

Cyberbullying & Cybercitizenship

Longwood CSD
Middle Island, New York 11953



What is Cyberbullying?

Being cruel to others by sending or posting harmful material using technological means; an individual or group that uses information and communication involving electronic technologies to facilitate deliberate and repeated harassment or threat to an individual or group.

Also known as:
'Electronic Bullying' &
'Online Social Cruelty'



CYBERBULLIES' TECHNOLOGY

- E-mail
- Cell phones
- Pager text messages
- Instant messaging
- Defamatory personal web sites
- Defamatory online personal polling web sites
- Chat rooms
- Social networking sites
- Gaming sites
- Etc.



DIFFERENCES

BULLYING

- DIRECT
- Occurs on school property
- Poor relationships with teachers
- Fear retribution

Physical: Hitting, Punching & Shoving

Verbal: Teasing, Name calling & Gossip

Nonverbal: Use of gestures & Exclusion

www.stopbullyingnow.hrsa.gov

CYBERBULLYING

- ANONYMOUS
- Occurs off school property
- Good relationships with teachers
- Fear loss of technology privileges
- Further under the radar than bullying
- Emotional reactions cannot be determined

{McKenna & Bargh, 2008; Ybarra & Mitchell, 2009}



CYBERBULLY CATEGORIES

“Inadvertent”

- Role-play
- Responding
- May not realize it's cyber bullying

“Vengeful Angel”

- Righting wrongs
- Protecting themselves

“Mean Girls”

- Bored; Entertainment
- Ego based; promote own social status
- Often do in a group
- Intimidate on and off line
- Need others to bully; if isolated, stop

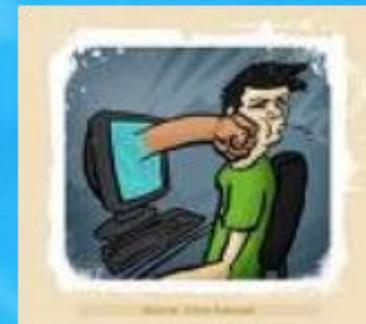
“Power-Hungry”

- Want reaction
- Controlling with fear

“Revenge of the Nerds”

(“Subset of Power-Hungry”)

- Often Victims of school-yard bullies
- Throw ‘cyber-weight’ around
- Not school-yard bullies like Power-Hungry & Mean Girls



CYBERBULLYING TYPES

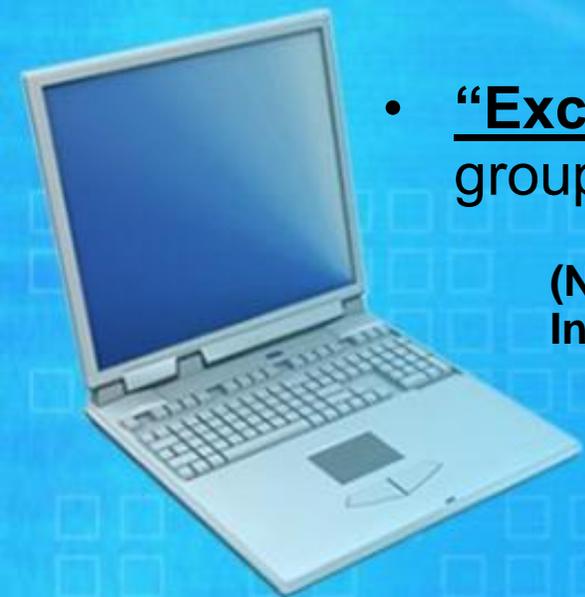
- **“Flaming”**: Online fights using electronic messages with angry and vulgar language
- **“Harassment”**: Repeatedly sending offensive, rude, and insulting messages
- **“Cyber stalking”**: Repeatedly sending messages that include threats of harm or are highly intimidating. Engaging in other on-line activities that make a person afraid for his or her own safety
- **“Denigration”**: ‘Dissing’ someone online. Sending or posting cruel gossip or rumors about a person to damage his or her reputation or friendships



