Cyberbullying: Predictors, Outcomes, and Implications for Prevention and Intervention

Sherilynn Chan, M.S.
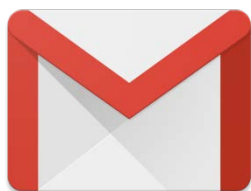
Overview of Presentation

- Definitions

- Prevalence

- Cyber vs traditional bullying

- Predictors

- Outcomes

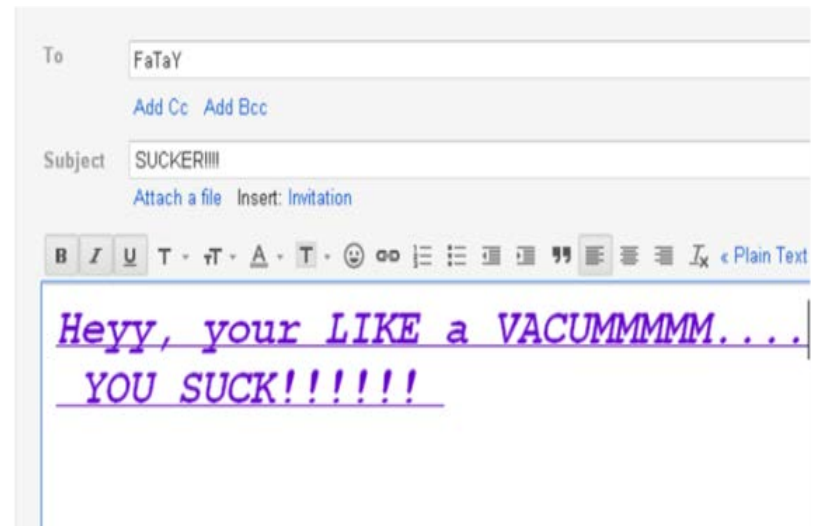- Prevention and intervention

Teenage technology use

- 92% of youth go online daily
- 88% own a cell phone

Definitions

- Cyber victimization

- Cyber aggression

- Cyberbullying

- Cyber bully-victims

Types of cyberbullying

- Flaming

- Harassment

- Outing and trickery

- Exclusion

- Impersonation

- Cyberstalking

- Sexting

Willard, 2007

Prevalence

- Cyber victimization: 10-40% of youth

- Cyber bullying: 3-44% of youth

- Difficulties in estimating prevalence

  – Stable or on the rise?

- Cross-cultural studies

Kowalski et al., 2014; Patchin & Hinduja, 2012

Overt/ physical

Verbal

Relational
Reputational
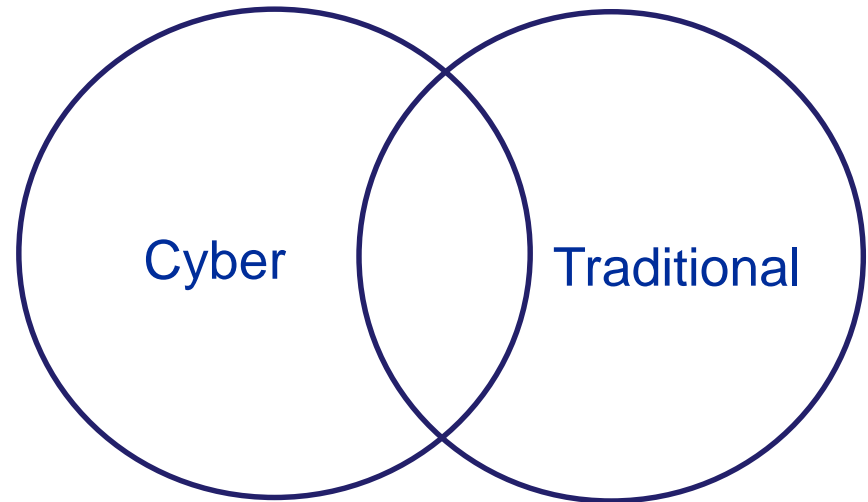
Cyber vs Traditional Bullying

