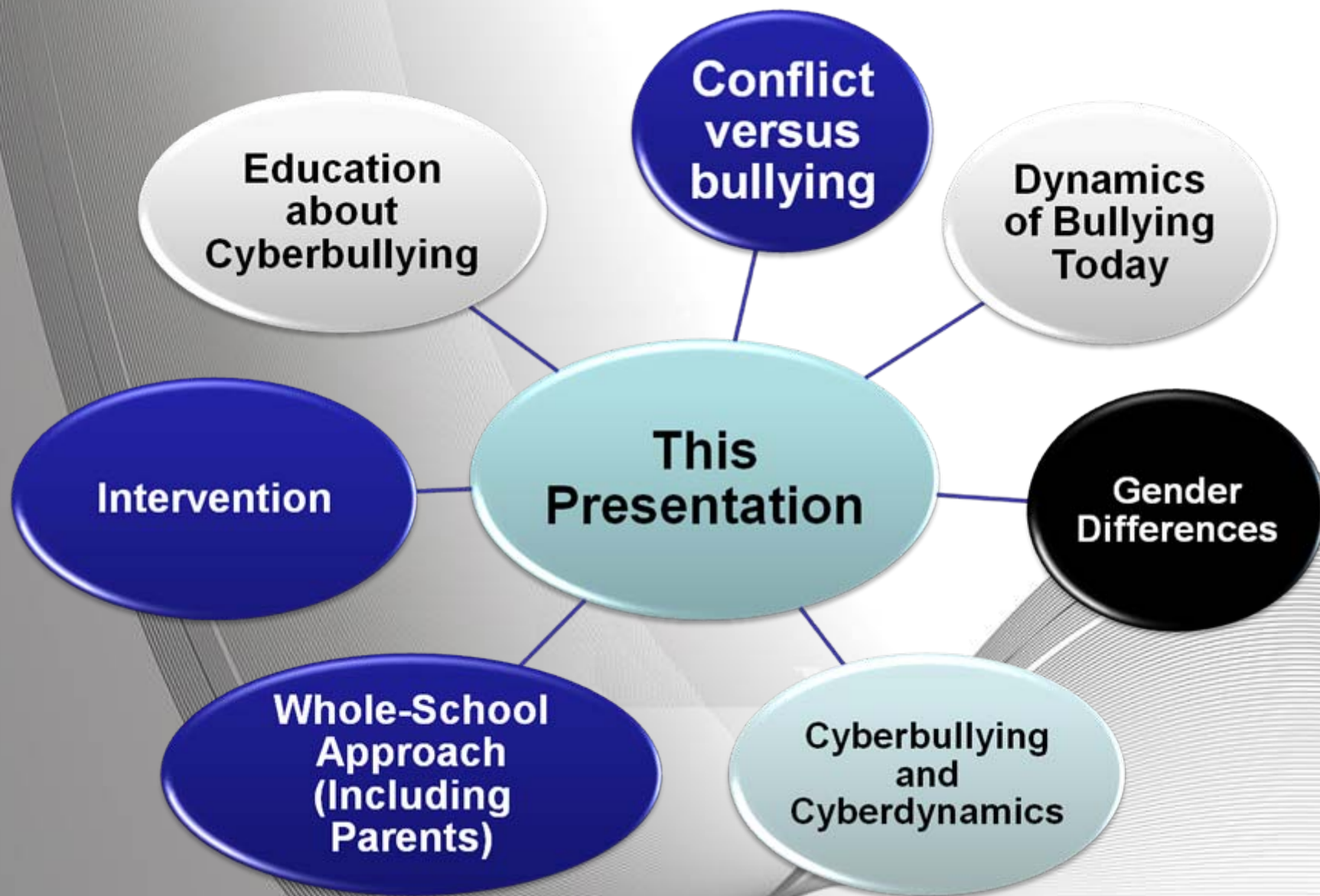


# **Bullying and Cyberbullying: Statistics, Prevention, and Intervention for Parents**

**2012-2013**





# MARC Research

- 1,200 college freshman
- 21,000 students in grades 3-12
- 2,000 parents
- 3,945 K-12 educators