CYBERBULLYING TYPES

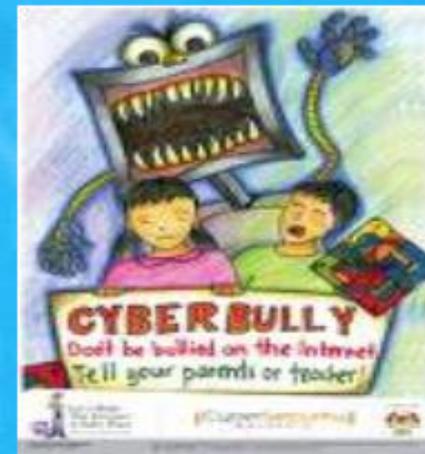
- **“Impersonation”**: Pretending to be someone else and sending or posting material online that makes that person look bad, gets that person in trouble or danger, or damages that person’s reputation or friendships
- **“Outing and Trickery”**: Sharing someone’s secret or embarrassing information online. Tricking someone into revealing secrets or embarrassing information which is then shared online
- **“Exclusion”**: Intentionally excluding someone from an on-line group, like a ‘buddy list’

(Nancy Willard, M.S., J.D., Director of the Center for Safe and Responsible Internet Use)



CYBERBULLYING PREVALENCE

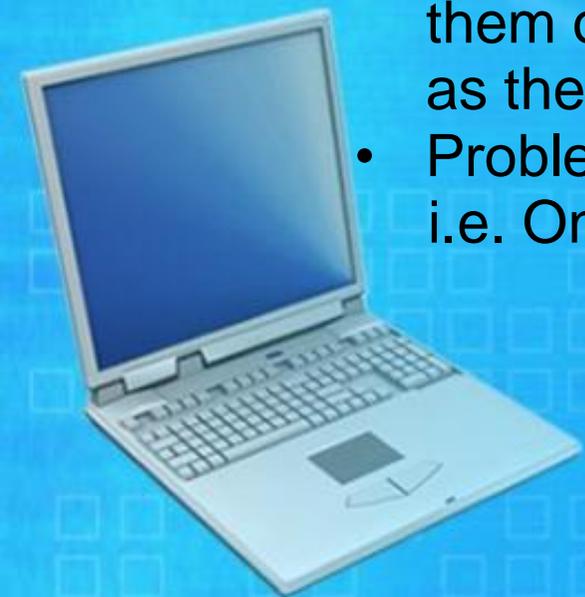
- **Cyberbullying typically starts at about 9 years of age and usually ends after 14 years of age; after 14, it becomes cyber or sexual harassment due to nature of acts and age of actors (Aftab)**
- **Affects 65-85% of kids in the core group directly or indirectly through close friends (Aftab)**



CYBERBULLYING PREVALENCE

- **Aftab's statistics:**

- 90% of middle school students they polled had their feelings hurt online
- 65% of their students between 8-14 have been involved directly or indirectly in a Cyberbullying incident as the cyber bully, victim or friend
- 50% had seen or heard of a website bashing of another student
- 75% had visited a website bashing
- 40% had their password stolen and changed by a bully (locking them out of their own account) or sent communications posing as them
- Problems in studies: not assessing the 'real thing' i.e. Only 15% of parent polled knew what Cyberbullying was

