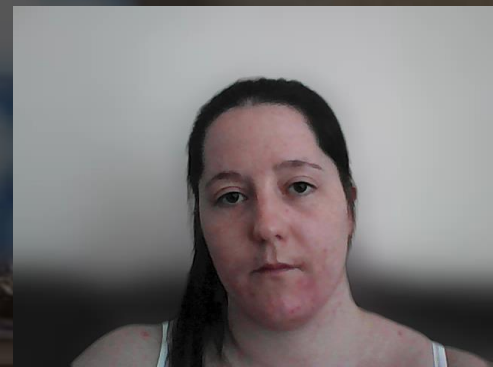


MEDIA CYBERBULLYING

KIRSTY WILCOX





(Digital Leadership, 2001)



WHAT IS CYBERBULLYING

- **VICTIMIZATION RATES TEND TO RANGE BETWEEN 20% AND 40%. BULLYING AN INDIVIDUAL REPEATEDLY BEING AGGRESSIVE AND INTENTIONALLY HURTING THEIR FEELINGS IS A FORM OF ABUSE. THEREFORE, MEDIA IS USED TO BULLY INDIVIDUALS OVER LONG PERIOD AS THEIR IDENTITY CAN BE HIDDEN.**
- (Smith et al., 2006)





anti-social behaviour

(Sykes, 2016)

RISK FACTORS

Cyber Victimization

online fraud, identity theft, phishing,
computer viruses, cyber bullying, cyber
stalking....

The prevalence of technology-related crimes
is continuously increasing*

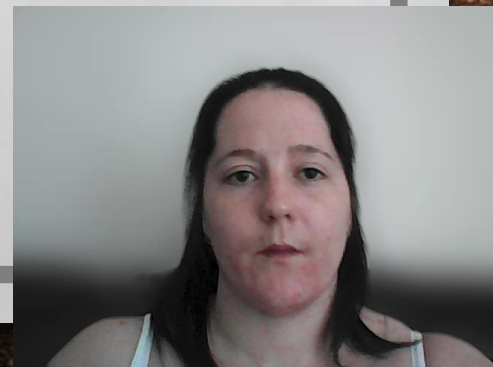
*Jones, Mitchell, & Finkelhor, 2011.



(Ljepava, 2013)

- **HIGH LEVEL OF ANTI SOCIAL BEHAVIOURS**
- **LACK OF PEER INFLUENCES**
- **CYBERVICTIMIZATION.**
- **HOSTILE ACTIONS.**
- **BEING HARASSED.**
- **INSULTS.**
- **PHYSICALLY THREATENED.**
- **SOCIALY EXCLUDING.**
- **HUMILIATION.**

(CAPPADOCIA ET AL., 2013)



SOCIAL NETWORKS LINKED TO CYBERBULLYING

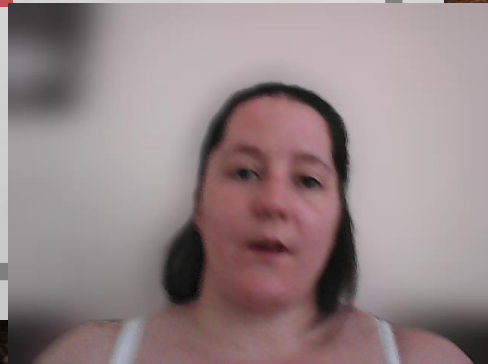
**Facebook
Instagram**

**Twitter
My space.**

**Gaming sites and
virtual worlds**

**Many people assume
these sites are safe
but that isn't always
the case.**

**(O'Keeffe & Clarke-
Pearson, 2011)**



THE EFFECTS OF SOCIAL MEDIA

Social media has shown to have a negative impact on children and adolescents.

The more technology has grown the worse cyberbully has become on social networks (Hamm et al., 2015)

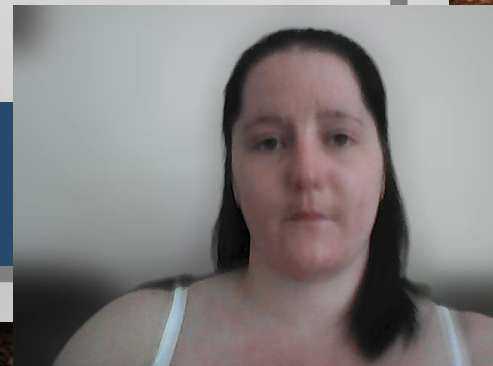
Social media has become more sophisticated. ("Complete History of Social Media: Then And Now", 2013)



**“ USING SOCIAL MEDIA BECOMES A RISK TO
ADOLESCENTS MORE OFTEN THAN MOST
ADULTS REALIZE ”**

(15) MY STORY: STRUGGLING, BULLYING, SUICIDE, SELF HARM - YOUTUBE

AMANDA TODD STORY.
(CBC News, 2014)



BENEFITS OF SOCIAL MEDIA



(Dreamstime, 2019)

**SOCIAL MEDIA HAS PROVEN TO
HELP PEOPLE ACCOMPLISH
TASKS THAT ARE IMPORTANT TO
THEM.**



(CFC Blog, 2019)

**IT KEEPS PEOPLE CONNECTED TO
FRIENDS AND FAMILY NEAR AND
FAR.**

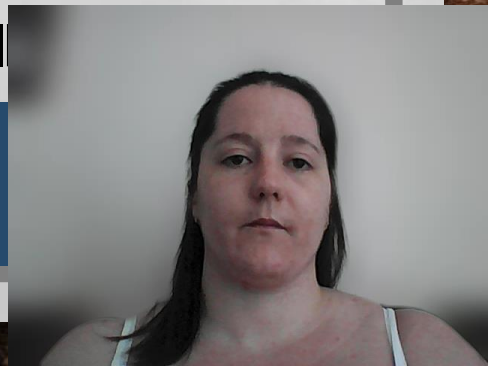
(ALLEN ET AL., 2014)



(Fitzrovia youth in action, 2013)

**LETS YOU ENGAGE IN
COMMUNITY ACTIVITIES LIKE
RAISING MONEY OR
VOLUNTEERING TO ORGANISE**

EVENTS ONLY



THEORY

- **ONE OF THE MOST SOCIAL INTERACTIONS IN COMPUTER MEDIATED COMMUNICATION IS THE CUES-FILTERED OUT THEORY. THIS IS BASED ON THE LACK OF PHYSICAL INTERACTION WITH OTHERS DURING THEIR TIMES OF USING TECHNOLOGY TO COMMUNICATE. THEREFORE ANTI-NORMATIVE AND UNINHABITED BEHAVIOURS ARE FORMED, NOT SEEING THE OTHER PERSONS REACTIONS OR FACIAL EXPRESSIONS LEADS TO A LACK OF SOCIAL POSITION, APPEARANCE, AGE, RACE AND GENDER.**

KIM, (2000).



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