## **Concept #1:**

**Bullying is different  
from a conflict,  
quarrel, or just being  
mean.**



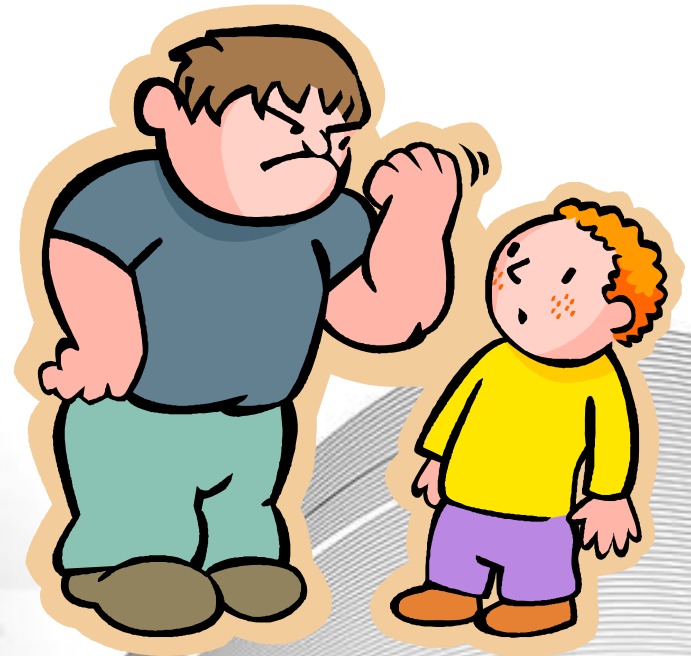
# CONFLICT



**When kids quarrel, they usually blame each other. Conflict is a normal part of human relationships**

# The formal definition of bullying

- **Intentional**
- **Repetitive**
- **Power imbalance**
- ***Impactful***



## **Concept #2:**

**Bullying today is a  
different behavior  
from a generation or  
two ago.**

## **Concept #2:**

# **What has changed:**

- 1. WHO is a bully**
- 2. WHO they target**
- 3. WHAT they actually do**



# Back when dinosaurs roamed the Earth....



**Bullies often weren't popular**  
**Victims were usually easy prey**



# What's happening today?



Bullies are often popular

Victims may be pretty, popular, etc

Bullying is mainstream – happens everywhere (not hidden)

# Data supports dominance of psych bullying in school.

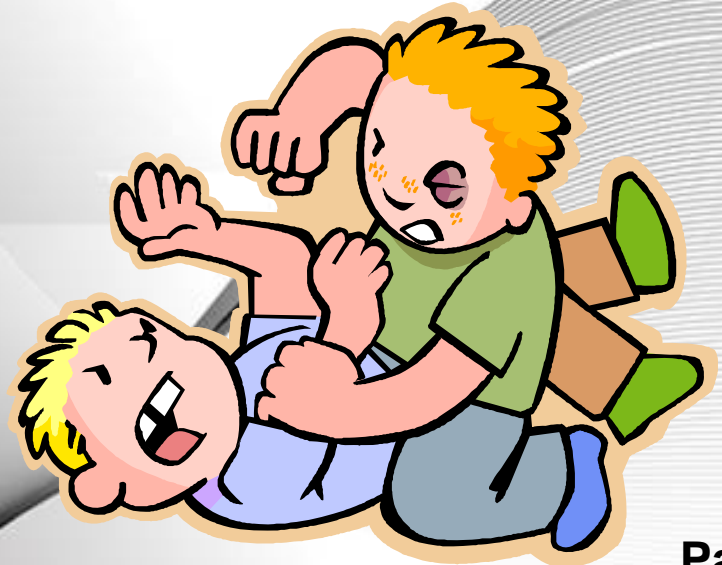


\*Newest data shows that this is even more pronounced



# Obvious/Physical Bullying

- 3<sup>rd</sup>-5<sup>th</sup> grade boys on the playground
- Caught, disciplined by adults
- Most physical bullying reported in newspapers is actually assault