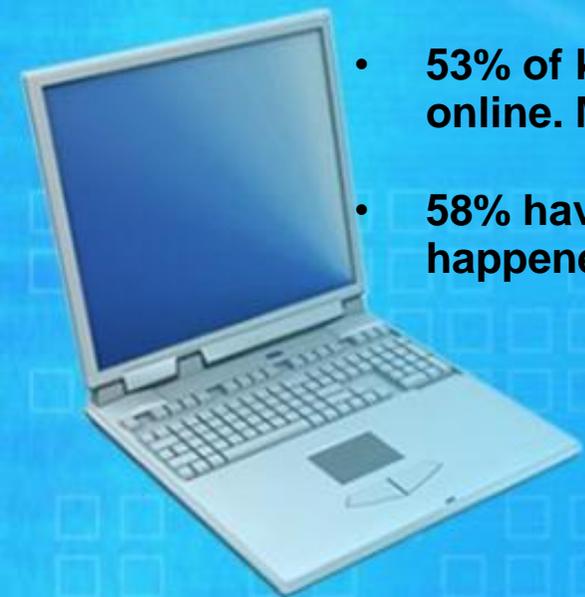


CYBERBULLYING PREVALENCE

In the 2008-2009 school year, i-SAFE America surveyed students from across the country on a new topic: Cyberbullying

It was a topic that not many adults were talking about then but one that was all too familiar with students. At that time:

- 42% of kids have been bullied while online. 1 in 4 have had it happen more than once.
- 35% of kids have been threatened online. Nearly 1 in 5 have had it happen more than once.
- 21% of kids have received mean or threatening e-mail or other messages.
- 58% of kids admit someone has said mean or hurtful things to them online. More than 4 out of 10 say it has happened more than once.
- 53% of kids admit having said something mean or hurtful to another person online. More than 1 in 3 have done it more than once.
- 58% have not told their parents or an adult about something mean or hurtful that happened to them online.

