

Media and Cyberbullying

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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, p. 376.)

Can cyberbullying be classed as an extension of ‘traditional’ bullying?

Li (2007) suggests a strong association. Victims of bullying are often victims of both and those who bully often use both methods.



Cyberbullying has attracted significant media attention within the last decade (Brack and Caltabiano 2014)

National Crime Prevention Council (2014) found more than 40% of US teenagers reported being cyberbullied

British study found that nearly 50% of suicides among adolescents and young people were related to bullying (Soni & Singh 2018)



What makes cyberbullying different from traditional bullying?

The perpetrator can utilise media, giving them several advantages.

Use of electronic devices are everywhere so the means to bully someone online are endless. With that, wider access to more people/groups.

Little online censoring.

No escape, difficult to 'switch off' from the bullies.

Fake usernames and accounts, identity theft.

Sending malicious software and viruses to someone's device.

Little or no awareness of the negative effect on the victim. Often denies them the chance to respond/retaliate, so they continue with little immediate repercussions (Forssell, 2016)



Passive and indirect, mostly via email. Also include isolation from social groups or events, being ignored and malicious rumours and lies being spread about them
Keashly (2001)

Cyberbullying challenges and changes traditional power balance and structure. Media platforms used by those with lower authority targeting seniors, would not normally be acceptable

In the workplace

Studies on cyberbullying in the workplace have found those in supervisor positions and above are more likely to become victims of cyberbullying than other employee groups (Forssell, 2016)

Online disinhibition effect – lack of eye contact has a significant impact on negative behaviours online Lapidot-Lefler & Barak (2012)





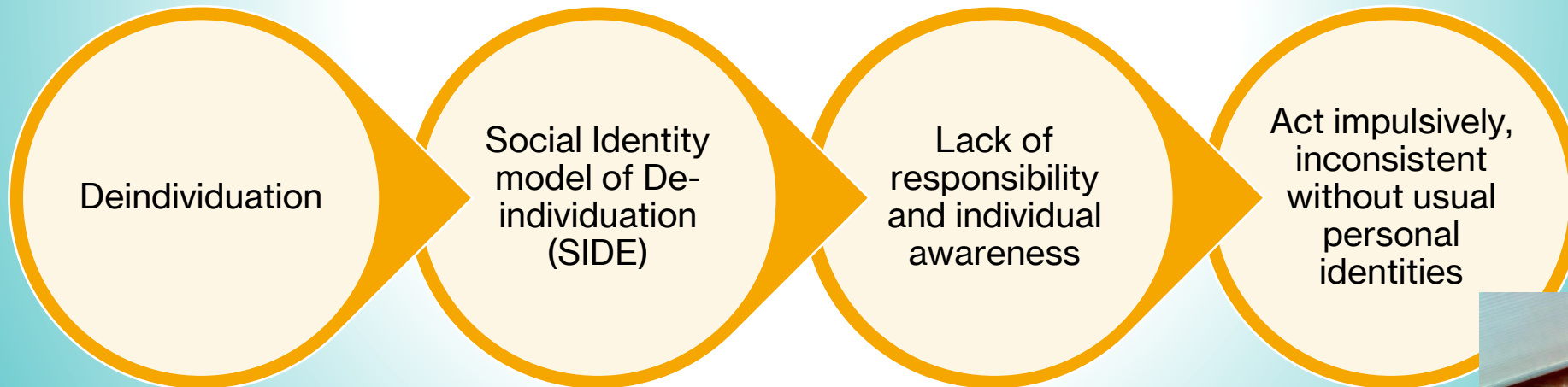
Anonymity...



Christie and Dill (2016) anonymity in digital communication and social media use can lead to an increased likelihood of individuals engaging in aggressive online behaviours and cyberbullying



Simply Psychology (2020)





Effects of bullying

- Isolation
- Missing school or work
- Withdrawing from usual activities
- Depression
- Change in social media usage
- Anxiety
- Low self-esteem
- Fear
- Suicide

(Safe Workers, 2021)





Preventative Measures



Anti-bullying
framework

Zero-tolerance
approach in
schools and the
work place

‘Buddy’ system
in schools

Promote
positive use of
technology and
social media

Classed as a
Hate Crime

Make reporting
cyberbullying
easy



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