# Gateway behaviors

- Ignoring
- Whispering
- Eye rolling
- *Careful not to break any school rules*





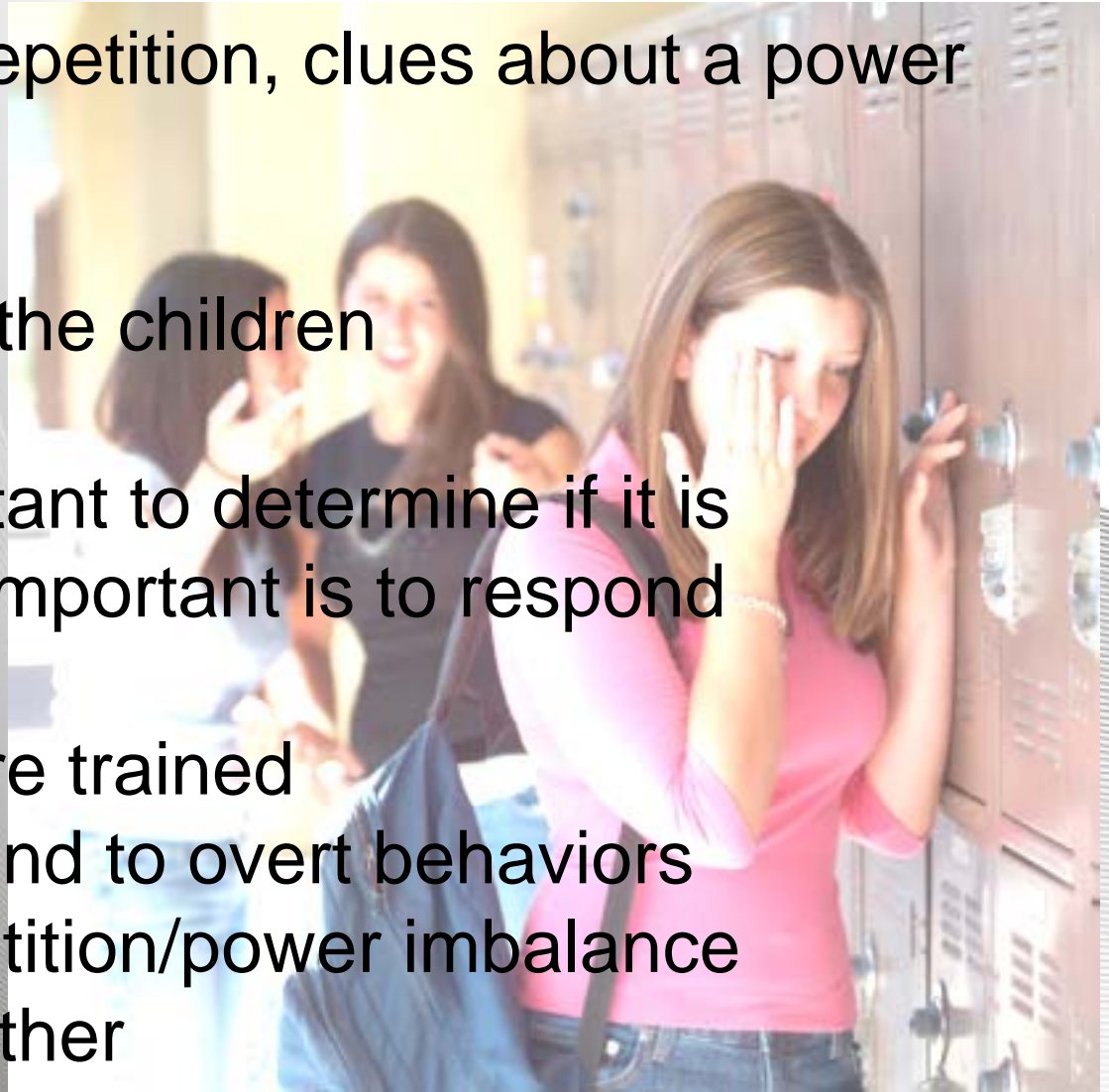
# Does that mean that every eye roll is bullying?



- Bullying is obvious to the target, but not to the observer
- Target assumes adult knows (cognitive ceiling)
- Bullying and teasing look the same!

# Is it bullying?

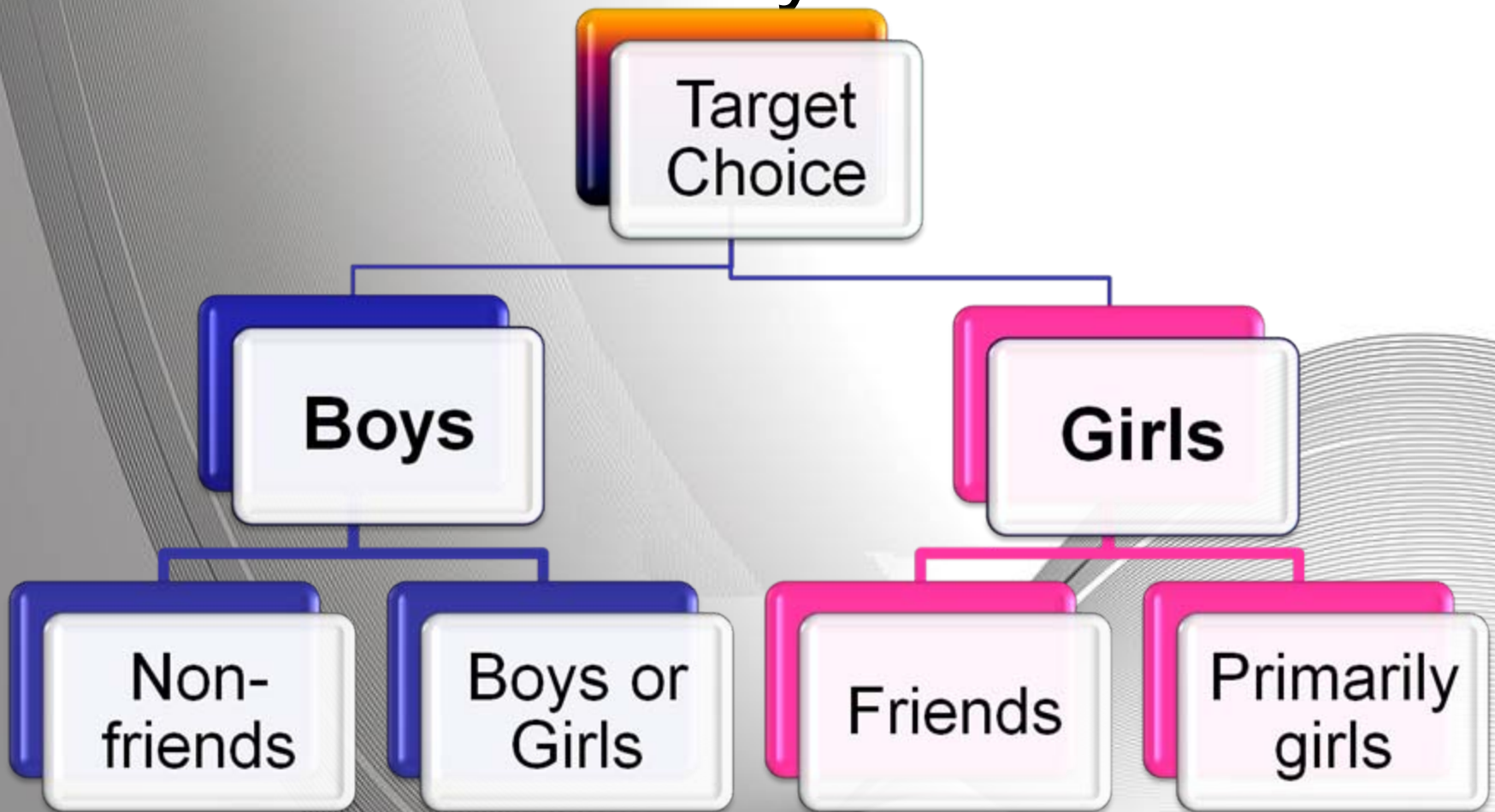
- Adults look for repetition, clues about a power imbalance
- Crucial to know the children
- Not really important to determine if it is bullying--what's important is to respond
- How teachers are trained
  - Always respond to overt behaviors
  - Clues of repetition/power imbalance investigate further



