



ExChange

Building Better Social Care
in Wales

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Qualifications

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What is cyberbullying?



What is cyberbullying?


Cyberbullying is “any behaviour performed through electronic or digital media by individuals or groups that repeatedly communicates hostile or aggressive messages intended to inflict harm or discomfort on others” (Tokunaga, p. 278, 2010).




Differing conceptual definitions of cyberbullying

Study (by year)	Definition
Finkelhor et al., (2000)	Online harassment: Threats or other offensive behavior (not sexual solicitation) sent online to the youth or posted online about the youth for others to see (p. x)
Ybarra and Mitchell (2004)	Internet harassment: An overt, intentional act of aggression towards another person online
Patchin and Hinduja (2006)	Willful and repeated harm inflicted through the medium of electronic text (p. 152)
Slonje and Smith (2008)	Aggression that occurs through modern technological devices and specifically mobile phones or the Internet (p. 147)
Willard (2007)	Sending or posting harmful or cruel texts or images using the Internet or other digital communication devices (p. 1)
Juvonen and Gross (2008)	The use of the Internet or other digital communication devices to insult or threaten someone (p. 497)
Li (2008)	Bullying via electronic communication tools such as e-mail, cell phone, personal digital assistant (PDA), instant messaging, or the World Wide Web (p. 224)
Smith et al., (2008)	An aggressive, intentional act carried out by a group or individual, using electronic forms of contact, repeatedly or over time against a victim who cannot easily defend him or herself (p. 376)
Besley (2009)	The use of information and communication technologies to support deliberate, repeated, and hostile behavior by an individual or group, that is intended to harm others


What are the subtypes of cyberbullying?

- Flaming: online fights with others using inflammatory language
 - Harassment: repeatedly sending offensive, rude and/or insulting messages
 - Denigration: putting someone down via rumour spreading, gossip and damaging their reputation
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What are the subtypes of cyberbullying?

- Cyberstalking: repeatedly sending messages threatening harm, 'following' people online by obsessively liking/sharing/retweeting/commenting on someone's social media profiles; tracking their online and in-person movements
 - Outing: sharing secrets online to damage someone's reputation or outing a person who is LGBT without their consent
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What are the subtypes of cyberbullying?

- Impersonation: pretending to be someone else online by posting harmful or unsafe materials or trying to intentionally damage the individual via pretending to be them
 - Exclusion: intentionally excluding peers from a group/chat/IM/Facebook/Snapchat with the intent to exclude and harm
 - Trickery: tricking someone into sharing personal information
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What is social media?



What is social media?

Social media refers to the phenomenon of Internet based applications that allow people to create and exchange content using digital network technology (boyd, 2007).




Why do young people use social media?

Social media is the mall of the digital generation allowing for young people to maintain connections and socialise and 'hang out' (boyd, 2014) with one another.




