

# Cyber Bullying

What is it and why should  
we be concerned?

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[hazelden.org/cyberbullying](http://hazelden.org/cyberbullying)

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# Internet Use

In 2005 in the United States:

- 79% of people used the Internet (compared to 67% in 2000)
- Each person spent an average of 13.3 hours online per week (up from 9 hrs in 2000)

Center for the Digital Future

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# Adolescents and the Internet

- 87% of adolescents (21 million) spend time online and more than 50% do so daily
- 75% use instant messaging (50% do so daily)
- 45% have their own cell phones
- 33% communicate via text messaging

The Pew Internet and American Life Project 2005

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# Use of Social-Networking Sites

- 55% of all American youth use online social networking sites and 55% of these have created their own profiles
- For girls, social networking sites are primarily places to reinforce existing friendships
- For boys, the networks also provide opportunities for flirting and making new friends

Pew Internet Project 2007

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# What is Bullying Behavior?

“A person is bullied when he or she is exposed, repeatedly and over time, to negative actions on the part of one or more other persons, and he or she has difficulty defending himself or herself.”

Olweus et al., 2007

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# What is Cyber Bullying?

“Bullying through email, instant messaging, in a chat room, on a website, or through digital messages or images sent to a cell phone.”

Kowalski, Limber, & Agatston 2008

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# Traditional bullying versus cyber bullying

3 *similar* characteristics:

- Aggressiveness
- Power imbalance
- Repetitiveness

but...

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# Traditional bullying versus cyber bullying

5 *different* characteristics:

- Anonymity
- Accessibility
- Punitive fears
- Bystanders
- Disinhibition

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# Communication modalities for cyber bullying

- Instant Messaging
- Electronic Mail
- Text Messaging
- Social Networking Sites
- Chat Rooms
- Blogs
- Web Sites
- Bash Boards
- Internet Gaming

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# Common forms of cyber bullying

- Harassment
- Denigration
- Flaming
- Impersonation
- Outing and trickery
- Cyber stalking
- Happy Slapping

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# Harassment

- Repeatedly sending offensive, rude, and insulting messages

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# Denigration

- Distributing information about another that is derogatory and untrue
- Posting the information on a Web page or sending it to others via email or instant messaging
- Posting or sending digitally altered photos of someone

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# Flaming

- Online “fighting” using electronic messages with angry, vulgar language

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# Impersonation

- Breaking into an e-mail account and sending vicious or embarrassing material to others

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# Outing and Trickery

- Sharing someone's secrets or embarrassing information
- Tricking someone into revealing secrets or embarrassing information and forwarding the information to others

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# Cyber Stalking

- Repeatedly sending messages that include threats of harm or are highly intimidating
- Engaging in other online activities that make a person afraid for his or her safety

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# Happy Slapping

- Slapping a random person (on a bus or walking down the street) while an accomplice records the violence using a video camera phone
- A variant of happy slapping, known as “hopping,” typically involves direct assaults

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# 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 (girls twice as many times than boys)
- 11% had cyber bullied others at least once (girls somewhat more than boys)

Kowalski and Limber, 2007

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# What Forms of Cyber Bullying Most Commonly Occur?

