

Media and Cyberbullying

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MEDIA PSYCHOLOGY



WHAT IS CYBERBULLYING?

- ▶ *'An aggressive, intentional act carried out by a group or individual, using electronic forms of contact, repeatedly and over time against a victim who cannot easily defend him or herself'*
- ▶ Smith et al., (2008).



EXAMPLES OF CYBERBULLYING

▶ Trolling

- ▶ *'Trolling involves deliberate, deceptive and mischievous attempts to provoke reactions from other online users.'*
 - ▶ Golf -Papez & Veer, (2017).

▶ Harassment

- ▶ *'...directed toward a victim that includes...repeated or continuing unconsented contact that...causes the victim to suffer emotional distress.'*
 - ▶ Bocij & McFarlane, (2002).



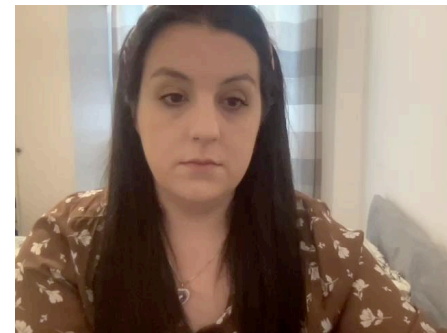
EXAMPLES OF CYBERBULLYING CONTINUED...

▶ **Outing**

- ▶ 'Outing occurs when a cyberbully shares victim's secrets or private information which can be embarrassing for the victim.'
- ▶ Ali et al., (2018).

▶ **Cyberstalking**

- ▶ 'Repeated use of the internet, email or related digital electronic communication devices to annoy, alarm or threaten a specific individual or group of individuals.'
- ▶ D'Ovidio & Doyle, (2003).



STATISTICS

- ▶ 51% of 10-year-olds & 91% of 12-year-olds in the UK have a mobile phone.
 - ▶ The Mobile Life Report (2006)
- ▶ 11 to 19 year olds - 28% of victims told no one they had been bullied
 - ▶ NCH (2005 as cited in Smith et al., 2008)





ADVANCEMENT IN TECHNOLOGY



Multiple apps.



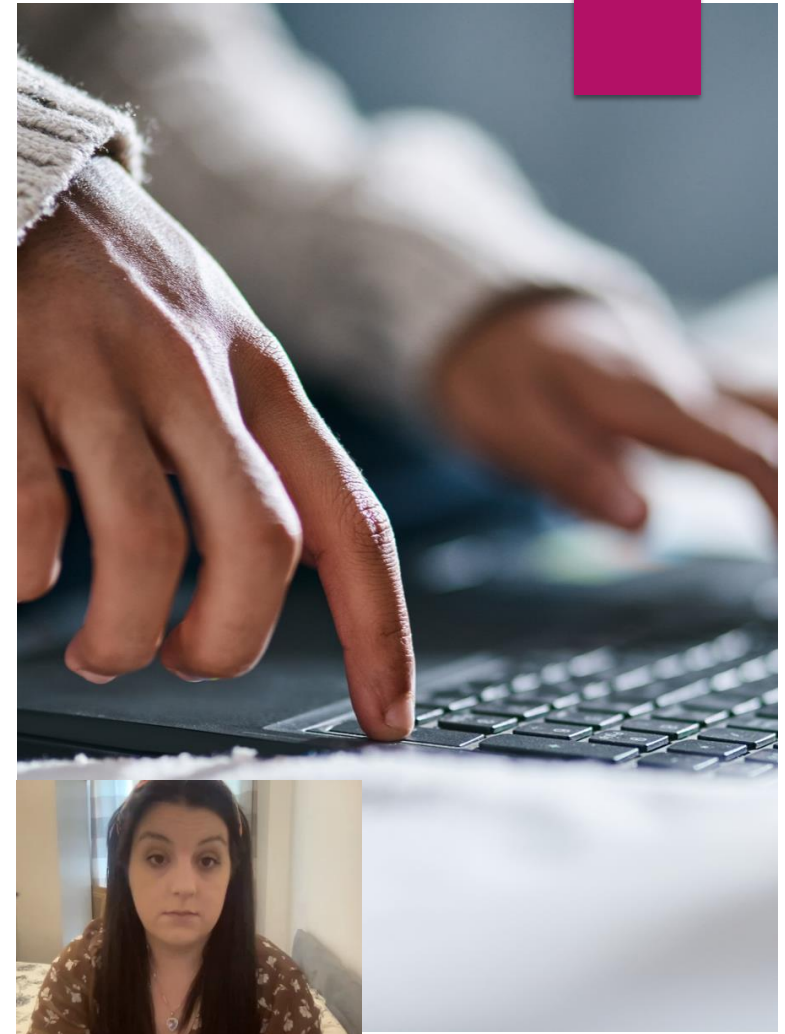
Social media.



