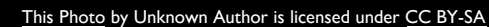
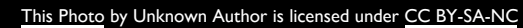

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MEDIA AND CYBERBULLYING

ECAP4004

By Kayleigh Evans
1800672





Forms of cyberbullying

Direct cyberbullying is when the bully uses online media to directly target the victim.

Indirect cyberbullying is when the bully targets the victim on a public platform.

Langos (2012)



Harassment

Abusive rumors

Threatening or
intimidating
messages

Blackmail

Stalking

Images/videos being
exposed without
consent

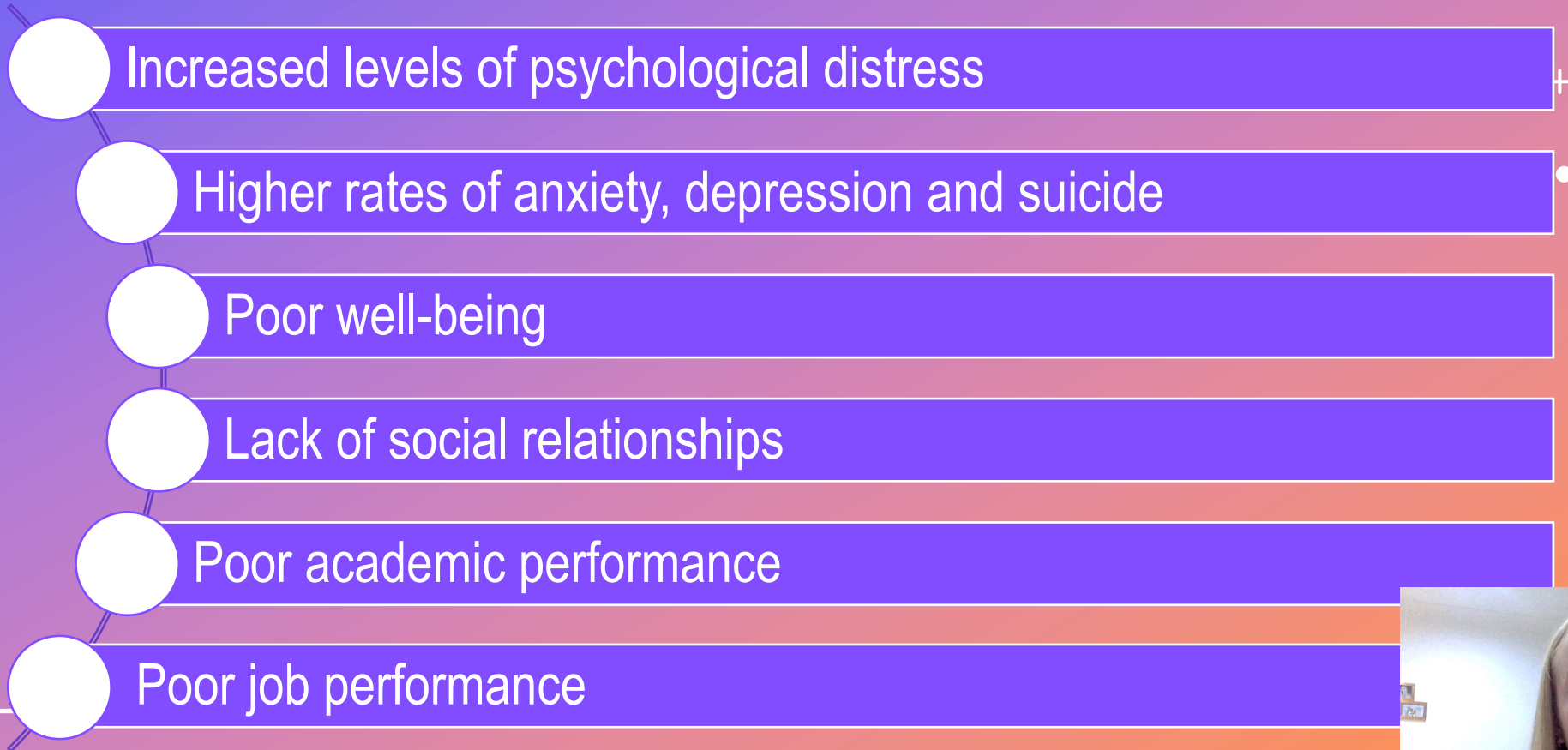
Fake profiles

Grooming

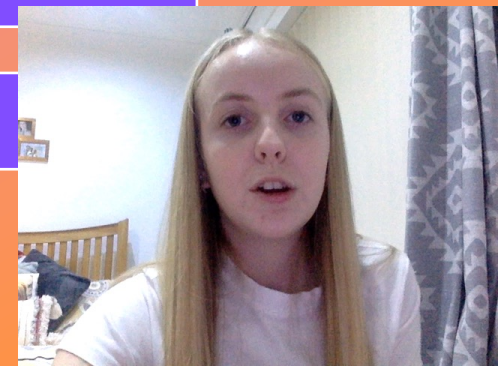
Sexting

(National Bullying Helpline, n.d.).

EFFECTS OF CYBERBULLYING



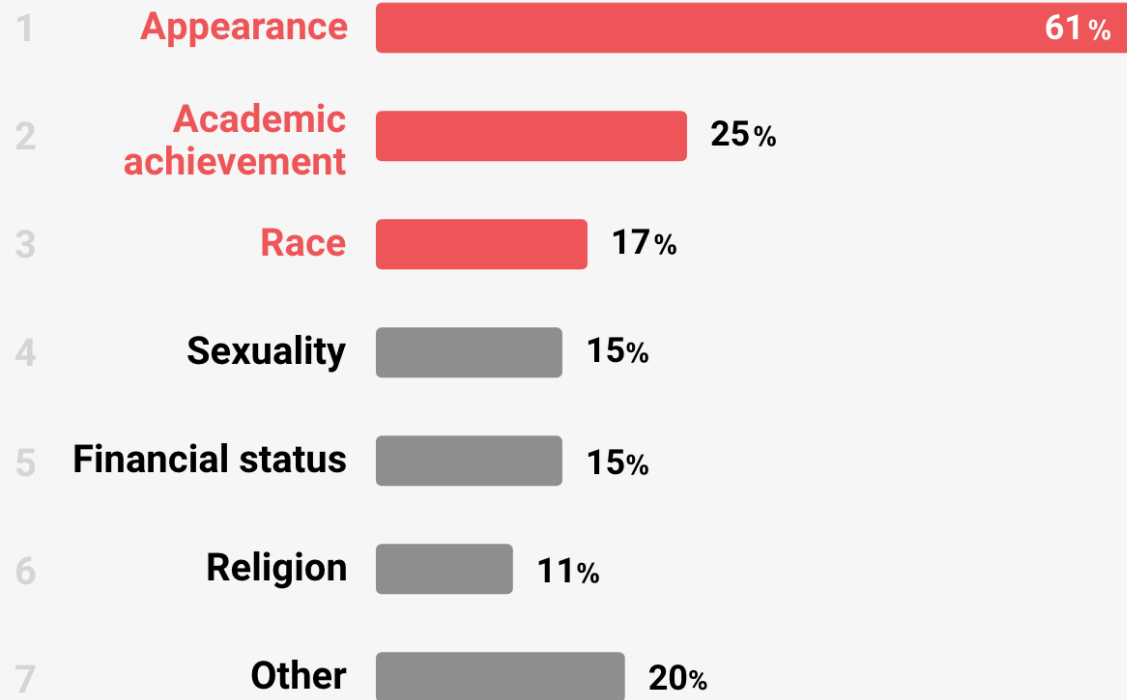
(Takizawa et al., 2014).



Reasons for cyberbullying



Teens who report being bullied say it was because of their:

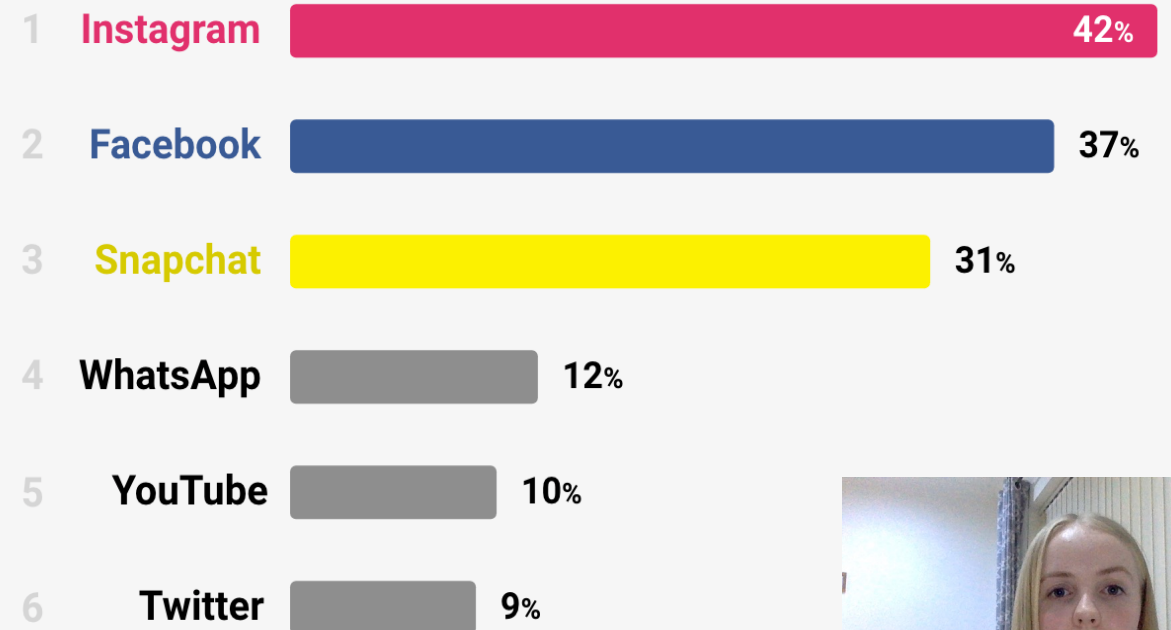


Source: nveee.org
(National Voices for Equality, Education and Enlightenment, n.d.).

Cyberbullying in social media



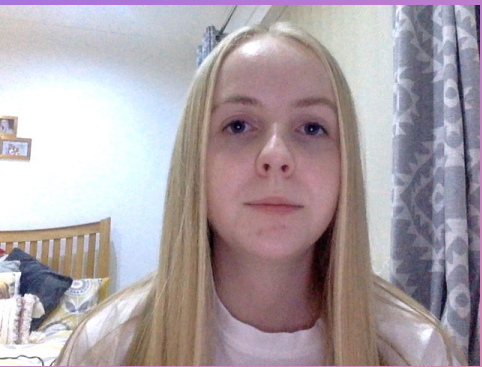
Share of social media platforms where cyberbullying occurs the most: Instagram, Facebook, Snapchat, WhatsApp, YouTube, and Twitter



Source: enough.org
(Enough is Enough, n.d.).