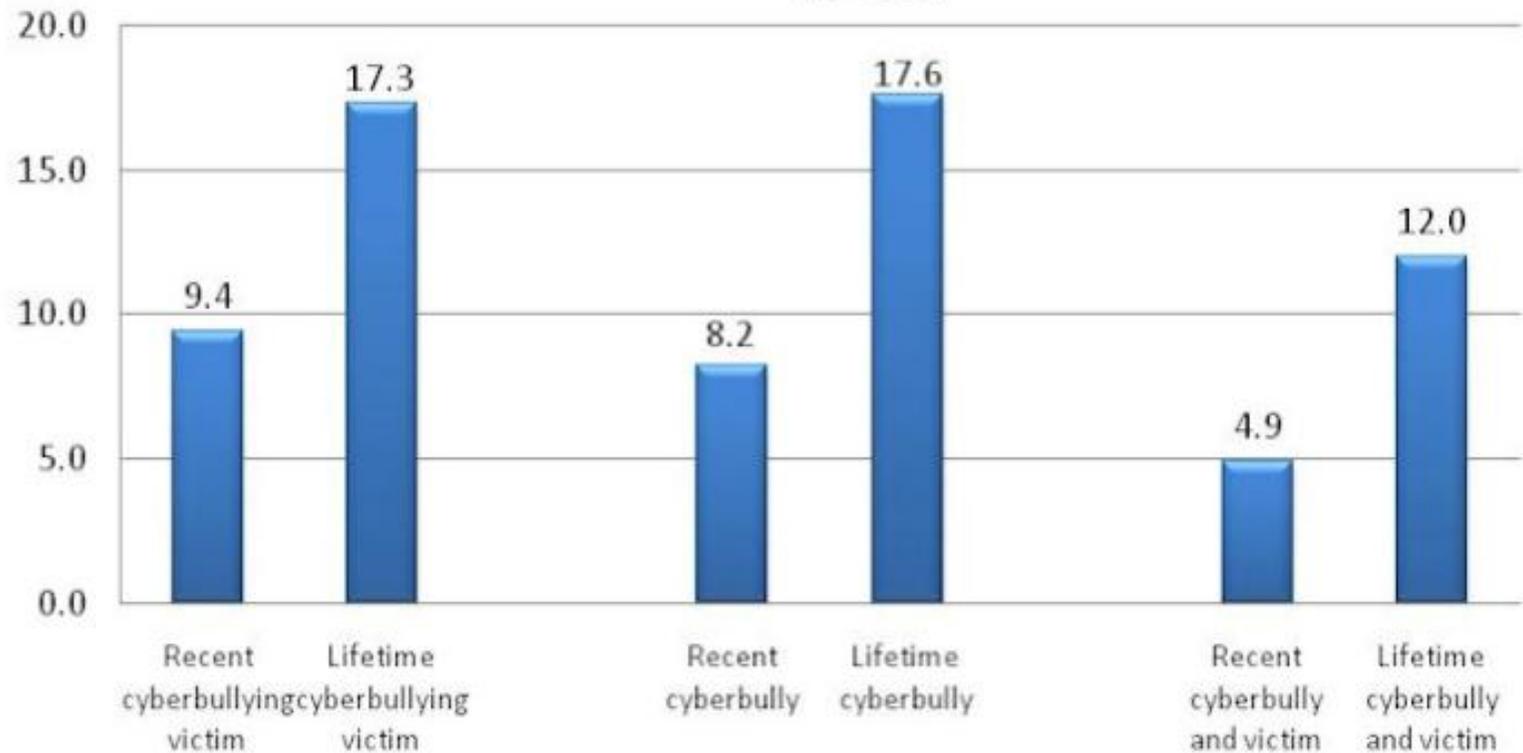


2008 Statistics

Sameer Hinduja and Justin W. Patchin (2008)

www.cyberbullying.us

Cyberbullying Among Middle-Schoolers (N=1963)

