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Cyberbullying

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CYBERBULLYING? EXPLAINED

Cyberbullying is a new age of traditional forms of bullying

Cyberbullying is typically defined as repeated and premeditated abuse

A type of bullying or harassment that takes place using technological communications

As technology has expanded and science has progressed, it is now more common

Online bullying includes cyberbullying and cyberharassment

(Slonje & Smith, 2008)

Cyberbullying is becoming more prevalent as a growing percentage of children use and acknowledge online interaction. A staggering 95% of school children and adolescents are using online platforms. (Hinduja & Patchin, 2014).





TRADITIONAL BULLYING V'S CYBERBULLYING

It can happen at any time, anywhere.
Can spread quickly, widely, and easily.

Cyberbullying occurs with no regard for the consequences, as the bully hides behind a screen.

Because the bully does not have to confront the victim, he or she feels less guilty.

Acts or behaviors that are repeated
The bully is not afraid of punishment.

Anonymity has been identified as a structure that distinguishes conventional bullying from cyber harassment and cyberbullying.

(Barlett et al., 2016).



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Traditional bullying occurs face to face and can include a physical element. Bullying can take many forms (Kowalski & Limber, 2013).

Self-concept is strongly associated in traditional bullying and cyberbullying (Marsh et al., 2001).

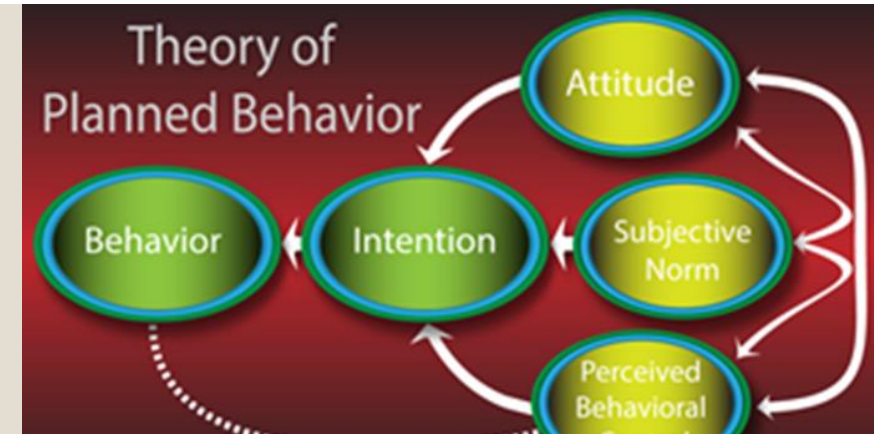


Theories & Cyberbullying

- **Social information processing theory**
- The theory of social information processing explains how people form interpersonal impressions online through computer-mediated interactions (Crick & Dodge, 1996).
- **Social learning theory**
- Emphasises direct observation and impersonating other people's behavior's, attitudes, and responses (Bandura, 1979).
- **General Strain theory**
- Focus on how such relationships lead to antisocial behavior, particularly anger (Broidy & Agnew, 1997).
- **Social dominance theory**
- Group-based hierarchy has the potential to change a person's foundations (Cooper & Blumenfeld, 2012).



The Robbers Cave Study
(Sherif & Sherif, 1953).



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Stand up for
what you
believe in!

BYSTANDER REVOLUTION

The Bystander intervention model (BIM) divides bystanders' reaction decision-making into five stages (Lante & Darley, 1970).



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The Bystander Intervention Model

- 1 • Notice that something is happening
- 2 • Interpret the event as an emergency
- 3 • Take responsibility for providing help
- 4 • Decide how to provide help
- 5 • Take Action to provide help

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The bystander can be the most important figure; they could choose to help or make the situation worse (Brody & Vangelisti, 2016).



The term "bystander effect" describes the tendency for everyone to be unresponsive in high-risk scenarios due to the presence of many other members of the public. Therefore, individuals usually help more when they are alone than when they are in clusters. (Nickerson et al., 2014b) .

◦ Side effects of Cyberbullying

- Depressed
- Ashamed
- Scared
- Low self esteem
- Emotional
- Losing sense of identity
- **Suicide**
- (Perry, 2015)
- (González-Moreno et al., 2020)



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Words can be deadly Think!

Ryan Halligan (1989-2003)

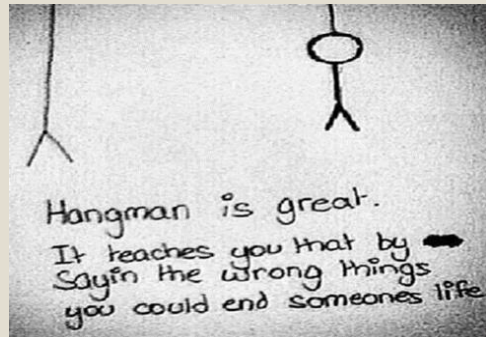
Ryan came to believe he had found a friendship with a nice, popular girl via AOL Instant Messenger (AIM)

He learned later that the girl and her friends decided it would be amusing to make Ryan believe the girl liked him and using that to gain him start sharing more personally humiliating content was copied and pasted into AIM exchanges with her companions.

On October 7, 2003, Ryan hanged himself in the family bathroom

Ryan's father later discovered a folder filled with IM exchanges throughout that summer that made him realize "that technology was being utilized as weapons"

(Moreno, 2011)



Amanda Todd (1996-2012)

Amanda started using virtual meeting to make new friends online, and one stranger persuaded the teen to expose her breasts on screen.

The person intended to manipulate Amanda using the image, and the picture began spreading on the world wide web, including a Facebook profile with the topless picture as the profile image.

The British Columbia teen tells her story of being extorted and bullied using flash cards.

ABC News reported in October 2012 that Amanda Todd's YouTube video had been viewed more than 17 million times.

Amanda hanged herself in her home on October 10, 2012. Just 1 month after telling her story.

(Farrall, 2015)



Cyberbullying and the justice system

Cyberbullying is not a criminal offense and is not covered by UK law.

Communications Act (2003)

Passed in 2003, makes sending deeply offensive online communications that are immoral, indecent, or intimidating a crime.

Protect from Harassment Act (1997)

This legislation makes it a criminal offence to intentionally victimise somebody by constantly sending violent and aggressive emails.

The Malicious Communications Act (1988)

This act makes it an offence to send anyone inappropriate or extremely offensive communication.

Public Order Act (1986)

It became an offence in 1986 to use "intimidating, violent, or offensive words, behaviour patterns, composing, or any graphic images potential to trigger harassment.

(El Asam & Samara, 2016)



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There is still more to be done to reduce and battle cyberbullying

Online devices have enormous potential to improve children's development. Individuals using and misusing these tools and platforms, on the other hand, have the potential to cause significant pain when they are exploited. Cyberbullying Prevention and Intervention Programs have been shown to be helpful in eliminating cyberbullying victimization. Initiatives educate children how to give a response to cyberbullying (Crime Solutions, 2020).

The theory of planned behavior has been used in cyberbullying research where motives to perform cyberbullying behavior can be anticipated with great accuracy from the theory of planned behavior. It is also critical to include the theory of planned behavior in cyberbullying research (Ajzen, 1991).



Scan this QR code for help and advice for carers, teachers and victims. (GOV, 2021)



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