Added dangers.

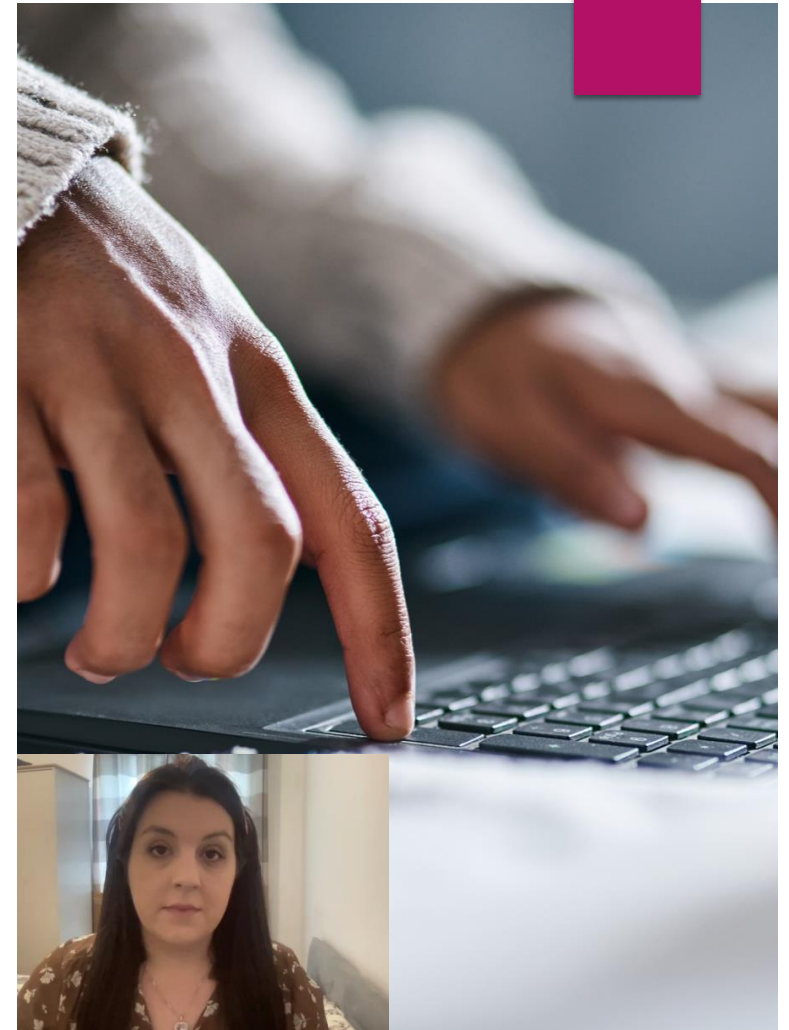
CASES OF CYBERBULLYING

- ▶ **3.4 million people aged 18+ are harassed online in America every year.**
 - ▶ Baum et al. (2009 as cited in Lowry et al., 2016).
- ▶ **Ralph Espinoza - Pershing Square Law Firm.**
Lowry et al., (2016).
 - ▶ **Awarded \$820,000.**



CASES OF CYBERBULLYING CONTINUED...

- ▶ **Tyler Clementi – 18 years old**
 - ▶ Cyber-harassment led to his suicide
 - ▶ (*Tyler Clementi's Story*, 2020).
- ▶ **Megan Meier – 13 years old**
 - ▶ Cyberbullying led her to suicide
 - ▶ (*Megan's Story*, n.d.).
- ▶ *'The world would be a better place without you.'*



THEORIES & MOTIVATIONS

Deindividuation Theory

Anonymity and lack of accountability.