- Similarities

- Differences

  – Audience

  – Anonymity

  – Accessibility

  – Lack of supervision

- Overlap

Cyber | Traditional

Sticca & Perren, 2013; Kowalski & Limber, 2013; Kowalski et al., 2015

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Predictors: Risk factors

Cyber victimization	Cyber bullying
• Traditional victimization • Traditional bullying • Anger • Risky online behavior • Frequency of Internet use • Social anxiety • Moral disengagement • Hyperactivity	• Cyber victimization • Traditional bullying • Normative beliefs about aggression • Moral disengagement • Traditional victimization • Risky online behavior • Narcissism • Frequency of Internet use • Age

Kowalski et al., 2015

Predictors: Risk factors

Cyber victimization	Cyber bullying
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Predictors: Risk factors

Cyber victimization	Cyber bullying
• Traditional victimization	• Cyber victimization
• Traditional bullying	• Traditional bullying
• Anger	• Normative beliefs about aggression
• Risky online behavior	• Moral disengagement
• Frequency of Internet use	• Traditional victimization
• Social anxiety	• Risky online behavior
• Moral disengagement	• Narcissism
• Hyperactivity	• Frequency of Internet use
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Kowalski et al., 2015

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Kowalski et al., 2015

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Predictors: Protective factors

Cyber victimization	Cyber bullying
• School safety • School climate • Parental monitoring • Perceived support	• School safety • School climate • Parental monitoring • Perceived support

Kowalski et al., 2015

Predictors: Protective factors

Cyber victimization	Cyber bullying
• School safety • School climate • Parental monitoring • Perceived support • Social intelligence	• School safety • School climate • Parental monitoring • Perceived support

Kowalski et al., 2015

Predictors: Protective factors

Cyber victimization	Cyber bullying
• School safety • School climate • Parental monitoring • Perceived support • Social intelligence	• School safety • School climate • Parental monitoring • Perceived support • Empathy

Kowalski et al., 2015

Outcomes

Cyber victimization	Cyber bullying
• Stress • Suicidal ideation • Depression • Anxiety • Loneliness • Somatic symptoms • Conduct problems • Emotional problems • Drug and alcohol use • Low life satisfaction • Low self-esteem • Fewer prosocial behaviors	

Kowalski et al., 2015

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Outcomes

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• Stress • Suicidal ideation • Depression • Anxiety • Loneliness • Somatic symptoms • Conduct problems • Emotional problems • Drug and alcohol use • Low life satisfaction • Low self-esteem • Fewer prosocial behaviors	• Drug and alcohol use • Anxiety • Depression • Loneliness • Low life satisfaction • Low self-esteem • Low academic achievement

Kowalski et al., 2015

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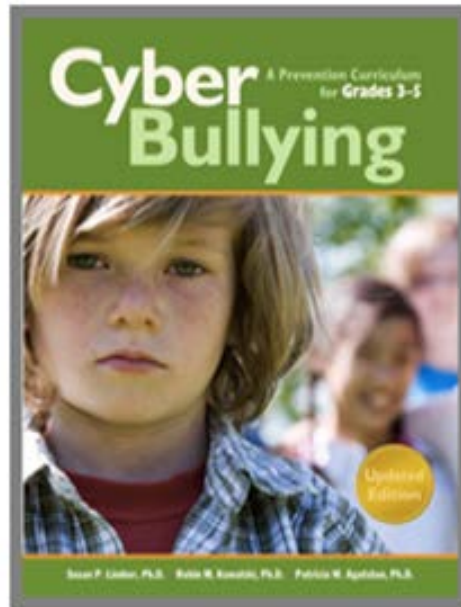# Prevention and Intervention

Prevention

- Target risk and protective factors

  - Parental monitoring

  - Establish rules about technology use

  - School safety & climate

- Guidelines for administrators

  - Policies and procedures, education, supervision and monitoring, school-wide reporting system
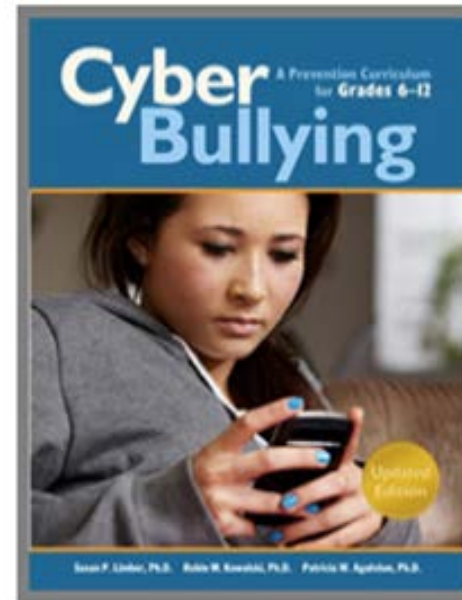
Kowalksi, Limber, & Agatston, 2008