Some statistics

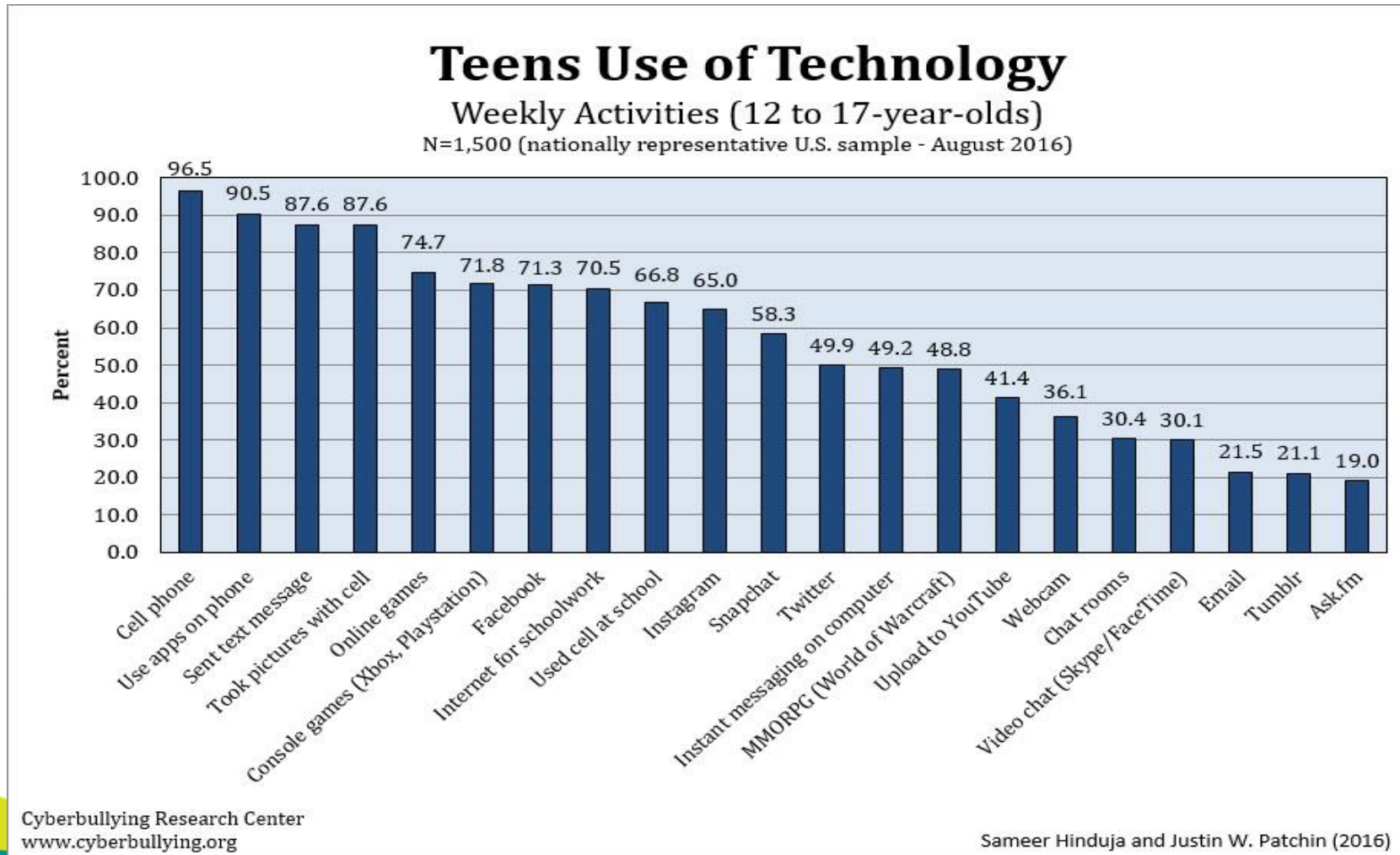
- Estimates range from 10-40% of youth who have experienced cyberbullying (Hinduja and Patchin, 2018).
 - A recent US study found that 34% of youth have been cyberbullied in their lifetime (H&P, 2018)
 - Ditch the Label (2017) found that 65% of respondents experienced cyberbullying (in a range from infrequent to constant)
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Social media usage (then)

- **In the spring of 2013:**

- 79% of respondents texted
 - 84% used Facebook
 - 48% used Twitter
 - 48% used IM
 - 34% used 'other'
 - 11% had a blog
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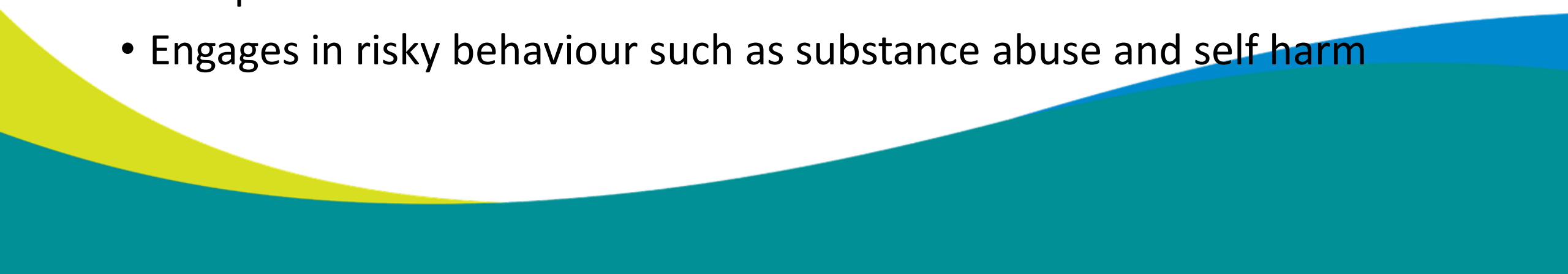
Social media usage (now)