## **Concept #3:**

**Gender differences in  
bullying and  
cyberbullying.**

# Who do they target when they bully?





# Boys

- Motive =  
joke/being  
cool

# Girls

- Motive is  
joke or anger



# Online, their behaviors are different too

**Boys = Gaming Sites**

**Girls = Social Network Sites  
(like FaceBook or MySpace)**



## **Concept #4:**

**What is happening  
online?**

**Kids vs Adults**

# cyberimmersion



# Immigrants & Natives

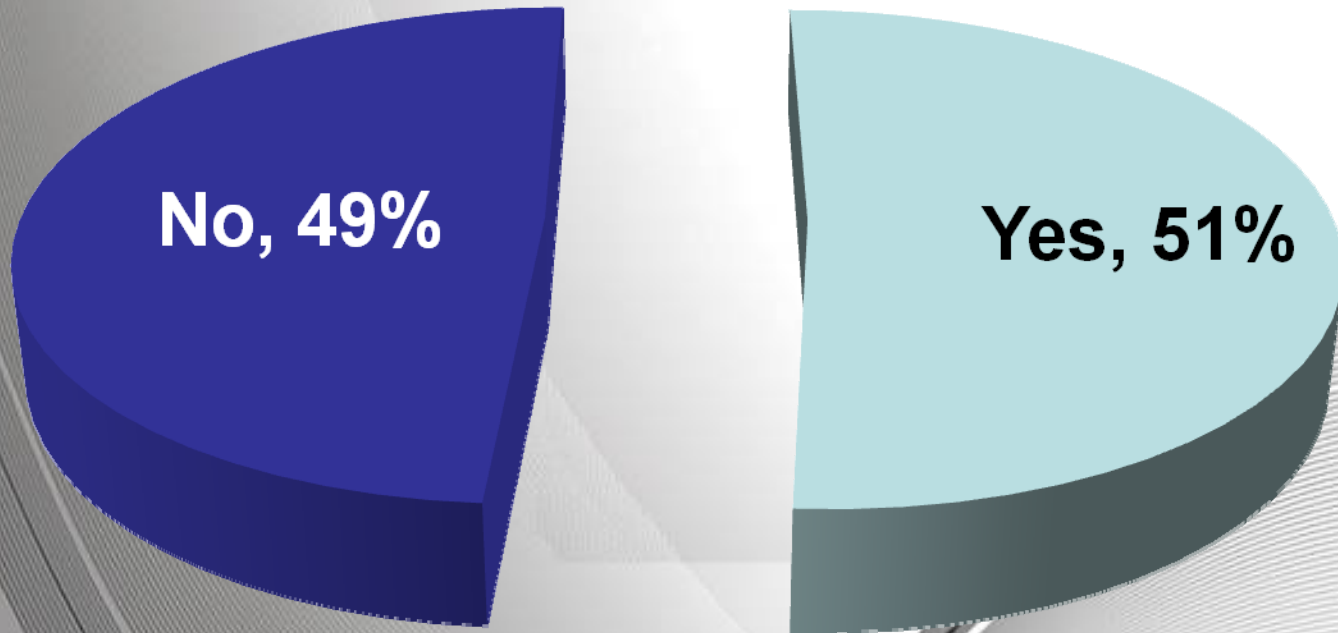


## Characteristics

- High comfort level with technology
- Constant flow of information
- “I MUST stay in touch” - Anxiety
- Tolerance for multitasking
- “No one but my friends will ever see this, even if it’s blatantly public”
- “Security? What’s that? Here’s my password, BTW”



