

Cyberbullying: Identification, Prevention and Response

Sameer Hinduja, Ph.D.
Florida Atlantic University
Cyberbullying Research Center
www.cyberbullying.us

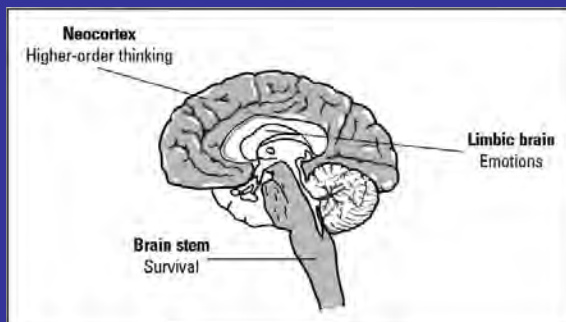


Adolescent Brain Development

- Rapidly Changing Content
- Immediate Gratification, Short Attention Spans
- Mirror Neurons missing
- Overcompensation of Certain Senses and Emotion
- Windows and Walls

(Young, 2009)

Adolescent Brain Development



(Young, 2009)

Adolescent Internet Use

- As of July 2011, 95% of teens were online
- Most of them (63%) go online daily
- 80% of adolescents have an online profile
- 77% of teens have a cell phone
 - 58% of 12-year-olds
 - Avg 3400 txts/month

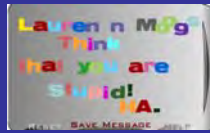


p.s. your fat. lol. jk. but seriously.

What is Cyberbullying?

“Willful and repeated harm inflicted through the use of computers, cell phones, or other electronic devices”

February 8, 2006 8:38 PM
lisa you're ugly as hell.

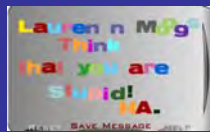


p.s. your fat. lol. jk. but seriously.

What is Cyberbullying?

- Using a computer or cell phone to be mean, disrespectful, or hurtful
- “Bullying and harassment, most often by peers, are the most frequent threat that minors face, both online and off...” (Berkman Center’s ISTTF Force, 2009)

February 8, 2006 8:38 PM
lisa you're ugly as hell.



The Effects of Cyberbullying...

- Victims
- Offenders
- Bystanders
- Families
- Schools

School Response to Cyberbullying



School's Responsibility

- School personnel have a responsibility and obligation to:
 - Adapt to technological change provided to and utilized by their students
 - Must recognize and establish standards and codes of conduct with respect to appropriate use of computers and the Internet
 - Provide students with a safe school environment that provides equal opportunities to learn
 - Educate students, staff, and parents about Internet safety and responsibility
- Federal and state mandates!

Freedom of Expression Summary

US Courts are oriented towards supporting First Amendment rights of free expression

But...expressions that:

- substantially or materially disrupt learning
- interfere with the **educational mission** or school discipline
- utilize school-owned technology to harass
- threaten other students or infringe with their rights

...are **not protected** by 1st Amendment and allow intervention

What is Your Educational Mission?

“Our mission is to develop students with active and creative minds, a sense of understanding and **compassion for others**, and the courage to act on their beliefs. We stress the total development of each child: spiritual, moral, intellectual, social, emotional, and physical.”

“Hamilton School strives to be a community of learners in which all members use their minds well and **care about one another**. We engage with challenging academics and the unique resources of our city and region in order to become active citizens and responsible stewards of our world.”

“Lakeview will provide a **safe, supportive learning environment** with opportunities for each student to develop the skills and knowledge to become a responsible, successful citizen.”

So...What Can Schools Do?

- Acknowledge reality and accept responsibility
- Focus on the action (bullying), rather than the noun
- Enlist everyone's help and energy
- Believe that change is possible; reject cynicism
- Think big but start small
- Reframe the problem in positive terms
- Engage HEARTS, morality, ethics

(Barnes, 2010)

Substantial Disruption

“Substantial disruption” means without limitation that any one or more of the following occur as a result of the bullying (AR Legislature, Public Act 115):

1. Necessary cessation of instruction or educational activities;
2. Inability of students or educational staff to focus on learning or function as an educational unit because of a hostile environment;
3. Severe or repetitive disciplinary measures are needed in the classroom or during educational activities; or
4. Exhibition of other behavior by students or educational staff that substantially interfere with the learning environment

Pennsylvania Law (H.B. 1067)

- Covers electronic bullying
- Requires development and implementation of research-based violence prevention programs that address bullying
- Adopt or amend existing bullying policy to cover reporting, prevention, intervention, and education to address bullying

Recommendations for District Policy

Comprehensive policy would include the following:

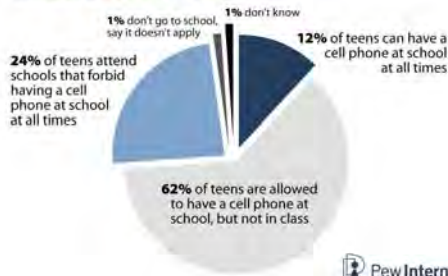
1. Specific definitions for harassment, intimidation, and bullying (including the electronic variants)
2. Graduated consequences and remedial actions
3. Procedures for reporting
4. Procedures for investigating
5. Specific language that if a student’s off-school speech or behavior results in “substantial disruption of the learning environment,” the student can be disciplined
6. Procedures for preventing bullying (workshops, staff training, curriculum enhancements)

Cell Phones at School



Cell Phones at School

Majority of teens can have cell phones at school but not in class

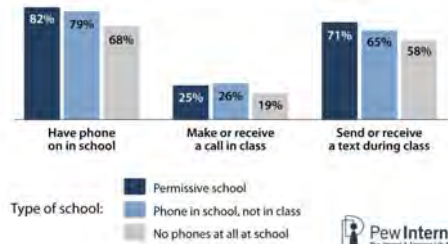


Pew Internet
The Internet & American Life Project

Cell Phones at School

58% of teens from schools that forbid all phones have sent a text message during class

Of teens who take their phones to school, the % who do each activity:

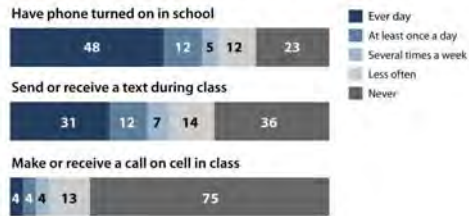


Pew Internet
The Internet & American Life Project

Cell Phones at School

31% of teens who take their phones to school send text messages every day during class time

Of teens who take their phones to school, the % who do each activity (frequency)



Student Responses When Confronted

1. Tell you he didn't know about the policy.
2. Straight up refuse to give you his phone.
3. Tell you that he can't give you his phone because his parents paid a lot of money for it.
4. Discreetly switch out the phone he uses with an older phone.
5. Give you the phone but keep the battery.
6. Give you the phone but keep the SIM card.
7. Give you the phone but not tell you the lock code or password.
8. Tell you to physically take it from them.
9. ??????

Discipline Offenders

- State that cyberbullying is treated seriously
- Attempt to get them to see the wrongfulness of their actions
- Make clear that additional incidents are unacceptable
- Prescribe penalty if/as necessary
 - “You're not in trouble now, but...”
- Link behavior to consequence

Clearly Define Consequences

Have a continuum based on seriousness

<-----Behaviors----->		
Minor	Moderate	Serious
Teasing Ignoring Name calling Taunting Flaming	Identity theft Spreading rumors Posting pictures online without permission Creating video of bullying	Physical threats Stalking Intimidation Death threats
<-----Responses----->		
Minor	Moderate	Serious
Meeting with parents Meeting with counselor Creative sanction (e.g., anti-cyberbullying posters)	Meeting with principal Behavior plan Extracurricular consequences Detention	Legal/criminal punishment Civil punishment Suspension Expulsion

Mature Decision-Making

- The Golden Rule Test - How would you feel if someone did the same thing to you?
- The Mom or Dad (or Equivalent) Test - What would your mom or dad (or another person who you look to for guidance) think?
- The Front Page Test - If your action were reported on the front page of the newspaper, what would other people think?
- The "If Everybody Did It" Test - What would happen if everybody made the decision to do this?
- The Check Inside Test - How do you feel inside?

(Willard, 2000)

Share Positive Stories!

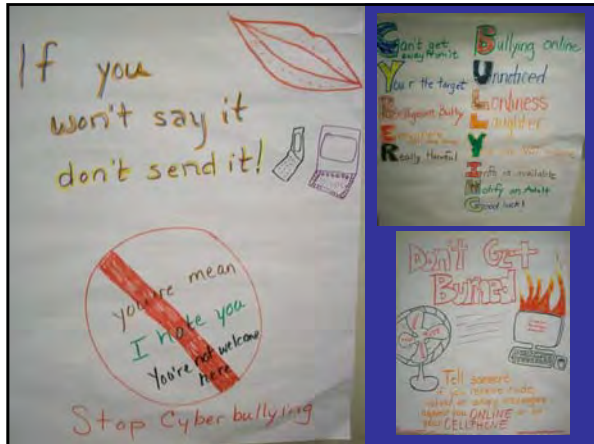


Respond Creatively

- Research paper about effects of harassment (using paper and pen and library...no technology)
- Public Service Announcement Videos and Posters







Incident Tracking

Cyberbullying Incident Tracking Form

From: "Bullying Beyond the Schoolyard: Preventing and Responding to Cyberbullying"