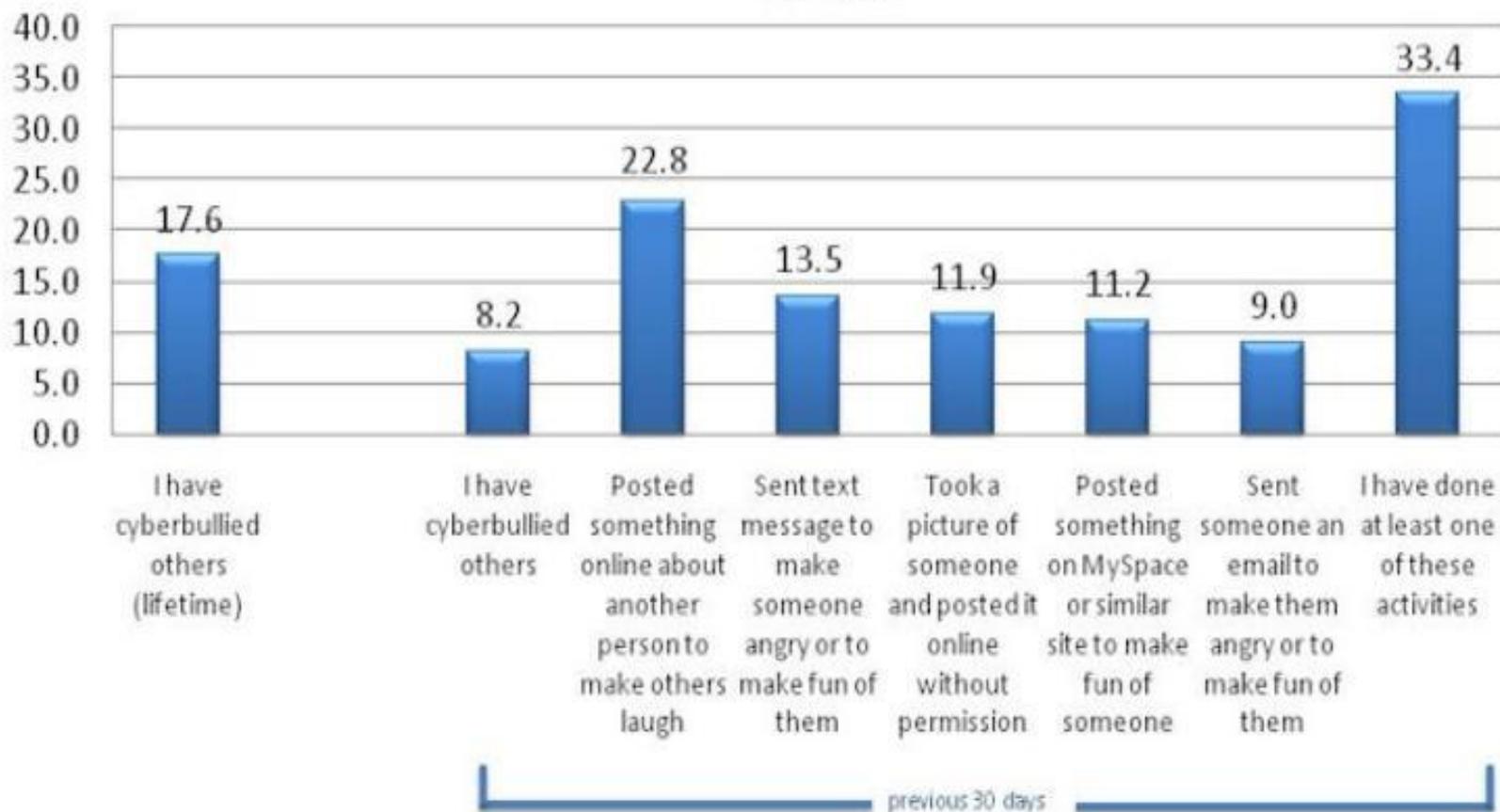


Note: Sample represents middle school students (grades 6-8) from a large school district in the United States.
For more information, email: research@cyberbullying.us