Cyber Bullying: A Prevention Curriculum for Grades 3-5

This curriculum raises awareness of what cyber bullying is and why it is so harmful, equips students with the skills to treat people respectfully when using cyber technologies, gives students information about how to get help if they or others are being cyber bullied, and helps parents know what to do to keep their children safe from cyber bullying.

Through stories with engaging characters and real-life application, this curriculum

Cyber Bullying: A Prevention Curriculum for Grades 6-12

This highly engaging, eight-session curriculum helps students understand what cyber bullying is, its consequences, and what students should do if they are cyber bullied. The program includes a facilitator's guide and a CD-ROM of reproducible handouts, posters, parent materials (in English and Spanish) and information on how to address cyber bullying in a comprehensive schoolwide prevention effort.

Olweus Bullying Prevention Program
www.violencepreventionworks.org
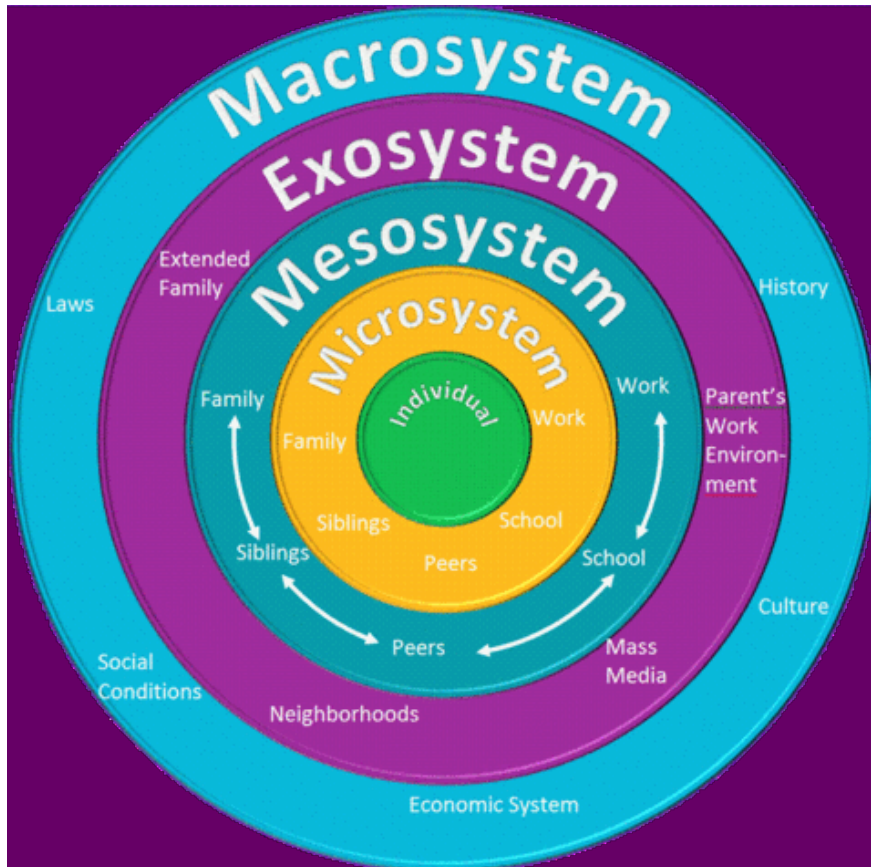
www.rethinkwords.com

Intervention

- Immediate steps

  - Do not respond or forward messages

  - Keep evidence

  - Block cyberbully

- Reporting

  - Online service provider, law enforcement, schools

stopbullying.org

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Implications

Ecological systems theory

- Families

- Schools

- Health care professionals

- Researchers

- Policy makers