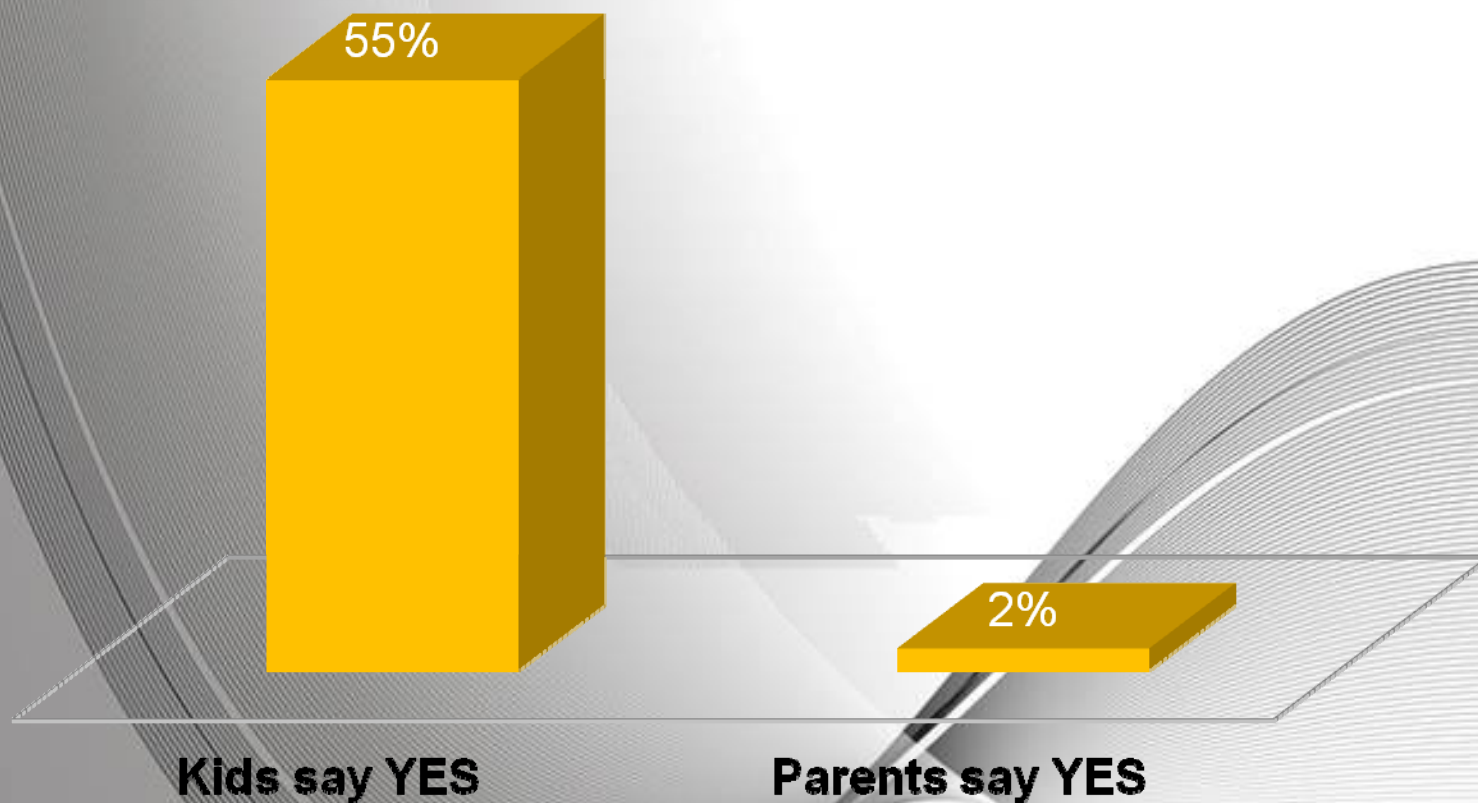
# MARC Research: Do you feel anxious/pressured to stay in touch electronically?





# MARC Research:

## Did your parents let you use the internet with NO restrictions/supervision?



# Immersion is happening younger and younger

- **50% of 5<sup>th</sup> grade girls use FaceBook**
  - only half with parental knowledge
  - Parents don't know about or disregard age restriction: what message does this send about rules?
- **35% of 3<sup>rd</sup>-5<sup>th</sup> graders own a smart phone; huge increase especially with 3<sup>rd</sup> graders**
- **Owning a smart phone biggest risk factor for elementary level cyberbullying**

## **Concept #4:**

**What is happening  
online?**

**Trends of usage.**

# Latest Trends

- Elem cyberbullying
- Phone harassment
- User-generated data sites
- Distributing inappropriate materials
- Misuse of video technology
- Escalation of minor conflicts online





# *How* do kids use computers to hurt each other?

- They send cruel messages – either *to* the victim or to others *about* the victim
  - Many different ways to send messages
- Kids post mean things about each other on internet pages

# Elementary cyberbullying



# User-generated data Websites

Social Networking Sites – FaceBook, etc.





