

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

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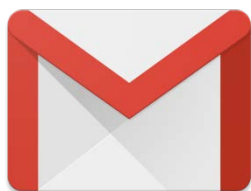
Children's Mercy
KANSAS CITY

Overview of Presentation

- Definitions
- Prevalence
- Cyber vs traditional bullying
- Predictors
- Outcomes
- Prevention and intervention



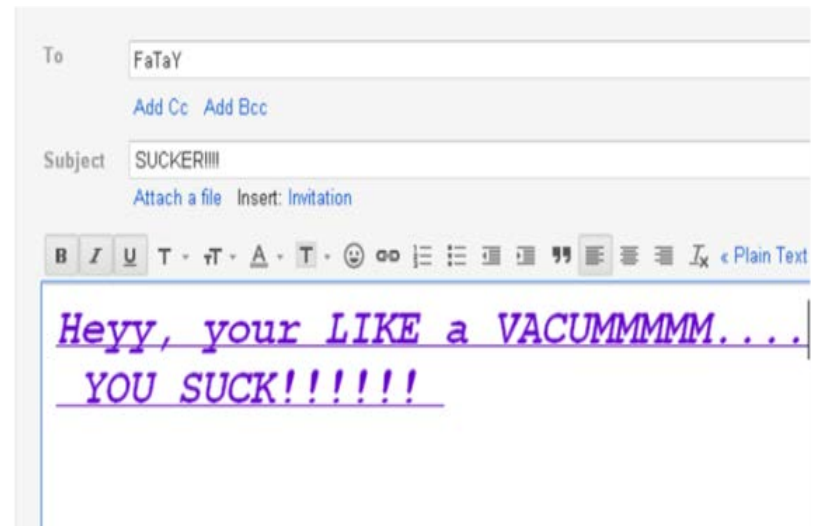
Teenage technology use



- 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

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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

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Relational
Reputational



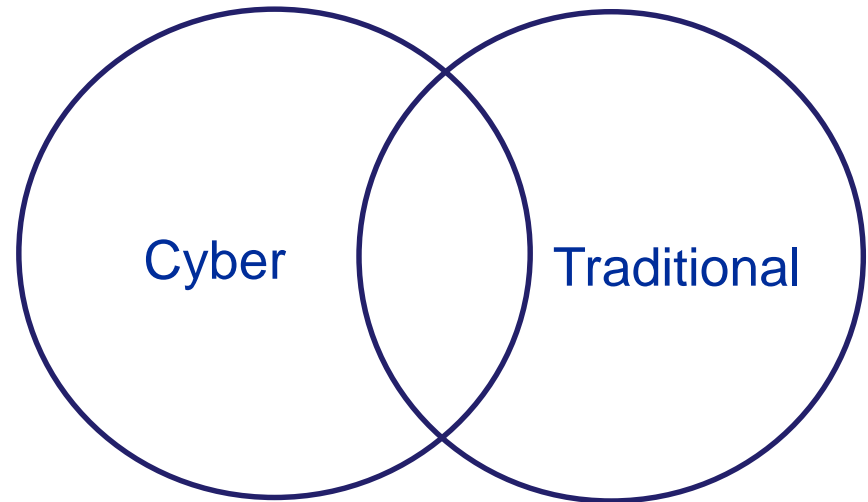
Overt/
physical

Verbal



Cyber vs Traditional Bullying

- Similarities
- Differences
 - Audience
 - Anonymity
 - Accessibility
 - Lack of supervision
- Overlap



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



Predictors: Risk factors

Cyber victimization	Cyber bullying
<ul style="list-style-type: none">• Traditional victimization• Traditional bullying• Anger• Risky online behavior• Frequency of Internet use• Social anxiety• Moral disengagement• Hyperactivity	<ul style="list-style-type: none">• 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

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Kowalski et al., 2015

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Predictors: Protective factors

Cyber victimization	Cyber bullying
<ul style="list-style-type: none">• School safety• School climate• Parental monitoring• Perceived support	<ul style="list-style-type: none">• School safety• School climate• Parental monitoring• Perceived support



Kowalski et al., 2015

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Predictors: Protective factors

Cyber victimization	Cyber bullying
<ul style="list-style-type: none">• School safety• School climate• Parental monitoring• Perceived support• Social intelligence	<ul style="list-style-type: none">• School safety• School climate• Parental monitoring• Perceived support



Kowalski et al., 2015

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Predictors: Protective factors

Cyber victimization	Cyber bullying
<ul style="list-style-type: none">• School safety• School climate• Parental monitoring• Perceived support• Social intelligence	<ul style="list-style-type: none">• School safety• School climate• Parental monitoring• Perceived support• Empathy

Outcomes

Cyber victimization	Cyber bullying
<ul style="list-style-type: none">• 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	

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Prevention and Intervention

stopbullying.gov

What You Can Do | Blog | Newsroom | Images | Videos | Resources | Policies & Laws | Español

SEARCH

WHAT IS BULLYING | CYBER BULLYING | WHO IS AT RISK | PREVENT BULLYING | RESPOND TO BULLYING | GET HELP NOW

Home > Cyber Bullying > What is Cyberbullying?

CYBER BULLYING

What is Cyberbullying?

Prevent Cyberbullying

Report Cyberbullying

What is Cyberbullying?

Cyberbullying is bullying that takes place using electronic technology. Electronic technology includes devices and equipment such as cell phones, computers, and tablets as well as



Stand up for others

Be a Leader

Be Kind

Respect Others

Be Tolerant

STOP The Drama ... END The Hate ... STOMP Out Bullying

The Leading National Bullying and Cyberbullying Prevention Organization for Kids & Teens

Nerds UNITE!