Warning signs




Warning signs

- Stops using/hides or looks nervous using their phone/tablet
 - Uses their phone/tablet at all hours
 - Becomes angry, depressed, frustrated, or withdrawn
 - Increased or new symptoms of depression and anxiety
 - Becomes truant or experiences disciplinary issues at school
 - Complains of illness to avoid school or situations
 - Engages in risky behaviour such as substance abuse and self harm
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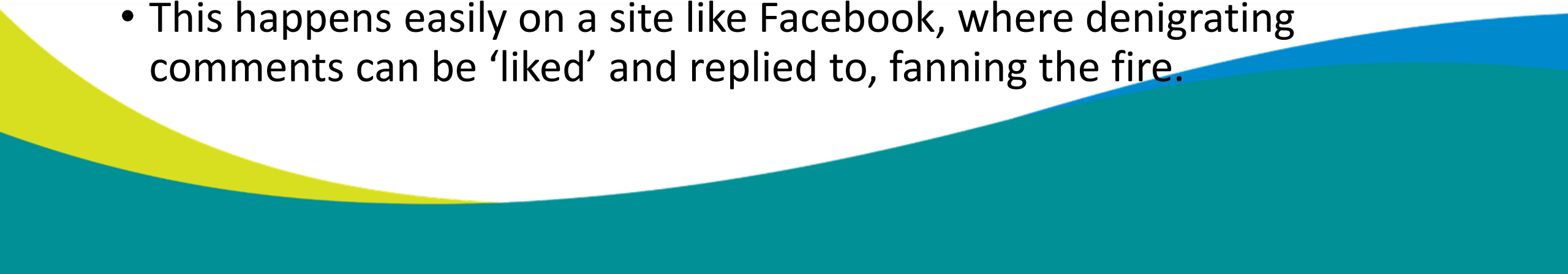
Characteristics of cyber bullies

- Anger
 - Depression
 - Anxiety
 - Substance abuse issues
 - Fighting
 - Below average academic achievement
 - Early school termination
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Characteristics of cyber victims

- Anxiety
 - Depression
 - Insomnia
 - Frustration
 - Difficulties in school
 - Reduction in school attendance and performance
 - Drug and alcohol abuse
 - Suicidal ideation
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The Bystander Effect

- Bystanders are the witnesses to bullying or cyberbullying.
 - They are the largest group to witness cyberbullying activities.
 - Bullies rely on bystanders to reinforce their behaviour via positive feedback, joining in on the bullying, and/or by not reporting the incidents.
 - This happens easily on a site like Facebook, where denigrating comments can be 'liked' and replied to, fanning the fire.
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What are the differences between traditional bullying and cyberbullying?


- With traditional bullying, you knew your attacker(s).
- You also had a safe place to go- (i.e home).
- Cyberbullying can be anonymous.
- It also follows you where ever you go online.
- It's not as simple as turning off your phone or tablet.



Real life examples of cyberbullying

At a sleepover, a group of girls pretend to friend an unpopular girl online and chat with her over instant message, encouraging her to share private and intimate feelings and details of her life with them.

The following day the unpopular girl finds that the clique of girls have shared the details of their conversation around school and online by pasting screencaps taken from the conversation log and putting them on Facebook.



Real life examples of cyberbullying


A male teen secretly takes a photo of an overweight peer in the locker room at school while he is changing. He then shares that image with his friends via text and it is quickly disseminated around school.



