



# Dr. Amy Bellmore

**March 6, 2014  
10:00am - 11:00am**

**242 Mabel Lee Hall**

## **“Using Social Media Data to Understand Bullying”**

The standard social science approach to studying bullying is to conduct personal surveys in schools (via self, peer, and teacher reports) about general experiences of individuals as victims or perpetrators of bullying. Most often these surveys are collected only once; when longitudinal studies are conducted, the timeline is imposed by the researcher rather than the phenomenon. Important questions about bullying are hampered by this approach. In this talk, I will discuss how social science and computational science methods can be used together to answer age-old questions about bullying in new ways and to generate new questions about bullying. I will discuss both the promise and potential pitfalls of using public Twitter data to understand bullying.

Amy Bellmore is an Associate Professor of Human Development in the Department of Educational Psychology. She received her Ph.D. in Developmental Psychology from the University of Connecticut. Following her graduate studies, she completed Postdoctoral Training in the Department of Education at UCLA funded by the NIMH, the American Psychological Association, and the Institute of Education Sciences. She teaches courses on adolescent development and developmental research methods.



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