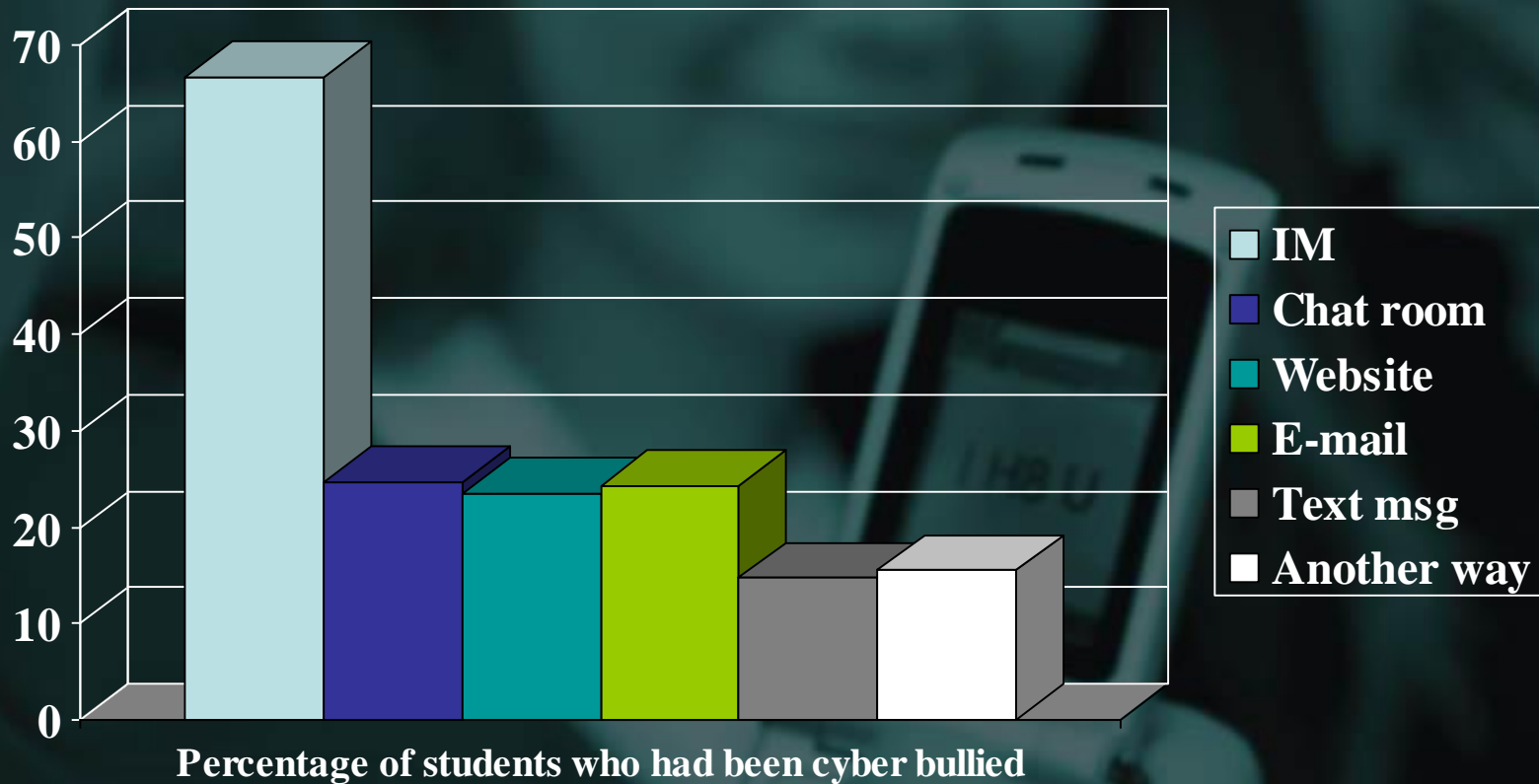
Of those who had been cyber bullied,

- 68% said they were teased in a hurtful way
- 53% said someone told lies and/or spread rumors about them
- 35% said someone used their username to pick on others

Kowalski and Limber, 2007

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# Methods of Cyber Bully Victimization



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# Identity of a Student who cyber bullies



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# Bully/victims and cyber bullying

Traditional Bullying Status	Cyber Victim	Cyber Bully
Victim	23%	9%
Bully	19%	20%
<b>Bully/victim</b>	<b>36%</b>	<b>23%</b>
Neither	9%	5%

