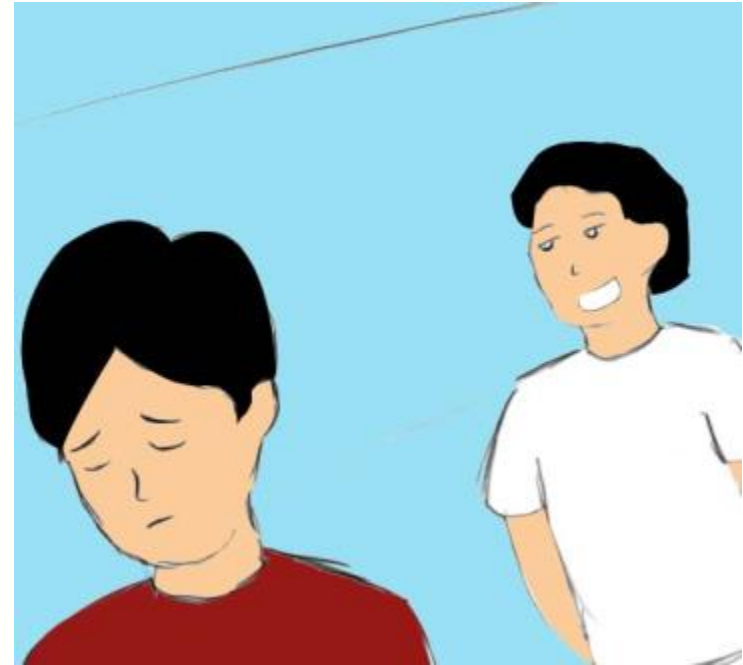




# **BULLYING AND CYBERBULLYING: A COMMUNITY CONCERN**

# How we began...



# Bullying 101

- Bullying is defined as making fun of, putting down, or threatening (physically, verbally or both) another person. Often there is an imbalance of power.



- Bullying is done on purpose and is often repeated.

# What we learned...



Bullying is sometimes physical...

# What we learned...

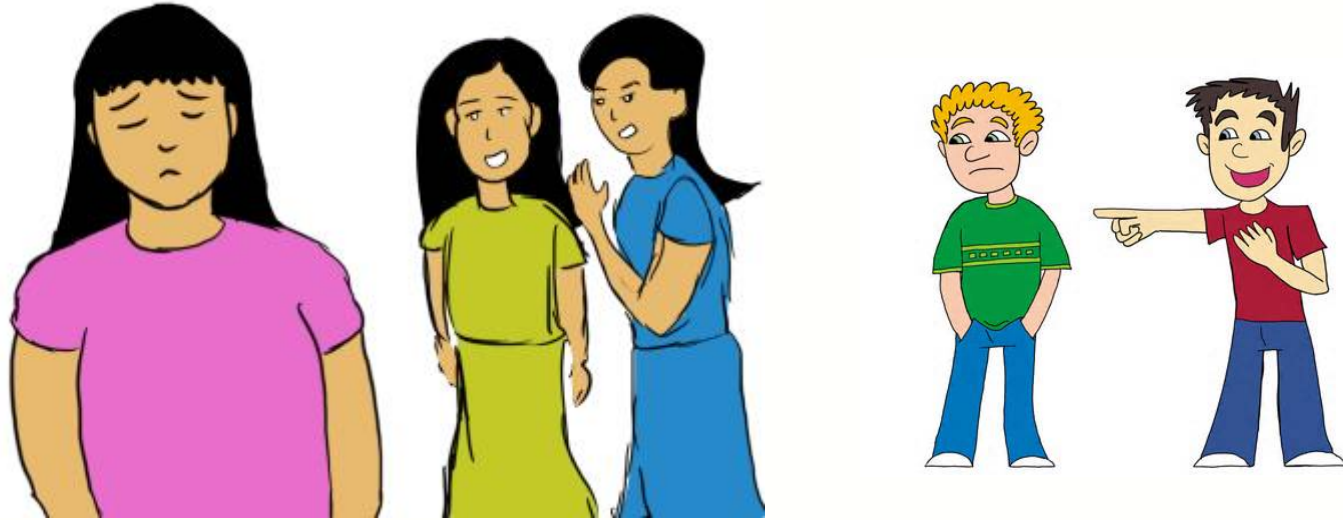


Bullying is sometimes  
verbal...



Bullying is sometimes  
emotional...

# We also learned...



Bullying can be sexual harassment... making fun of someone.

# Girls Just Want



# To Be Mean!

Marielena Zuniga, "Mean Girls," 2008

With the growth of the digital age...

## Comes Cyberbullying

- Cyberbullying is **willful** and **repeated** harm inflicted through the use of computers, cell phones, and other electronic devices.