Gladly paid to the order of **STOMP Out Bullying™** \$25,000.00

NESTLE WONKA NERDS® STANDS UP TO STOMP Out Bullying™
With Global Ambassador Nick Cannon

STAND UP!
STOMP Out Bullying™

WONKA

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World Day
of Bullying Prevention



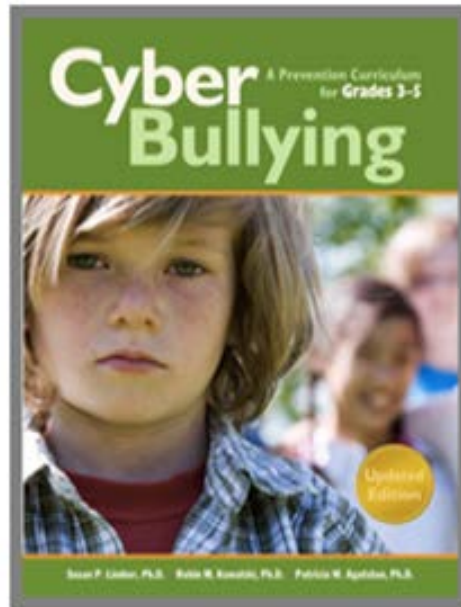
Prevention

- 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

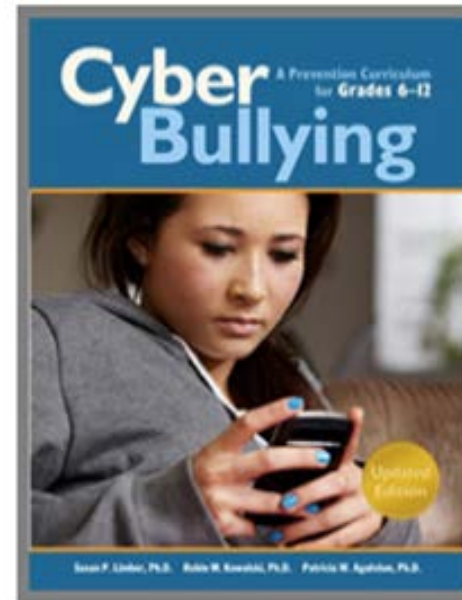




Cyber Bullying: A Prevention Curriculum for Grades 3-5

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

ReThink before the damage is done.

ReThink is a non-intrusive, innovative, patented software product that effectively stops cyberbullying before the damage is done.

The world is currently in the midst of a technology revolution. There are 1.8 billion teens around the globe, and technology is increasingly at the hands of every adolescent. With more adolescents being online, more are getting cyberbullied. Cyberbullied victims suffer from depression, anxiety, low self-esteem, and more likely to drop out of school. Several solutions that are in place today address bullying after the damage is done. ReThink is the first ever solution to proactively prevent cyberbullying before the damage is done.

ReThink is conquering this silent pandemic one message at a time.

www.rethinkwords.com



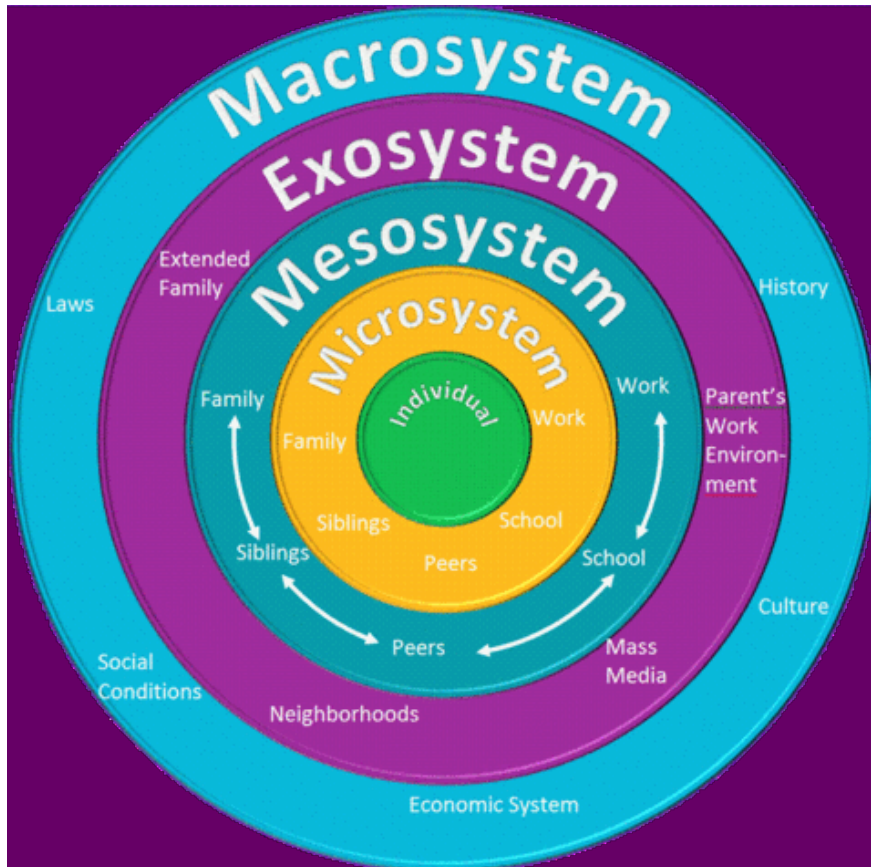
Intervention

- Immediate steps
 - Do not respond or forward messages
 - Keep evidence
 - Block cyberbully
- Reporting
 - Online service provider, law enforcement, schools



Implications

Ecological systems theory



- Families
- Schools
- Health care professionals
- Researchers
- Policy makers