Cyberbullying Offending

N=1963

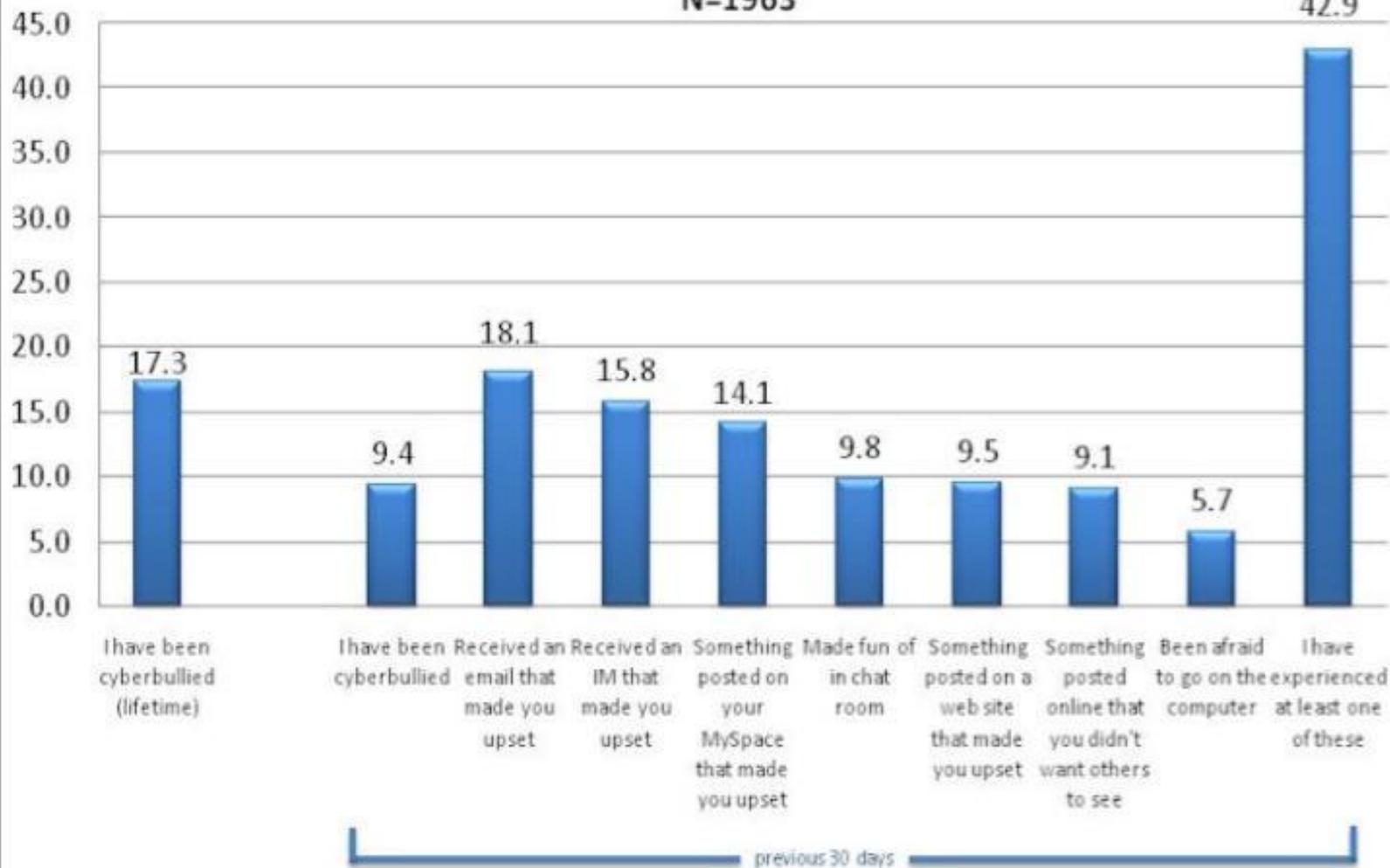


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Cyberbullying Victimization

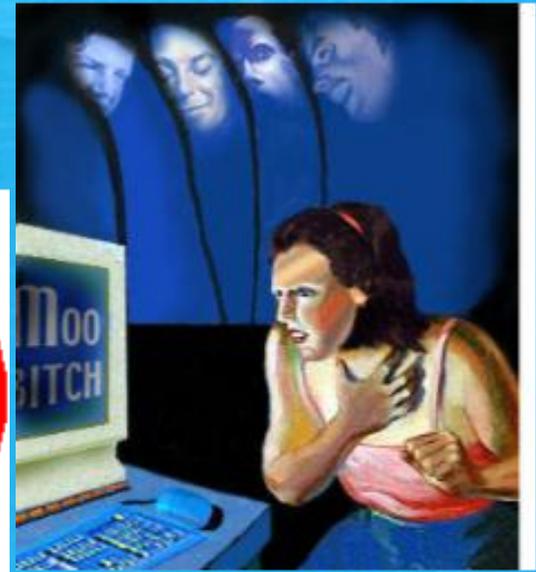
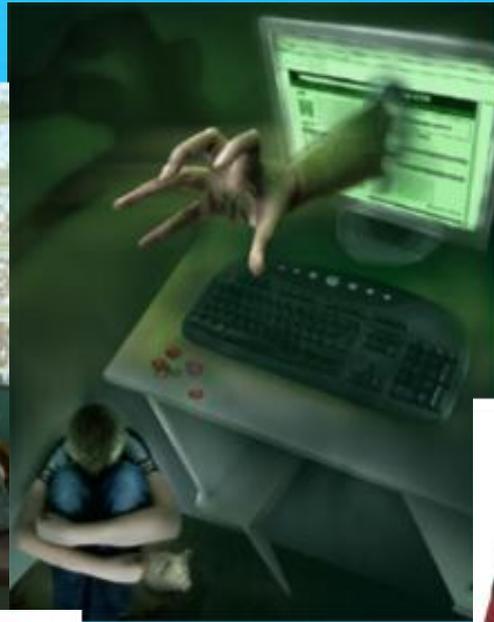
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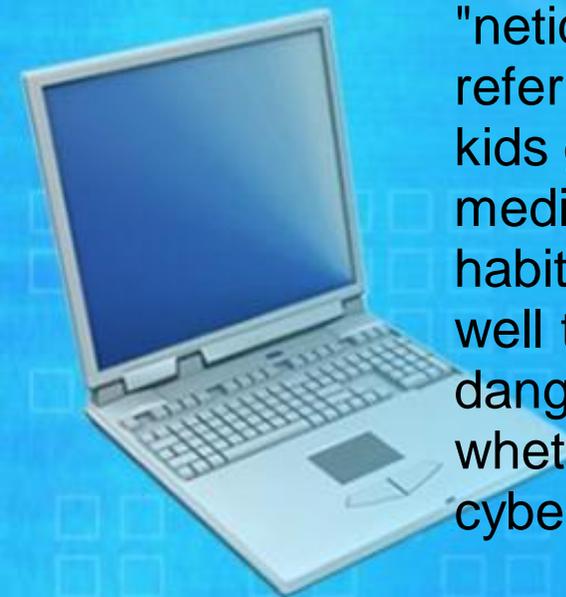
What Can WE Do?