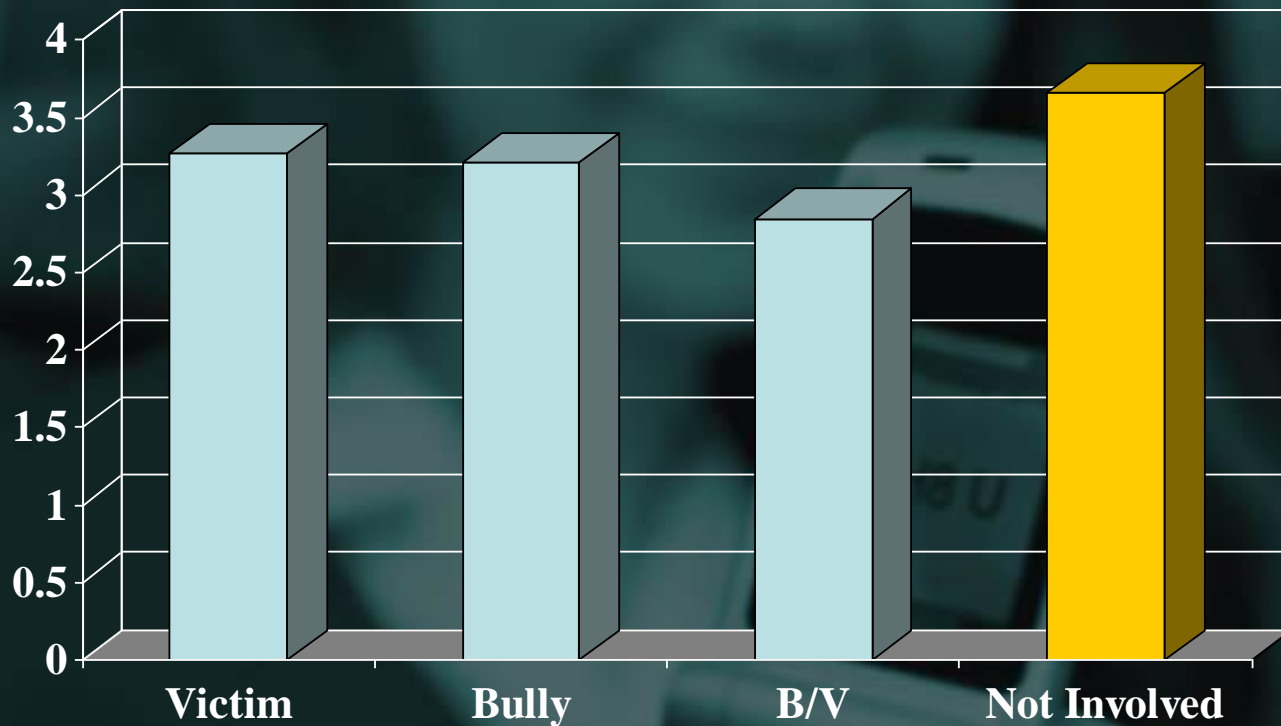
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Why should we be  
concerned about  
cyber bullying?

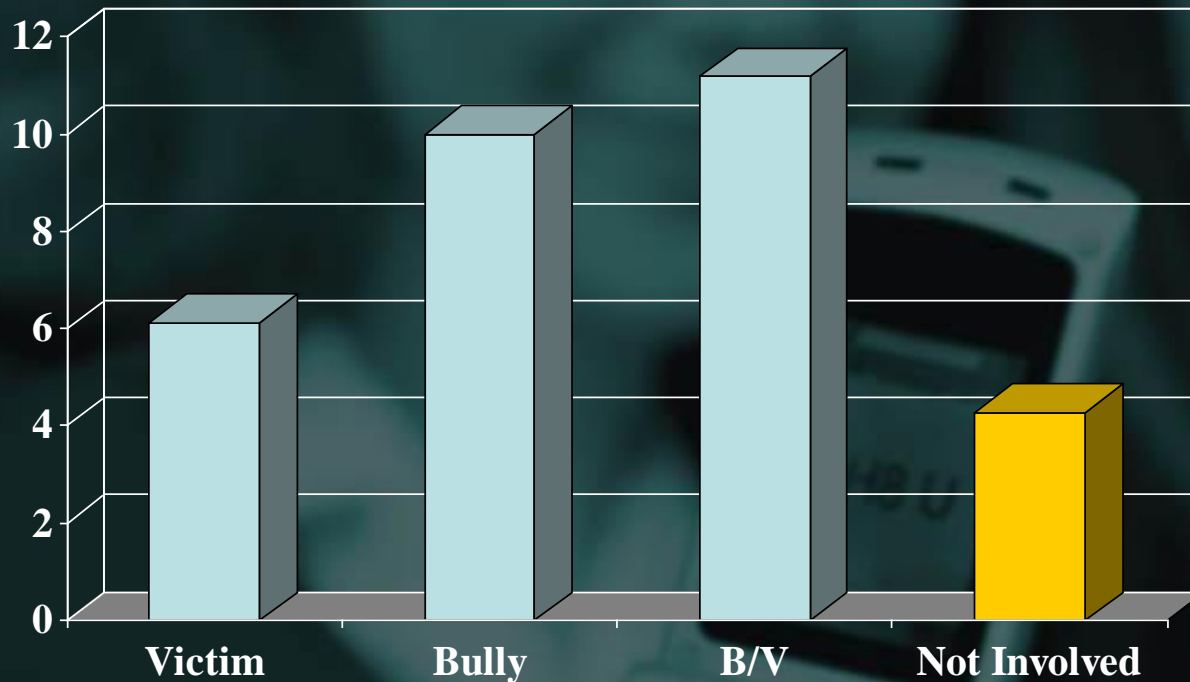
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# Effects: Self-Esteem and Cyber Bullying Effects



