

MEDIA AND CYBERBULLYING

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(Preston, 2015)

What is Cyberbullying?

- It has been argued that cyberbullying arises due to 5 criteria: Intention, Repetition, Power Imbalance, Anonymity and Publicity (Cuncic, 2022).

- Intention~ Typical bullies have the intention to harm others, however if the victim perceives the perpetrators actions to cause harm, there may be no intention

- Repetition~ The bully exhibits repeated and patterned behaviours

- Power Imbalance~ The victims are in a power imbalance with their bully, especially if the bullying takes place in a public setting

- Anonymity~ Cyberbullying allows for the option of anonymity, this would mean that there wouldn't be a power imbalance, as the bully would be hiding behind a screen

- Publicity~ Suggested that cyberbullying involves publicity, especially prevalent in those who publicly humiliate or shame someone



Cyberbullying Vs. Traditional Bullying

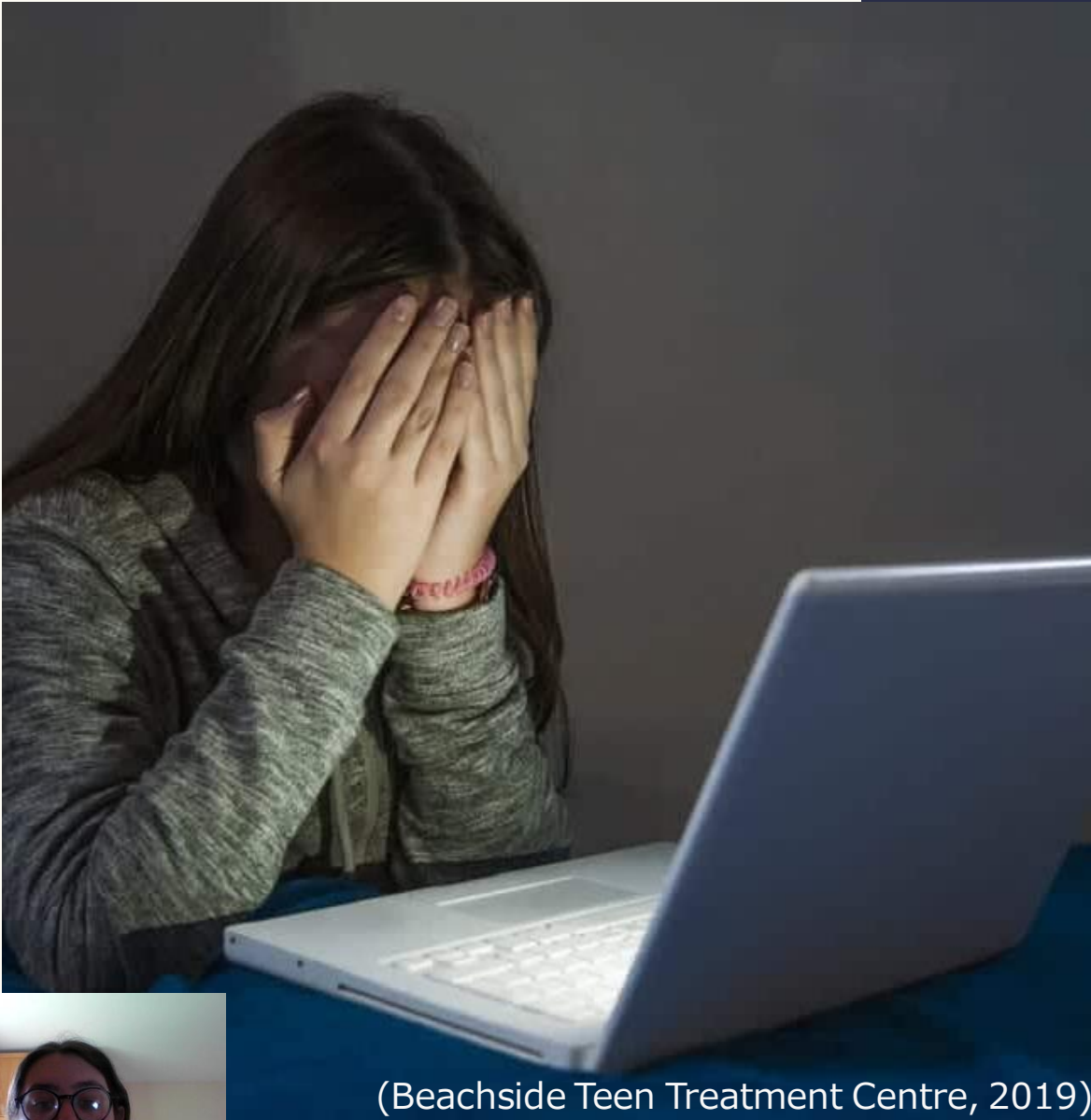
TRADITIONAL BULLYING

- Causes mental distress, Psychological harm and physiological harm to the victim.
- Harmful to the victim.
- Behaviors are repetitive.
- Victims have high levels of depression and self-esteem issues, reporting academic problems, anger, sadness, hostility and delinquency (Beran & Li, 2007)

CYBERBULLYING

- Endless forms of contact: Facebook, twitter, online gaming, messaging, forums, video messaging.
- Just as harmful as traditional bullying.
- Victim doesn't know the perpetrator, higher anxiety is caused.
- Can occur anywhere and at anytime.
- The same characteristics as traditional bullying, but more constant and damaging.
- You are more likely to be stalked online than offline (Marum et al, 2014)





(Beachside Teen Treatment Centre, 2019)

Why Do People Cyberbully?