Hinduja, Patchin. Bullying Beyond the Schoolyard, 2009

- Instant messaging is often used, on computers as well as cell phones.



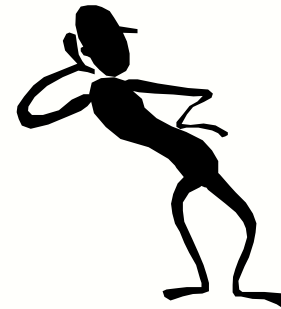


# It's easy to do and sometimes fun!



# Terms to know...

- ❑ Instant Message - IM
- ❑ Flaming
- ❑ Harassment
- ❑ Impersonation
- ❑ Online Grooming
- ❑ Exclusion
- ❑ Sexting
- ❑ Cyberstalking
- ❑ Coercion



# Fatal Results of Cyberbullying...

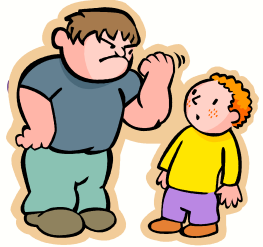


- **14 year old** Jamey Rodemeyer struggled with his sexuality and was repeatedly bullied at school and online. He posted an “It Gets Better” video on YouTube seemingly trying to convince himself as well as others that his situation would improve. Several anonymous comments on his Formspring page encouraged him to kill himself! He did on September 19, 2011.

# Another Fatal Example...

- Fifteen year old Phoebe Prince of South Hadley, Massachusetts, committed suicide after experiencing months of bullying and cyberbullying, which included name-calling (e.g., “Irish Slut”) on Facebook and Twitter. (January 14, 2010.)

# Fatal Results of Cyberbullying.



- **13-year old kills herself!** –October, 2006 Megan Meier was cyberbullied through a MySpace account by a friend’s mother who posed as a young man.
- Ryan Halligan, 13 years old. In October 2003 he took his own life after months of being bullied online. He was teased, taunted, called “gay” online and off.

# Kinds of groups we spoke to...

- AAUW Branches
- Teachers
- Parents (PTA groups)
- Colleges
- Community Groups
  - SIRS- MICE: Men Interested in Cyberbullying Eradication
  - Kiwanis – Keep It Watchful Around Needy Internet Students
  - DAR

# Road Blocks.....

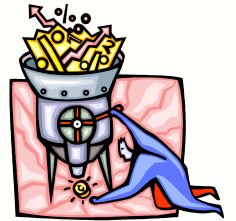
- Understanding educational system in your community is important/ How does it work?
- Finding an entry into the the local school system so schools will invite you to talk.
- Raising money is necessary.
- Determine a goal for project.
- Have agreement among group members.





# Statistics – Napa County, CA 2007

- 87% of teens age 12-17 use the internet.
- 47% of children have received emails with links to pornographic websites.
- 95% of parents cannot identify common chat room lingo.
- 1 in 4 sixth grade students have become friends with a stranger online and 1 in 10 have attempted to meet an online friend face to face.
- 86% of girls say they can chat online without their parents' permission.
- 28% of teens say they use code words on a daily basis to hide their online conversations from their parents.







# More facts – Elementary age



- In May 2009, children aged 2-11 made up nearly 10% of the active online universe (Nielsen, 2010).
- 18% of 8 to 10 year-olds spend time on some kind of social networking site daily (Kaiser, 2010).
- 71% of parents report having experienced one or more Internet-related issues with their children within the past year (Harris Interactive poll, 2007).
- 3 out of 4 parents think it's just as important to know how to use digital media as it is to learn traditional skills like reading and writing (Harris Interactive Poll, 2007).

[www.common sense.org](http://www.common sense.org) 2010



# More facts – Middle School

- Most teens are online: 91% have an email address; 60% have an instant-message screen name; and 72% have profiles on social networking sites (Harris Interactive. 2009).
- 77% of 8 to 15 year-olds said they'd rather give up TV than give up the Internet (Pangea Media and Ypulse, 2009).
- 27% of all 9- 17 year-olds work on blogs or other online spaces at least three times a week (Grumwald Associates, 2008).
- 1 in 5 kids 8-17 say they do things online that their parents would not approve of (Norton Online Living Report, 2007).



# Facts – High School

- 93% of 12 to 17 year-olds go online (Pew .2010).
- 22% of all teen girls – 11% of teen girls ages 13-16 years old – say they have electronically sent or posted online, nude or semi-nude images of themselves (National Campaign to Prevent Teen and Unplanned Pregnancy and CosmoGirl.com 2008).
- As of February 2010, 73% of wired teens now use social networking websites (Pew. 2010).
- 43% of teens are exposed to cyberbullying in one form or another, yet only 1 in 10 have told their parents (U.S. National Crime Prevention Council. 2008).