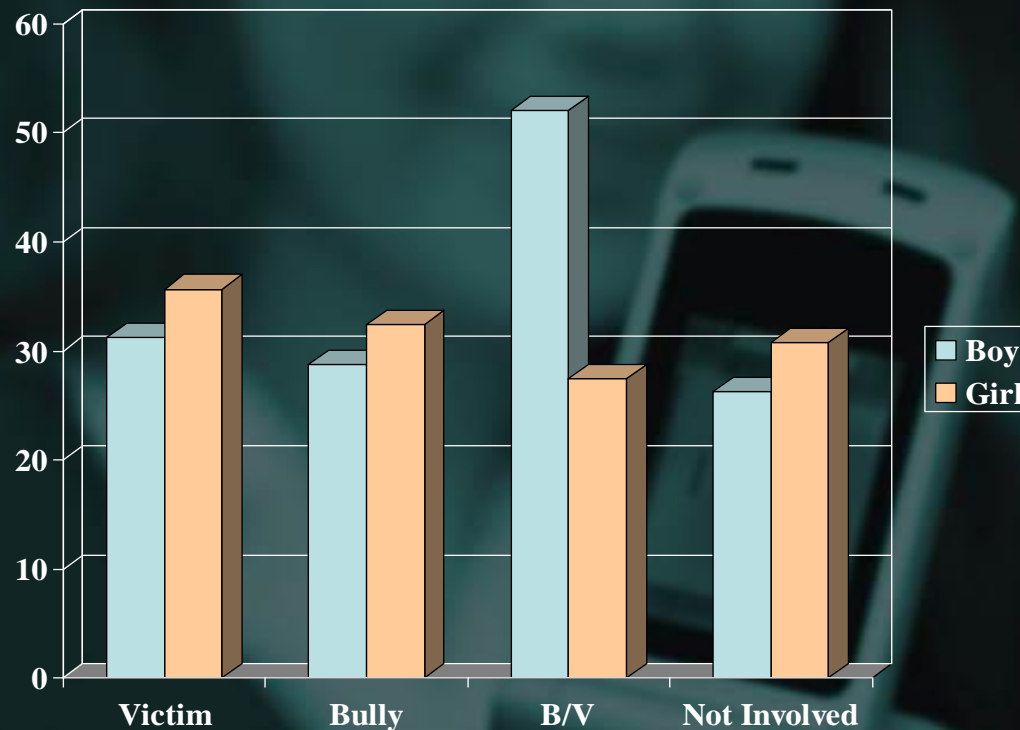
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# Effects: School Absences and Cyber Bully Group



