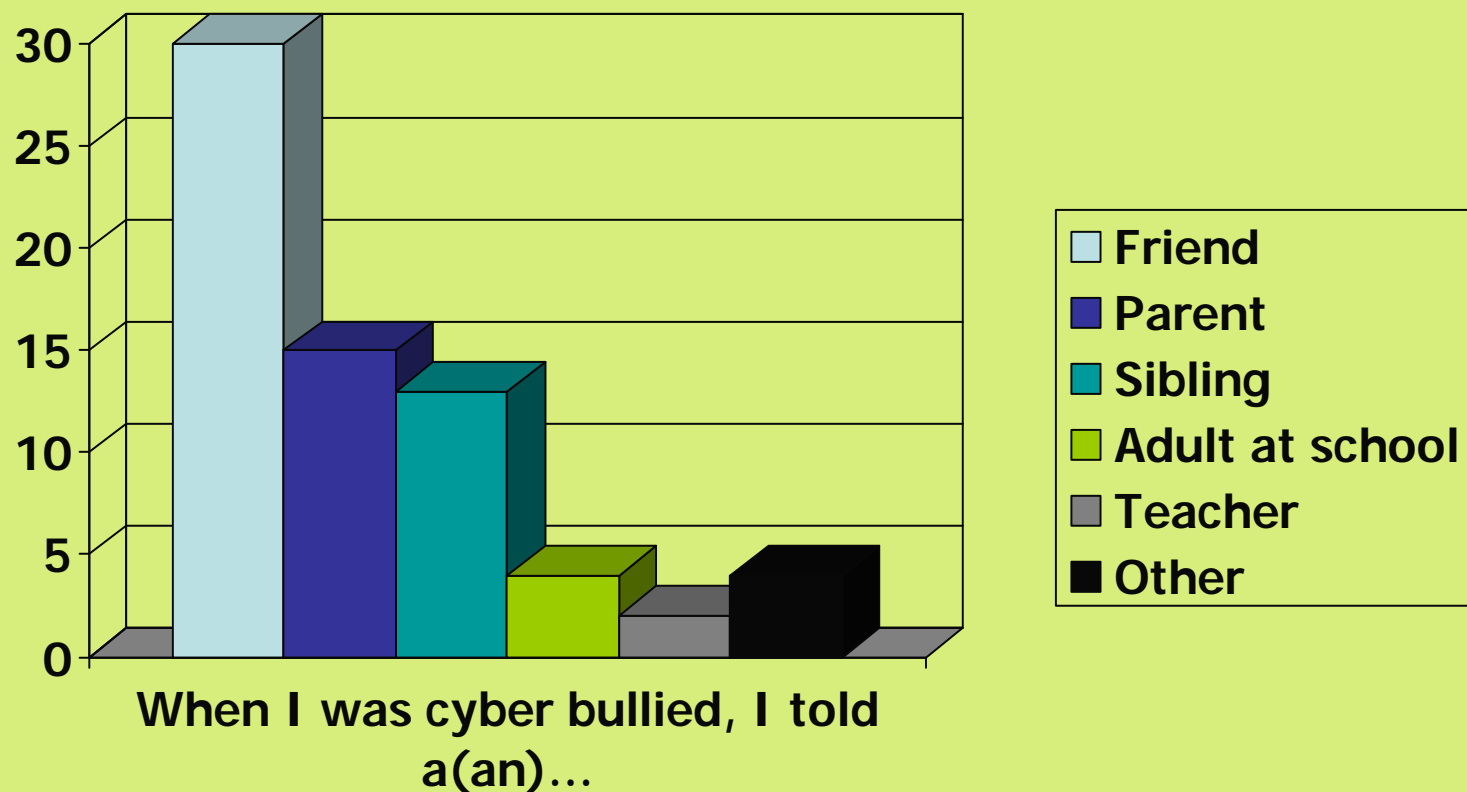
John Halligan

REACTIONS OF VICTIM (KOWALSKI & LIMBER, IN PREPARATION)



WHO THE VICTIMS TOLD

(KOWALSKI & LIMBER, IN PREPARATION)



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 say they primarily share messages about internet safety.**
- **Teens want supervision not “snoopervision.”**

What Can Educators Do to Address Cyber Bullying?