## Friend Facts

silver  
3  
(get more)

[Take the Quiz](#)[Your Results](#)[Bonus Silver!](#)[Invite Friends](#)[Get More Silver](#)

Thomas Shipoopi

Do you think [REDACTED] has ever had phone sex?

**Yes**

Find out who  
answered for 52  
silver!

Do you think [REDACTED] has ugly teeth?

**No**



Monique Barnett

Do you think [REDACTED] is smarter than you?

**Yes**

Find out who  
answered for 76  
silver!

Do you think [REDACTED] is a flirt?

**No**





# HONESTY BOX on Facebook






## Another Issue:

Going online to get revenge after a minor conflict can escalate the conflict into bullying

But when kids get mad and go online,  
it's easier to belittle and bully – no need  
to *really talk*

- ▶ They don't have to see their face
  - ▶ Being online makes anyone feel bolder
- 

**Is a PRIVATE profile really  
PRIVATE?**



**No.**

**“Only” their 768 *Friends*  
have full access**

**- *And can copy and make  
it public and permanent  
anytime.***





# Sexting and coercion

---

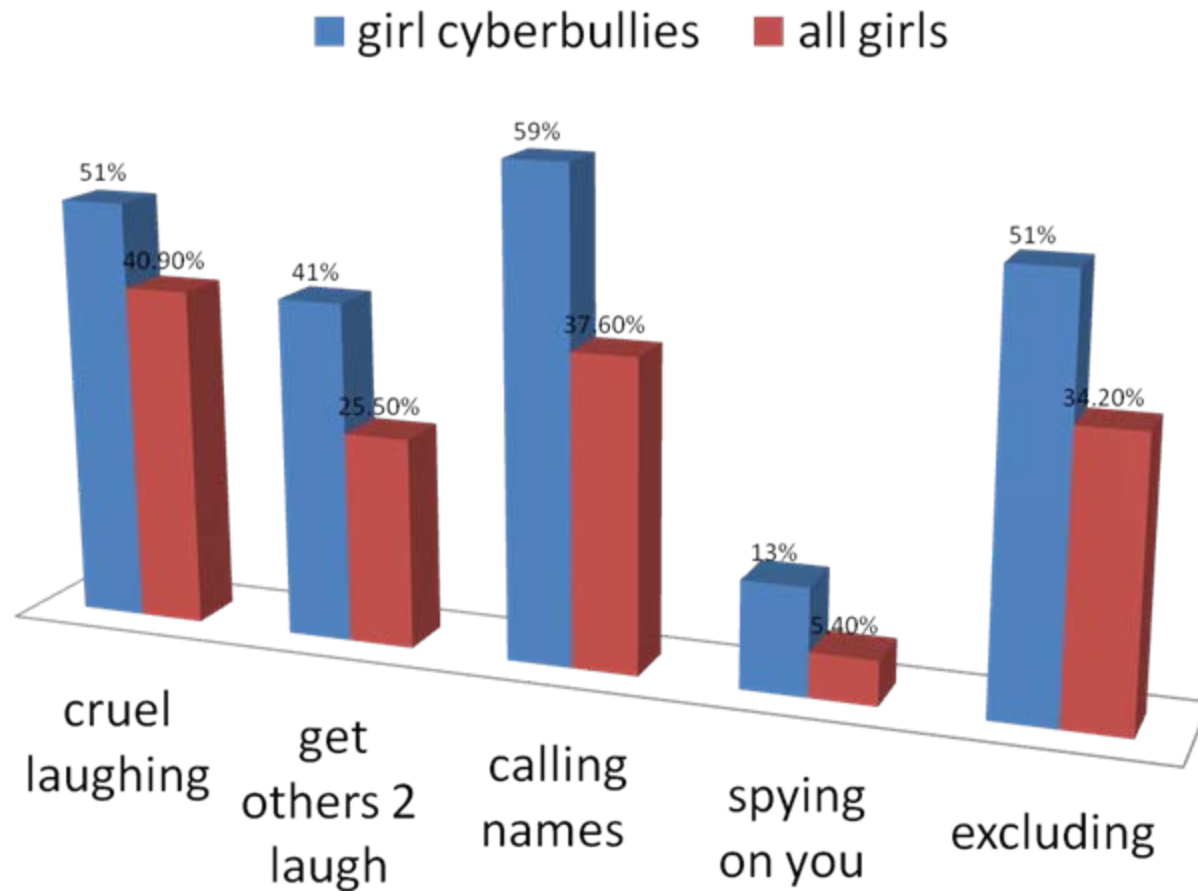
- ▶ Doesn't appear to be high risk unless it is coerced
  - ▶ Rarely involved strangers
  - ▶ Rarely passed on
  - ▶ Unsure of long term risk
- ▶ Coerced sexting
  - ▶ new way to sexually harass
  - ▶ Usually girls wanting to get/keep boyfriend