DIFFERENCES

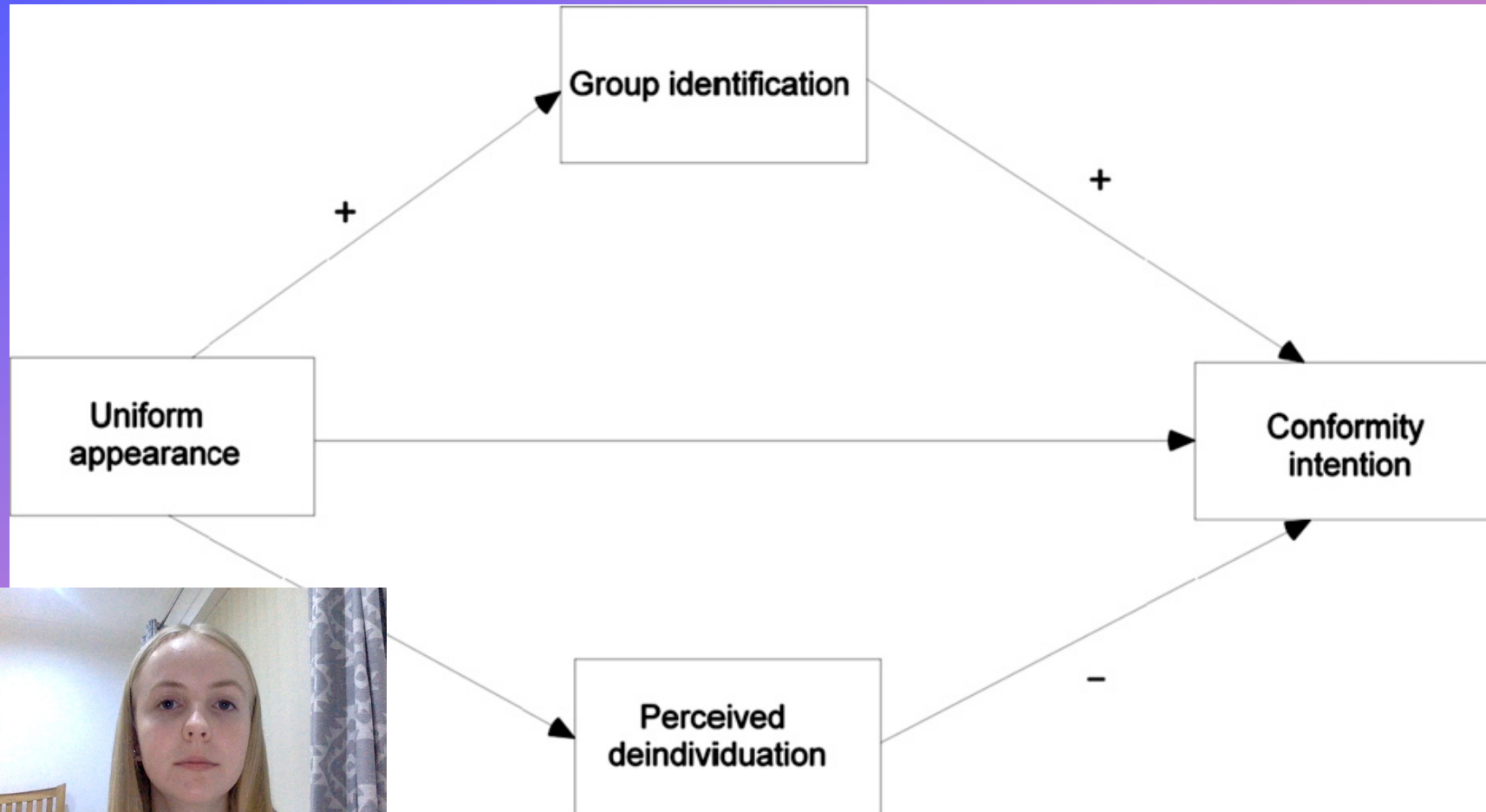


Traditional bullying	Cyberbullying
Face to face – physical or verbal (Jadambaa et al., 2019).	Through technology and online (Chun et al., 2020).
Know the perpetrator.	Anonymity - 31% know their bully, 84% know their victim (Hinduja & Patchin, 2008).
Occasional (during the day).	Persistent (Symons et al., 2021).

General Strain Theory (Agnew, 1992).



SOCIAL IDENTITY MODEL OF DE-INDIVIDUATION



(Kim & Park, 2011).

- Individuals become part of a group
- Conform to the group norms (cyberbullying)
- No longer a unique individual (deindividuation)
- All members act in a similar way

(Kim & Park, 2011).

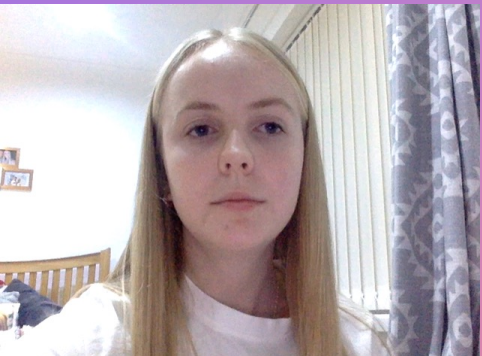


BYSTANDER EFFECT (LATANE & DARLEY, 1968)

1. Notice the event
2. Interpret what is happening
3. Assume responsibility
4. Decide to help
5. Act on this decision



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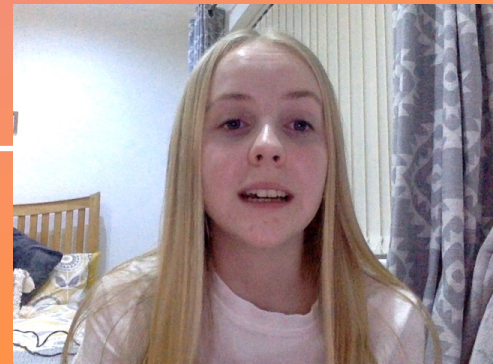


CONTROLLING CYBERBULLYING

Steps can be taken to help cyberbullying. These include:

- Blocking the individual on social media
- Ask for help
- Save any harassment or abusive messages for evidence if needed
- Change passwords
- Report the cyberbullying and if you see others being cyberbullied

(Connect Safely, 2020).



CONCLUSION

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STAND UP
don't
STAND BY.

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