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1. INCORPORATE INTO COMPREHENSIVE BULLYING PREVENTION PROGRAMS

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





school rules

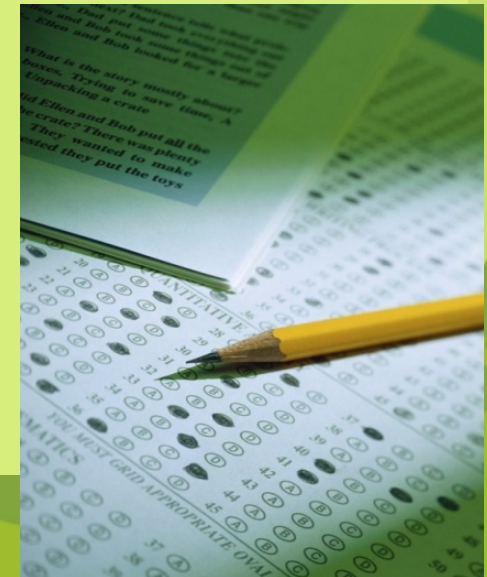
Against Bullying

- We will not bully others.
- We will help students who are bullied.
- We will include students who are left out.
- When we know somebody is being bullied, we will tell an adult at school and an adult at home.

(Olweus Program - www.olweus.org)

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.

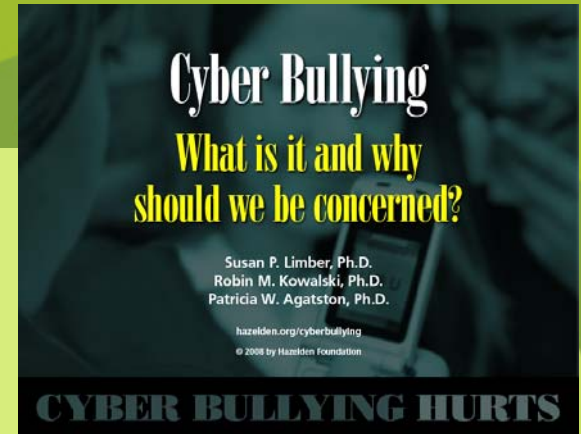


3. PROVIDE STAFF TRAINING

- **All teaching and administrative staff should be familiar with the basic of cyber bullying**
- **In-depth training for key staff responsible for investigations**
 - **Administrators**
 - **Counselors**
 - **Information/Media specialists**

TEACHER TRAINING

- **Outline for 3-hour teacher training**
- **Powerpoint presentation**
 - **Information and statistics on cyber bullying**
 - **Use as a self-led training or part of teacher training**

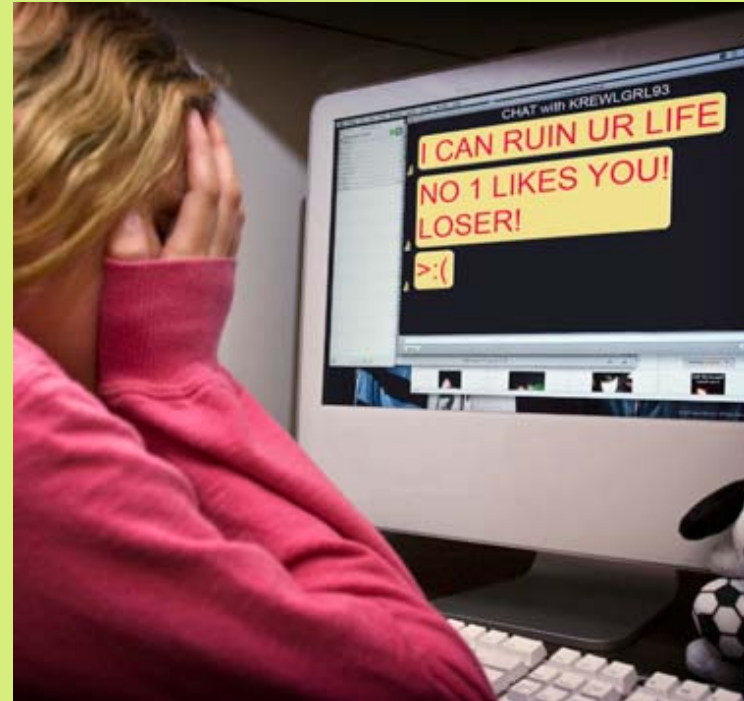


4. DEVELOP CLEAR RULES AND POLICIES ABOUT CYBER BULLYING

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



Cyber-bullying can result in consequences whether it occurs on or off campus, irrespective of whether it involves electronic devices at school, at home, or at a third party location, if it results in a substantial disruption of the school learning environment.