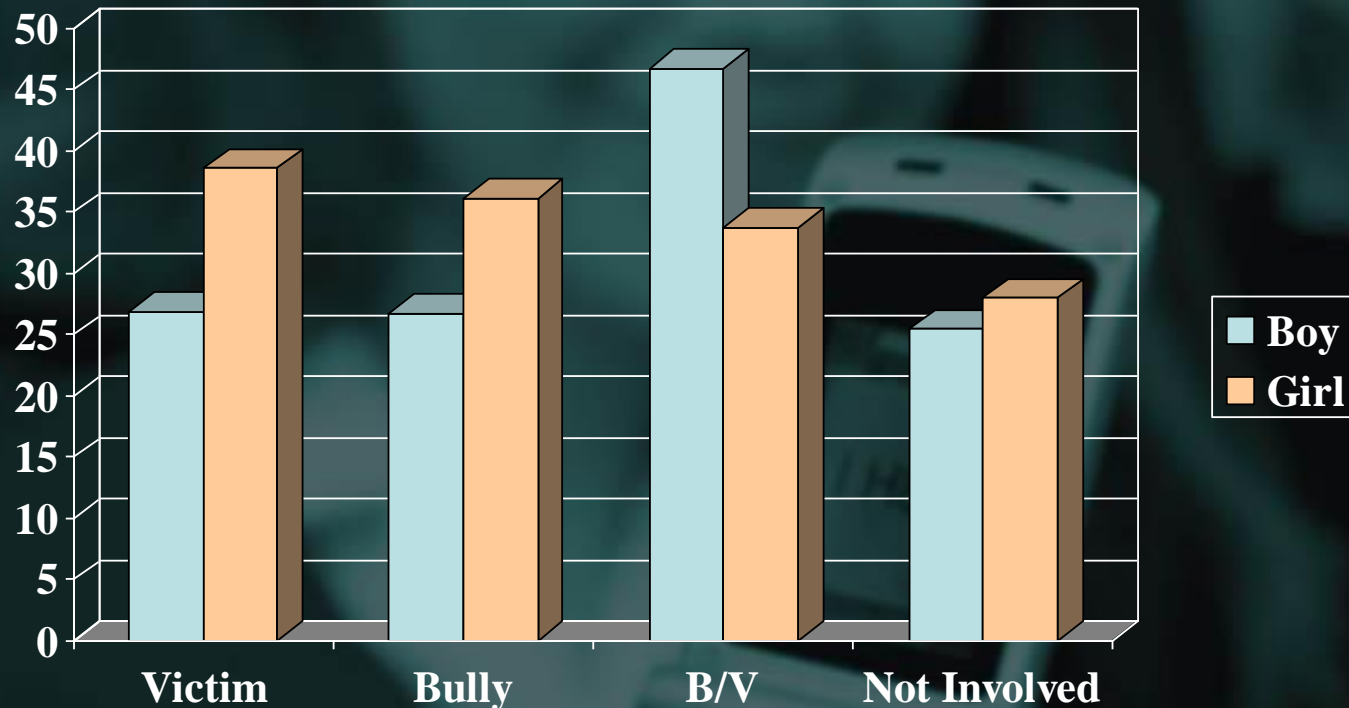
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# Effects: Anxiety by Cyber Bully Group



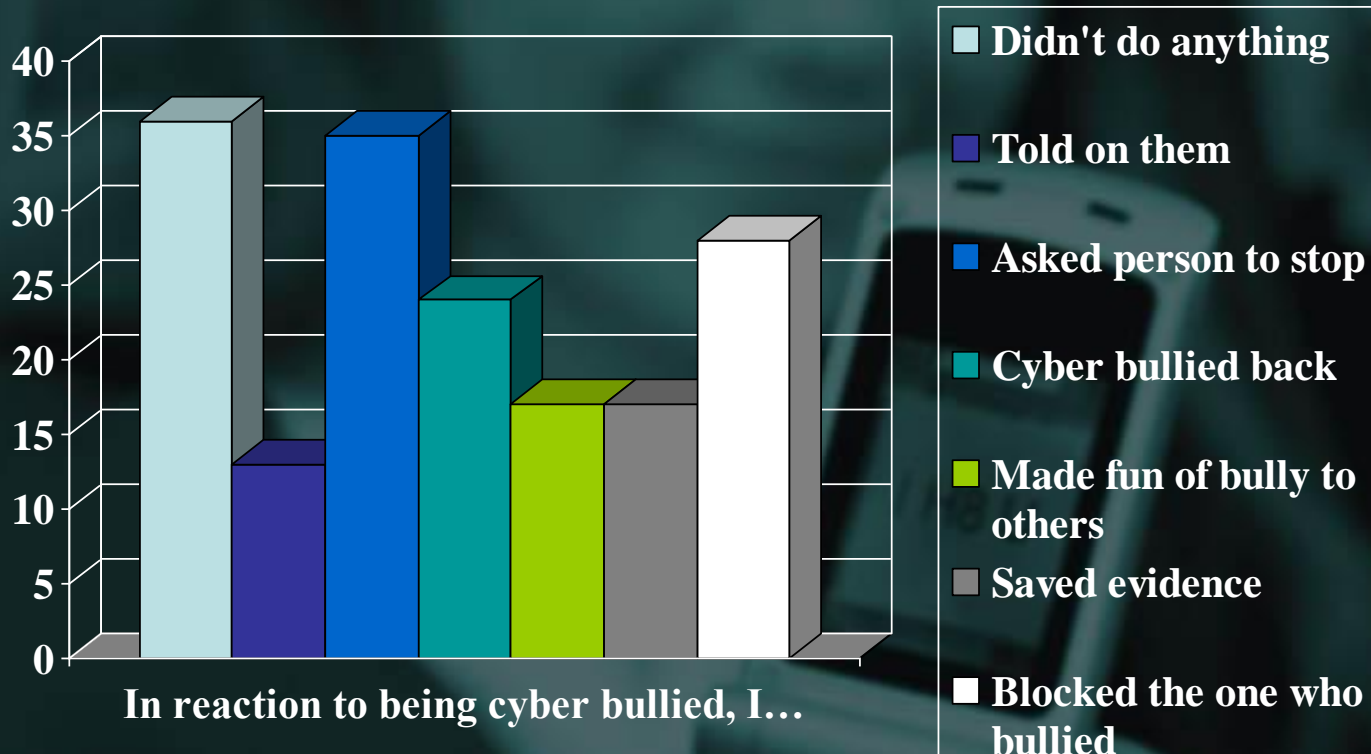
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# Effects: Depression by Cyber Bully Group