Lowry et al., (2016).

Cue-filtering out theory

Harmful things are more likely to be said online.

Wells & Dennis, (2014).

Cyberbully personality

Dark Triad traits.

Goodboy & Martin, (2015).

Child sexual exploitation

Inappropriate contact and sexually explicit immaterial of vulnerable young people.

Jewkes & Yarr,(2013)

The adolescent brain

Prefrontal cortex undeveloped, risk-taking behaviour.

Dahl, (2004).



THEORIES & MOTIVATIONS CONTINUED...

General Strain Theory

Being under stress positively correlates with cyberbullying.

Barlett et al., (2021).

Sexual & gender identity

LGBTQ more likely to be cyberbullied.

Abreu & Kenny, (2018).

Social Dominance Orientation

Social hierarchies and group superiority.

Pratto et al., (1994)

Strength Differential Hypothesis

Bullies are physically stronger than their victims.

Barlett et al., (2017).

Cyberstalking motives

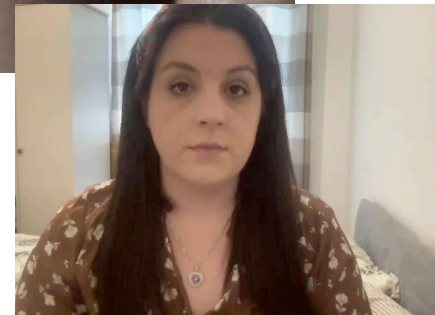
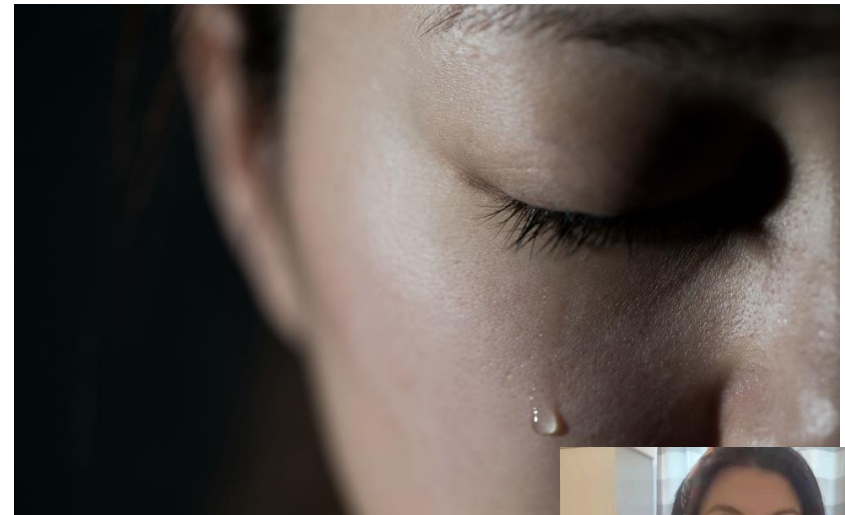
Emails, harassment, identity theft or destruction of property.

Bocij et al., (2002).



CONSEQUENCES OF CYBERBULLYING

- ▶ **Effects on mental health more severe.**
- ▶ **Social media usage increased rate of suicidal tendencies.**
 - ▶ Yang et al., (2021).
- ▶ **Cyberbullying victims viewed more self-harm and suicide content.**
 - ▶ Gorzig, (2016 as cited in Yang et al., 2021).



Award winning technology

Highly effective

Reduces online hate

Aimed at adolescents

Stop and think

Before the damage is done



Trisha Prabhu

RETHINK TO PREVENT CYBERBULLYING

POSTIVE EFFECTS OF MEDIA

- ▶ Allows expression of personality and individuality.
 - ▶ Karthikeyan, (2022).
- ▶ Gives a platform for justice, societal issues and raising awareness.
- ▶ Legislation changes – signing online petitions.
- ▶ Data collection for research.
- ▶ Life skills – digital literacy.
- ▶ Networking for those with common interests, provides social engagement all around the world.
- ▶ Online communities.





► Thanks for listening!

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