## **Concept #4:**

**How is cyber bullying  
related to in-school  
bullying?**

# Cyberbullies are more likely to also be in-school bullies

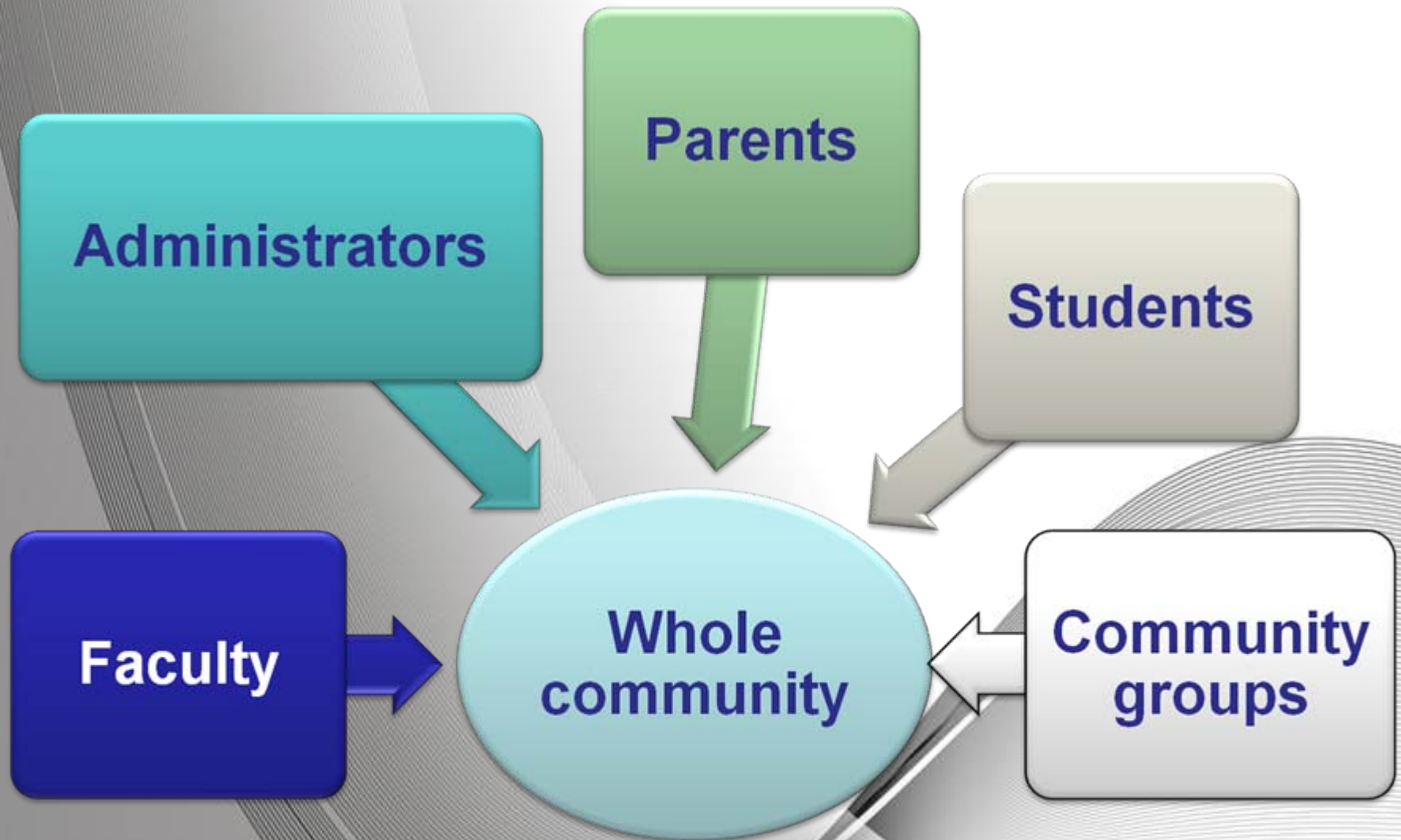


- This increases with age

## **Concept #4:**

**Why we need a  
“whole school”  
approach**





# Problems & Consequences



# May affect bystanders even more than targets



# What about the bully?

- He may be popular and even the adults may like him
- But he's at **HIGH RISK** of getting into trouble later on in life





# Parents are critical

- Most cyberbullying happens at HOME
- But it affects school!
- Use it as a *learning opportunity* – so kids are successful & avoid these behaviors as adults!