Sameer Hinduja, Ph.D. and Justin W. Patchin, Ph.D.
(page 1 of 3)

Report taken by: _____ Date of report: _____


Complainant Information			
Name:	Student	Staff	
Age:	School:	(circle one)	Grade:
Sex:			

Target Information			
Name:	Student	Staff	
Age:	School:	(circle one)	Grade:
Sex:			

Offender 1 Information			
Name:	Student	Staff	
Age:	School:	(circle one)	Grade:
Sex:			

Other Considerations

- Avoid changes of placement
- Tell parents/defer to their authority
- Contact content provider (Facebook, Google, AT&T)
- Civil/criminal penalties



Civil Law

Victims can always pursue action in civil court

- Defamation of character
- Invasion of privacy
- Intentional infliction of emotional distress
- Negligence

Criminal Law

Very rarely does cyberbullying rise to the level of a violation of criminal law, but the following can lead to arrest/prosecution:

- Making threats of violence to people or their property
- Engaging in coercion
- Making obscene or harassing phone calls
- Harassment or stalking
- Hate or bias crimes
- Creating or sending sexually-explicit images of teens
- Sexual exploitation
- Taking a photo of someone where privacy is expected

(Willard, 2005)



Prevention: Advice for Schools



Assessment

- Does cyberbullying negatively affect your school?
- Conduct a survey of students, staff, and parents
 - Technology usage
 - Victimization and Offending
 - Venues and Mediums
 - Contributing factors
 - Emotional, psychological, behavioral outcomes
 - How are kids responding
 - What is currently being done



Assessment

In the last 30 days, I have been cyberbullied in these online environments...

	Never	Once	A few times	Many times	Every day
In a chat room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Through email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Through computer instant messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Through cell phone text messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Through cell phone PictureMail or VideoMail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On MySpace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On a different social networking web site (other than MySpace or Facebook)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In virtual worlds (such as Second Life, Slava, or Habbo Hotel)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
While playing a massive multiplayer online game (such as World of Warcraft, Everquest, Guild Wars, or Runescape)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
While playing online with a gaming console (Xbox, PlayStation, Wii, PSP, or similar device)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Create Opportunities for Students to Report Inappropriate Behaviors

- Anonymous reporting system
- Email reporting
- Online form
- Drop box
- Phone number for texts

Send	To...	help@school.k12.mn.us
	Cc...	
	Subject:	cyberbullying

Anonymous Web-Based Reporting System

If you have experienced or witnessed cyberbullying, we want to know about it. Please fill out the form below, including as much of the requested information as possible. The more information you provide, the easier it will be for us to resolve the situation.

School:

Grade:

Were you the target or was someone else?

Where did it happen?

Did anyone else see what happened? Can you tell us who?

Please describe the problem in as much detail as possible.

If you would like us to contact you, let your name and contact information here:

Thank you for taking the time to care about your school!

Communicate That You Care

- Students are afraid to talk to adults about these issues
 - Lose computer/cell phone privileges
 - Unfamiliarity of adults with the technology
- “Sexting video”

Recommendations for Sexting Policies

Should state that:

- the mere possession of sexually-explicit images of minors on any device is prohibited
- all involved in sexting, unless they immediately deleted the images, could be subject to discipline
- parents and the police will be contacted to investigate
- that cell phones will likely be searched (probable cause, reasonable suspicion language)
- consequences will definitely follow, but allowing for some discretion
- harassment and bullying related to sexting incidents is prohibited
- increased punishment will follow when threats are made related to sexting images



Advice for Youth: Password Safety

- Never give your password or phone unlock code to a friend
- Remember your secret answers to challenge questions
- Do not use passwords based on personal information
- Use a mixture of upper and lowercase letters, numbers, and nonalphabetic characters (symbols)
- Change it often
- Never provide it over email or in response to an email request
- Do not write it down under your mousepad or keyboard
- Do not type it in on computers that you do not own
- Don't use the same password across all of your accounts

Advice for Youth: Password Safety

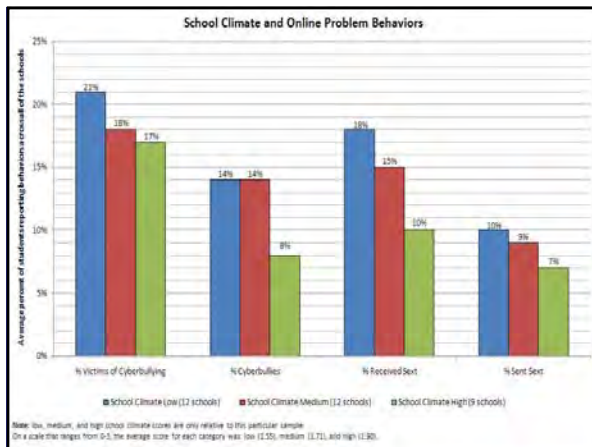
- Never give your password or phone unlock code to a friend
- "I had chosen to give my facebook password to one of my "best friends" she was friends with a girl that i had been having some bullying problems with. One day my "best friend" was at my enemies house and decided to get on my facebook and delete all my pictures and they took a picture of this boy that i really liked and put it as my profile picture. they wrote "i miss you" "i am in love with you" "i cry over you all the time" all over my profile. so all my friends saw it. it was all really stupid but it hurt me so bad."
12-year-old girl from North Carolina
- Don't use the same password across all of your accounts