COMMENTS ACTIVITY BLOGS
PICTURES CHAT PROFILES IMs
POSTINGS BLOGS POSTINGS
ACTIVITY PROFILES IMs PICTURES
IMs CHAT COMMENTS ACTIVITY

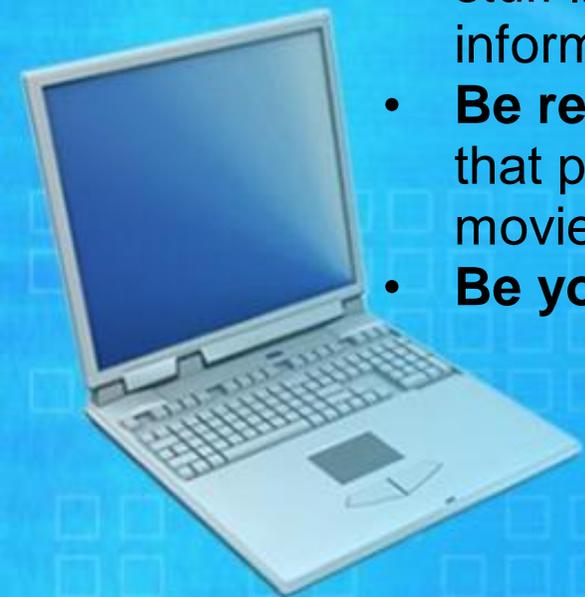
CYBERCITIZENSHIP

- **Cyber Ethics: Applying Old Values to a New Medium** - An old proverb says "Character is what you do when no one is watching."
- So it is with the Internet, Cell Phones, etc. Online, people can feel invisible and capable of doing things they normally wouldn't do in person or in public - things that they know might be wrong. As the Internet becomes an indispensable tool for everyday life, it is more important than ever to dust off the concept of "citizenship" and apply it to the online world.
- Relatively new terms, "cybercitizenship", "cyber ethics", and "netiquette" refer to responsible cyber social behavior. These terms refer to what people do online when no one else is looking. As our kids go online in increasing numbers no matter what the electronic medium, cyber ethics is a critical lesson, especially since poor e-habits can start at an early age. Unfortunately, we are learning all too well that children armed with computers, cell phones, etc. can be dangerous and cause serious damage and harm, regardless of whether they are being mischievous or trying to intentionally commit cybercrimes.



Some Possible Rules:

- **Don't hurt others' feelings online.** When you are online, people can't tell when you're joking. If you say or write something online, make sure you are clear if you are joking.
- **Respect people's online rights.** Just like offline, don't say mean things or make threats.
- **If someone insults you, don't respond.** It could be that they didn't think before they said it. But even if they meant to be insulting, don't make it worse. Just ignore it.
- **Respect the privacy of others.** Don't reveal secrets online or blab stuff like passwords, names, etc. This includes your own private information.
- **Be responsible online.** When you are online, you're in control. Use that power responsibly. Don't spread rumors, take things (like music, movies, etc.) that don't belong to you, or forward spam e-mails.
- **Be yourself.** Don't pretend to be someone you aren't while online.



What Would Your Cybercitizenship Rules Include?