# **What can we do to help?**

# The good news. . .

- More kids are reporting, though not always to an adult
- Students are highly aware of this issue



# Peers provide the best intervention

- “Just ignore him” reported as extremely effective 68% of the time when a peer says it (38% when an adult says it)
- Adult role in supporting students to help them do this for each other

# Most effective school intervention **LISTENING!**





# The “B” word gets everyone’s attention: kids know this!

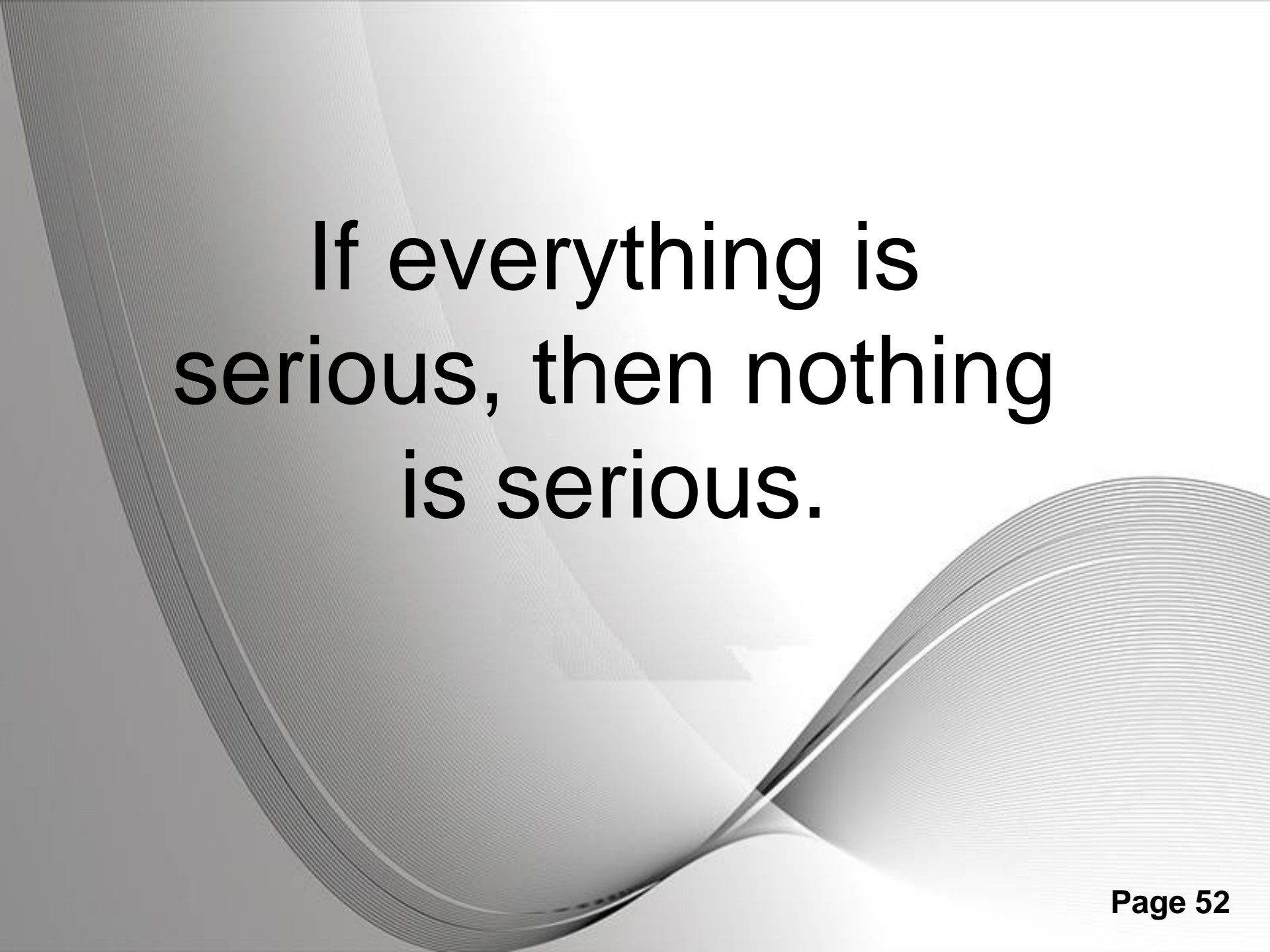


# I'm a victim!



- Easier to say that you're being bullied so that adults will take care of it
- Child is sometimes avoiding skills work needed to deal with friendships





If everything is  
serious, then nothing  
is serious.

# Confidentiality: we can't tell you!



# Preventing Cyberbullying: It's all about EDUCATION

1. "Everything counts"
2. "You are NOT invisible"
  - "Private" profiles are NOT PRIVATE
3. Generally, people *cannot* tell that you mean something "as a joke"

5. Don't go online / texting when you're mad
6. Anything you put online may be there FOREVER
  - It may seem funny NOW; but will it seem funny in 2 years? 5 years?



# Cyber Safety/Monitoring

- Be conscious of the technology your child is using
- Keyloggers
- Facebook/Email passwords

**Be upfront  
with your  
child!**

# Additional Resources

- [Webhost.bridgew.edu/marc/](http://Webhost.bridgew.edu/marc/)
- <http://www.elizabethenglander.com/>