Real life examples of cyberbullying

- **David Knight : Burlington, Ontario**

David Knight was oblivious to a website created all about him. For months, there had been a website that made fun of David and his family. They said things along the lines of that he was a pedophile, he's gay and dirty. The website invited others to actively be involved with bashing this boy. Along with the website, people were sending him hateful emails telling him how much they don't like him.



Real life examples of cyberbullying


- **Amanda Marcuson: Birmingham, Michigan**

When some girls stole Amanda Marcuson's belongings, she reported it. Later that night, she received instant messages calling her harsh names and saying she was a tattletale. Trying to defend herself, she replied that they had stolen her stuff and that just made it worse. When going out with her family, her internet messages were forwarded to her phone and she had received the maximum limit, 50, which were all threatening, intensely mean messages. The girls never even said another word to her, in person.

Real life examples of cyberbullying

Jodi Plumb: Mansfield, Nottinghamshire

Jodi Plumb was distraught when she found out there was a website containing terrible comments about her. It was talking about her weight and they estimated a time of her death. Jodi's mom went straight to the school board and asked for harsher action taken about the bullies. Jodi had been attacked twice in school. As well as people taking pictures of her for the website. Her mother was very upset.



Real life examples of cyberbullying

- **Hannah Smith: Lutterworth, Leicestershire, England**

Hannah killed herself in her bedroom on August 3rd, 2013. Her body was discovered by her older sister. In the weeks leading up to her death, Smith had been subjected to cruel taunts and insults about her weight and a family death on Ask.fm, a question-and-answer social networking site that allows anonymous participation. Bullies on Ask.fm urged her to drink bleach and cut herself. According to Hannah's father, she went to Ask.fm to look for advice on the skin condition eczema.

After her death, Hannah's father found a note that read: "As I sit here day by day I wonder if it's going to get better. I want to die, I want to be free. I can't live like this any more. I'm not happy".


Following the suicide, Hannah's older sister, Jo, described how, just days after discovering her younger sister's body, she started receiving abusive messages on Facebook mocking her loss and blaming her grieving father's parenting skills for the tragic death.

Cyberbullying in the extreme

- Phoebe Prince
- Tyler Clementi



Strategies for parents: Managing cyberbullying

- Know that it is not your fault or your child's fault
 - Save the evidence (take screen caps, keep a record of incidents)
 - Don't retaliate (don't respond or act out towards the instigator)
 - Block the person who is bullying you
 - Report the person to the service
 - Protect your accounts (don't share your passwords)
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Strategies for parents: Managing cyberbullying

- Don't take away their mobile phones/tablets, but help them use technology safely
- Talk about the issues openly, even before you think there may be an issue
- Stand up to bullying; set an example



Resources (UK)

- <https://www.nspcc.org.uk/preventing-abuse/child-abuse-and-neglect/bullying-and-cyberbullying/research-and-resources/>
- <https://www.bullying.co.uk/cyberbullying/>
- <http://www.childnet.com/resources/know-it-all-secondary-toolkits/lower-secondary-toolkit/cyberbullying>
- <https://www.anti-bullyingalliance.org.uk/tools-information/all-about-bullying/cyberbullying-0>
- <https://www.ditchthelabel.org/>
- <https://www.connectsafely.org/cyberbullying>

Resources (general)

- <https://cyberbullying.org/>
- <http://www.safekids.com/bullying-cyberbullying-resources/>
- <https://www.marccenter.org/>
- <https://itgetsbetter.org/>
- <http://digizen.org/>



Young Adult novels about cyberbullying

- [Destroying Avalon](#)- Kate McCaffrey
 - [Backlash](#)- Sara Darer Littman
 - [Boar Island](#)- Anna Pigeon
 - [Random](#)- Tom Leveen
 - [Identity Crisis](#)- Melissa Schorr
 - [Tease](#)- Amanda Maciel
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Numbers of note

- Switchboard LGBT- 0300 330 0630
 - Childline- 0800 1111
 - The Samaritans - 08457 90 90 90
 - National Bullying Hotline- 0845 22 55787 or 07734 701221
 - Bullying UK- 0808 800 2222
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