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# Reactions of Victims of Cyber Bullying



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# How Cyber Bullying Starts

Many altercations at school begin with incidents that happen outside the school day, such as

- comments on social networking sites
- text messages
- instant messages and emails

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# School Safety Issue

“Youth who reported being targeted by Internet harassment were 8 times more likely than all other youth to report carrying a weapon to school in the past 30 days.”

Ybarra et al. (2007)

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# Warning Signs

A student may be experiencing cyber bullying if he or she

- appears sad, moody, or anxious
- avoids school
- withdraws from or shows a lack of interest in social activities
- experiences a drop in grades or decline in academic performance
- appears upset after using the computer or being online.
- appears upset after viewing a text message

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# Cyber bullying laws and policies

13 States that have passed cyber bullying laws

- Arkansas
- California
- Delaware
- Idaho
- Iowa
- Minnesota
- Michigan
- Nebraska
- New Jersey
- Oklahoma
- Oregon
- South Carolina
- Washington

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# How can communities prevent cyber bullying?

- Organize a cybersafety forum or community discussion that involves students, parents, educators, local law enforcement officers, city and school officials, and local technology companies
- Sponsor an Internet safety awareness day for kids to learn about safe Internet use

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# How can communities prevent cyber bullying?

- Provide information to parents, educators, and law enforcement officers about how teens use the Internet, what websites teens frequent, how to contact site moderators and ISPs if teens are cyber bullied, and when to contact law enforcement regarding a cyber bullying situation
- Work with school technology departments to make sure that teens are being cybersafe

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# Resources from Hazelden Publishing

- Cyber Bullying: A Prevention Curriculum for Grades 3-5
- Cyber Bullying: A Prevention Curriculum for Grades 6-12
- Olweus Bullying Prevention Program
- Safe Dates: An Adolescent Dating Abuse Prevention Curriculum

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# The Cyber Bullying Curriculum is designed to

- educate students about bullying and cyber bullying
- prevent cyber bullying through activities and discussions about appropriate online etiquette, empathy, and ethics
- empower bystanders to prevent or intervene in cyber bullying situations
- encourage parent/guardian and child communication

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# Implications for Educators, Parents, and Community Organizations

**Educate** students, teachers, and parents

**Empower** targets and bystanders

**Support** targeted students and their families

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# Cyber bullying is a community issue!

Find more resources at:

[www.hazelden.org/cyberbullying](http://www.hazelden.org/cyberbullying)

[www.cyberbullyhelp.com](http://www.cyberbullyhelp.com)

[www.stopbullyingnow.hrsa.gov](http://www.stopbullyingnow.hrsa.gov)

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