# Facts – teen information

- 95% of social media-using teens who have witnessed cruel behavior on social networking sites say they have seen others ignoring the mean behavior; 55% witness this frequently. (Pew Internet Research Center, 2011).
- Only 7% of U.S. parents are worried about cyberbullying, even though 33% of teenagers have been victims of cyberbullying. (Pew Internet and American Life Survey, 2011).
- One million children were harassed, threatened or subjected to other forms of cyberbullying on Facebook during the past year. (Consumer Reports, 2011).

# Gaining acceptance by having recognition in the community...

- Newspaper article
- Local TV
- Local Radio Program
- Community groups



# Effects of Bullying

## People who are bullied:

- Have higher risk of depression and anxiety including these symptoms that may persist into adulthood:
  - Increased feelings of sadness and loneliness
  - Changes in sleep and eating patterns
  - Loss of interest in activities
- May have increased thoughts about suicide
- Are more likely to have health complaints
- Are more likely to retaliate through extreme violent measures.





# More Effects of Bullying

## People Who Bully Others:

- Have a higher risk of abusing alcohol and other drugs in adolescence and as adults.
- Are more likely to get into fights, vandalize property, and drop out of school.
- Are more likely to have convictions and traffic citations as adults.
- Are more likely to be abusive toward their romantic partners, spouses or children as adults.

[stopbullying.gov](http://stopbullying.gov), 2011

## People Who Witness Bullying:

- May have increased use of tobacco, alcohol or other drugs.
- May have increased mental health problems, including depression and anxiety.
- Are more likely to miss or skip school.
- **STOP! WALK! TALK!**







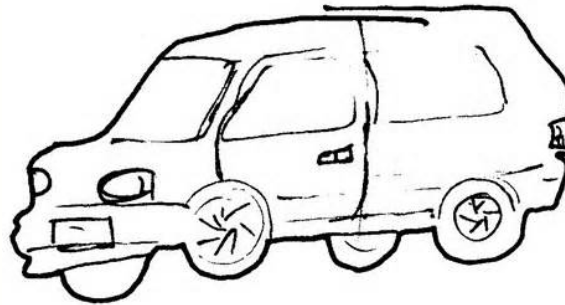
# Warning signs of cyberbullying bully or victim:

1. Quickly switches screens or closes programs when someone walks by
2. Uses the computer or phone until all hours of the night
3. Gets unusually upset if she/he cannot use the computer or phone or after using the computer
4. Laughs excessively while using the computer
5. Appears nervous or jumpy when an IM message appears.
6. Avoids discussions about what they are doing on the computer
7. Becomes withdrawn from friends and family

# Examples...



Bagel Shop



Driving a car



Take a photo



# Writing Journal...



सी डैक  
CDAC

- Describe a situation where you know there is bullying going on. This may be real or fictional. It may be traditional bullying or cyberbullying.
- Can you help? Why or why not?
- Explain how this makes you feel.



# What to do:



- Bookmark
- 4 panel page
- Reference Sheet
- Family Online Safety Guide by Marian Merritt
- Visit website: <http://napacounty-ca.aauw.net>

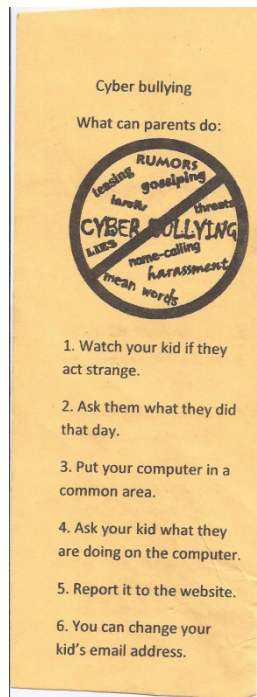


# Students who have extended our work:

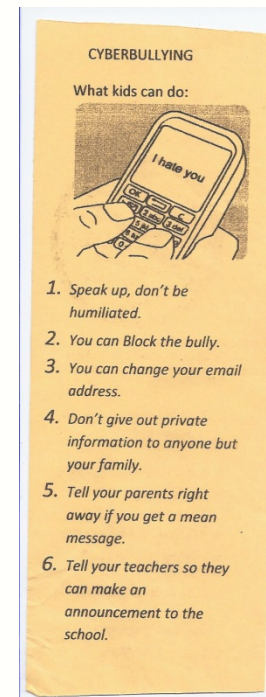
- Cyberbully –created video
- Student – senior project: Created a high school club
- 5<sup>th</sup> graders at an International Elementary School project

# Bookmark students created...

## Front side:



## Back side:



# AAUW School of Cyber Surfing

It is all about:

Becoming Aware

Increasing Communication

Providing an Environment Where Student Learning Can  
Thrive

*And being safe!*