Modified from *Bullying Beyond the Schoolyard*, Hinduja, S. and Patchin, J. (2009)

INVESTIGATIONS

- **Assign a team**
- **Know how to by-pass filters/district security systems to be able to investigate immediately**
- **Save evidence**
- **Work with service providers to take down hurtful messages**
- **Refer to Police when threatening personal safety (stalking or repeated harassment)**
- **Resource List in Binder**

5. ENCOURAGE REPORTING OF CYBER BULLYING

Middle School
Bullying/Cyber Bullying Report Form

(Please return to any staff member or to one of the drop boxes located in the counselors' office)

Name: _____ Team: _____
Date: _____ Homeroom Teacher: _____

What happened or is happening?

How long has this been happening?
When and where is this happening? (Include Web site or printed evidence if applicable)

Did anyone see this happen? _____
Have you reported this situation? Yes/No
If so, to whom? _____

How would you like to be contacted? (please check the box(es) that apply and fill-in the proper contact information, if necessary)

Home phone: _____
 e-mail: _____
 I would like to speak with a school counselor
 I would like to speak with a school administrator
 I would prefer to not be contacted

Thank you for your report. Empowered Students like you are making a difference at _____ Middle School!

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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**

MONITORING ONLINE REPUTATIONS

- **Do students want a college admission counselor reading their Facebook profile?**
- **Would they want their prospective employer to read their blog?**
- **Google alerts**

TIPS FOR SAFE USE OF SOCIAL NETWORKING SITES

- **Follow the age guidelines. Do not show your date of birth.**
- **Use the privacy feature if available. (MySpace and Facebook have this.)**
- **Only “friend” (allow to view) people you know.**
- **Don’t share your profile password.**
- **(Exception) Parents need to know their children’s profile name and password.**

7. USE STUDENTS AS EXPERTS

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

USE OF PEER LEADERS IN CYBER BULLYING LESSONS

- **Why are peer leaders used?**
- **Selection of peer leaders**
- **Training of peer leaders**
- **Roles of peer leaders**
 - **Participate in small group discussions**
 - **Lead small group discussions**
 - **Facilitate playing the games**
 - **Facilitate small group activities**



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.**
- **Appoint 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**

PARENT/GUARDIAN MATERIALS

- Importance of parent involvement
- Letter of introduction to parents
- Glossary of Cyber Terms
- Take-home assignments for sessions 1-5
- English/Spanish versions

Cyber Bullying News

Grades 6-12 Session 1

Homework Assignment 1

Dear Parent/Guardian,



Glossary of Cyber Terms

blog An abbreviation for *Web log*. A blog is a Web site where entries are typically written in chronological order and may function as commentary, news, or an online diary. Many blogs include a place for viewers to post comments.

chat room A Web site or online space where people can communicate in real time. Chat rooms are usually organized around specific topics or interests.

email Electronic mail. Email is used to send messages (usually in text form) from one Internet user to another.

emoticon A symbol used to express emotions in electronic forms of communication, such as ☺ or ☹.

flaming Sending rude or threatening messages, usually on discussion boards, in chat rooms, and through email.

instant messaging (IMing) A tool for communicating that combines the real-time features of chat with the person-to-person contact of email. Internet service providers (see entry below) may provide free instant messaging services or the software may be downloaded from the Internet.

Internet Vast networks of computers connected throughout the world, which allow users to share information through email, online chat, file transfer, and Web pages.

Internet service provider (ISP) Any company that provides access to the Internet. America Online and Comcast are two examples.

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QUICK TIPS RESPONDING TO CYBERBULLYING

- **Clear rules, reporting, and consequences. against cyberbullying.**
- **Educate students and parents early about cyber etiquette (netiquette).**
- **Set up an anonymous reporting system.**
- **Advise students and parents to collect evidence when incidents occur.**

MA OLWEUS TRAINERS

- **Michelle Bienvenue, Jennifer Stokes – Pittsfield Public Schools**
- **Kimberly Blair - Berkshire DA Office**
- **Robin D'Antona – Falmouth**
- **Peggy Fiddler – MH - Northampton**
- **Robert Kilkenny - Alliance for Inclusion and Prevention - Roslindale**
- **Amy Scully – Monson Public Schools**
- **Kathy Wicks - Westfield State College**

PLANNING PROMPT

Based on what you've learned in this session:

- 1. What actions will you take when you get back to your school?**
- 2. What might change?**
- 3. How might that happen?**
- 4. Who will make that happen?**
- 5. What additional information do you need to advance your plan?**