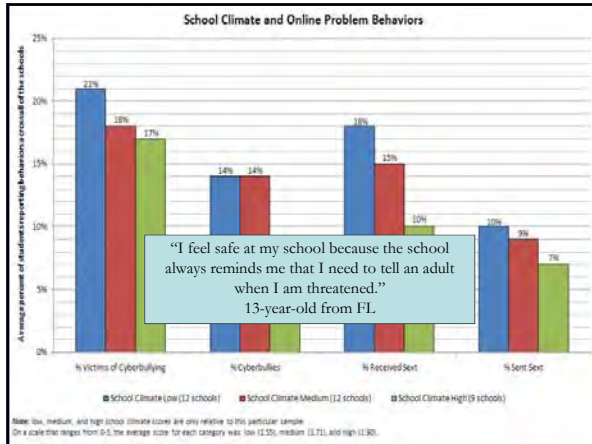
Take minor forms of bullying and cyberbullying seriously so they do not escalate into bigger problems.



School Climate

- Environmental factors
- Social factors
- Sense of welcome
- Sense of community
- Sense of belongingness
- Sense of order and predictability
- Sense of fairness
- Style of leadership
- Personal skills of leaders
- Balance of productive and nurturing factors

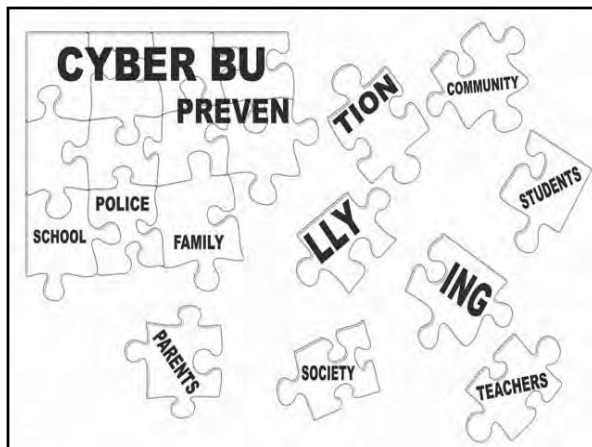




"I feel safe at my school because the school always reminds me that I need to tell an adult when I am threatened."
13-year-old from FL.

What Can Youth Do?

- Research the problems
- Interview experts
- Create a PSA
- Mentor younger students
- Review your school policy
- Create informative posters
- Build an awareness campaign
- Develop a web site, blog, or Facebook group
- Teach siblings/relatives
- Be known for something bigger than yourself
- Define the Line



Be a “Cyberbullying Trustee”

- For your students, your children, and other youth
- Listen respectfully
- Maintain open line of communication
- Deal with cyberbullying as you'd deal with any other bullying
- Be proactive in learning about the Internet
- If you are unsure about how to deal with a particular situation, get help
- www.cyberbullying.us







www.cyberbullying.us

- Cyberbullying Identification, Prevention, Response Fact Sheet
- Sexting Fact Sheet
- Emotional and Psychological Consequences Fact Sheet
- Victimization of Adolescent Girls Fact Sheet
- Cyberbullying Victim and Offender Warning Signs
- Cyberbullying Legal and Policy Issues Fact Sheet
- Safe and Responsible Use of Social Networking Sites Fact Sheet
- Cyberbullying Scripts
- Cyberbullying Crossword Puzzle, Word Find, Word Scramble
- Glossary of Cyberbullying Terms
- Common Chat Abbreviations
- How to Preserve Cyberbullying Evidence Through Screenshots
- Viewing Cyberbullying Email Headers
- Internet Use Contract, Cell Phone Use Contract for Parents and Children/Teenagers
- Cyberbullying Scenarios for Discussion
- Cyberbullying Report Card for Schools
- Cyberbullying Incident Tracking Form
- Cyberbullying Trustee Designation
- Top Ten Prevention Tips , Top Ten Response Tips - for Educators
- Top Ten Prevention Tips, Top Ten Response Tips - for Parents
- Top Ten Password Safety Tips, Top Ten Cell Phone Use Tips - for Youth