- Mental Health Issues
- Victims of Bullying (Social Learning Theory (Bandura, 1977))
- Result of Conflicts
- Boredom or Trying Out a New Persona
- Loneliness or Isolation
- No Feedback From Victim
- Non-Confrontational and Anonymous
- No Need for Popularity or Physical Dominance (Cuncic, 2022)



Different types of cyberbullying

- **Flaming**: Using inflammatory language or broadcasting offensive messages about someone, in the hopes of eliciting a reaction
- **Outing**: Sharing personal or embarrassing information about someone on the internet.
- **Trolling**: Posting content or comments with the purpose to get people to react in an embarrassing way
- **Name Calling**: Using offensive-language to refer to other people, instead of using their actual names
- **Spreading False Rumors**: Making up false stories about individuals and spreading them online
- **Sending Explicit Images or Messages**: Sending explicit messages without the consent of the victim
- **Cyber Stalking/Harassing/Physical**: Repeatedly targeting the same individual.

(Cuncic et. Al., 2022)



What ages are most affected?

- Adolescent girls are more likely to engage in psychological or online bullying. They are more likely to spread rumours and use relational bullying also (Keith & Martin, 2005).



(Rice, 2016)

- Adolescent boys have been found to engage in typically more violent and physical bullying, as well as typically target other boys with topics that class them as homophobic (Bond. Et. al., 2011).
- However, both do engage in cyberbullying.



(Psychologysays, 2021)



Possible Theories of Cyberbullying

GENERAL STRAIN THEORY

- (Agnew, 1992)
- ~ Experiencing strain will lead to negative emotions which can form negative behaviours.

SOCIAL IDENTITY MODEL OF DE-INDIVIDUATION

- (Spears, 1995)
- Developed from Zimbardo's 1969 idea of de-individuation
- ~ Anonymity can lead to loss of feeling responsible for actions



Possible Theories Continued.

INCREASED SOCIAL CONFORMITY

- (Lea & Spears, 1991)
- ~ When in a group we conform to social and group norms and experience depersonalisation.

'CUES FILTERED OUT' THEORY

- (Kim, 2000)
- ~ Cyberbullying has a lack of physical and social cues, the victims reaction is never seen so appropriate responses and remorse aren't possible for the perpetrator.





What are the consequences of bullying?

- Feelings of distress, depression, fearfulness, anxiety and low self worth
- Social Isolation, poor academic performance and problems falling asleep
- Symptoms of post-traumatic stress disorder, substance abuse and suicidal ideation (Gordon, 2021)



(Houston Behavioural Healthcare Hospital, 2017)

How can we control for cyberbullying?

- ~Establish a climate of communication with children
- ~Define Cyberbullying in a way children will understand
- ~Monitor online activity
- ~Emphasize positivity over negativity
- ~Use role models
- ~Update criminal law to include online communication and cyberbullying (Green, n.d)



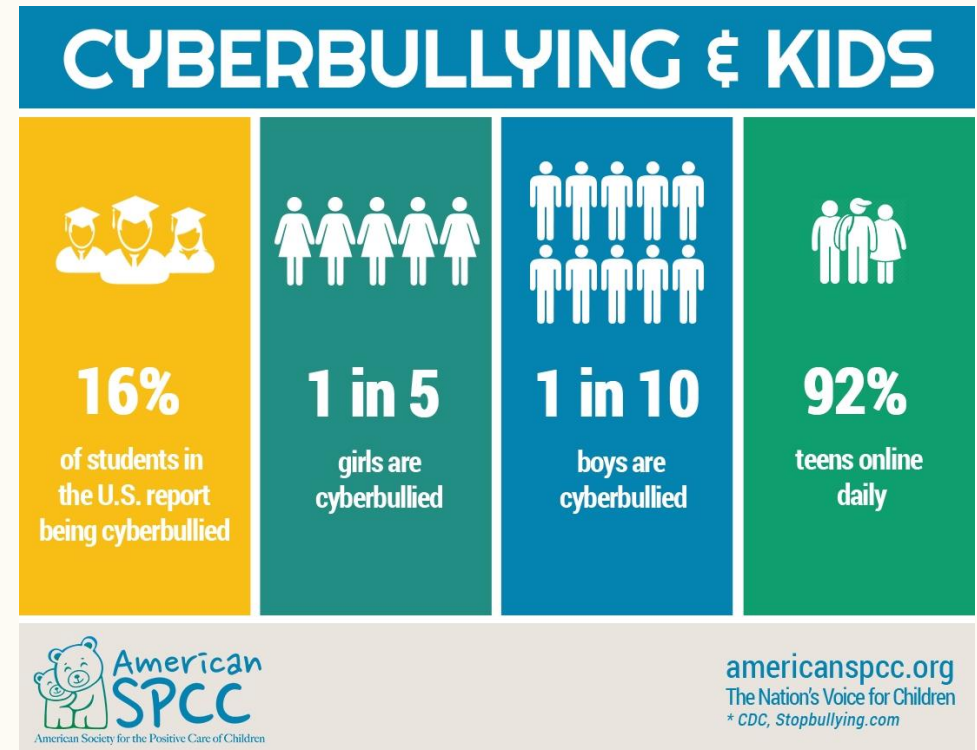
What are the problems?

- Difficulty in controlling behaviour that is not within school time or on school property
- Policies have been extended to cover confiscation of phones, to manage conduct of pupils when they aren't on school grounds. Likewise in Canada, Austria and Korea/China similar laws have been introduced (*Behaviour and Discipline in Schools - A guide for headteachers and school staff, 2016*).



To Conclude...

- Cyberbullying is a prevalent issue
- Anyone can be targeted and effected
- 60% of adolescent girls, 59% adolescent boys were victims in 2020/2021 (Zuckerman, 2020)
- To prevent the consequences seen in victims, awareness must be raised



(American Society for the Positive Care of Children, 2021)

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