



R U Rdy? Social Media and Bullying Prevention and Intervention

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Half-Day Workshop

National Association of School
Psychologists

February 13, 2015



UNIVERSITY OF NEBRASKA-LINCOLN

Learning Objectives

- Participants will gain a better understanding of definitions for both traditional and cyberbullying.
- Participants will learn characteristics of cyberbullying and associated outcomes of the behavior.
- Participants will be introduced to several strategies for educators, parents, and teens for preventing cyberbullying.



Empowerment **INITIATIVE**

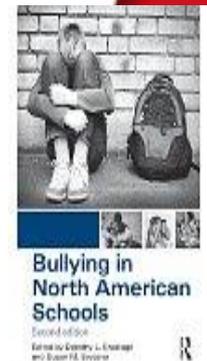
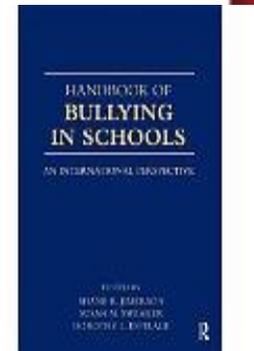
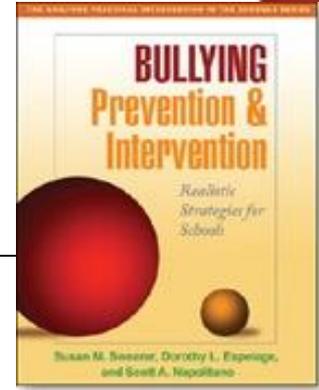
*Supporting Personal, Social
& Cultural Acceptance*

- Tweet comments and questions!
@ DrSueSwearer
@ Bully_Research
@ Empowerment_UNL
- #NASP2016
- @NASPonline



Workshop based in part on:

- Studying bullying since 1998
- Co-edited a special issue:
“Bullying: At School and Online” at
(www.education.com)
- Developed a cognitive-behavioral
intervention for bullying behaviors
- Being a supervising psychologist in the child and
adolescent therapy clinic at UNL since 1999
- Being a parent of two daughters
- Chair of the Research Advisory Board for the Born
This Way Foundation
(www.bornthiswayfoundation.org)



Available from: www.amazon.com

Bullying Prevention in Schools: Using Partnerships to Reduce Bullying

- Empowerment Initiative (<http://empowerment.unl.edu>)
- Working with schools and school districts since 1999.
- A partnership between individual schools and/or districts and the University of Nebraska – Lincoln School Psychology Program.
- Using data to make decisions about effective bullying prevention and intervention strategies.
- Researchers provide yearly feedback to participating schools.
- Elementary, Middle, High Schools and higher education.
- University researchers work in tandem with school personnel, students, and parents.



The Empowerment Initiative

<http://empowerment.unl.edu>

- The Empowerment Initiative supports translational research designed to foster positive, accepting communities free from bullying and other negative behaviors.
- Studies conducted through the Empowerment Initiative focus on identifying and addressing the complex personal, social and cultural factors underlying such behaviors, thereby advancing practical solutions to promote healthy relationships within families, schools and communities.
- The focus of EI is on **translational research.**



Translational Research: H.E.A.R. Workshop

- Anti-bullying presentation created for the National Guard
- Rick Weissbourd, Stephanie Jones, & Susan Swearer (2013)
- Published by Career Training Concepts, Inc.
- Project team: Trisha Ross, Matthew Morgan, Yvetta Churchill, & Jimmy Shafe
- Can we reduce bullying by using National Guard recruiters to deliver the H.E.A.R. message?



Definition of Bullying (Swearer, 2001):

- Bullying happens when someone hurts or scares another person **on purpose** and the person being bullied has a **hard time defending himself or herself**. Usually, **bullying happens over and over**.
 - Punching, shoving and other acts that hurt people physically
 - Spreading bad rumors about people
 - Keeping certain people out of a “group”
 - Teasing people in a mean way
 - Getting certain people to “gang up” on others



Bully/Victim Continuum*

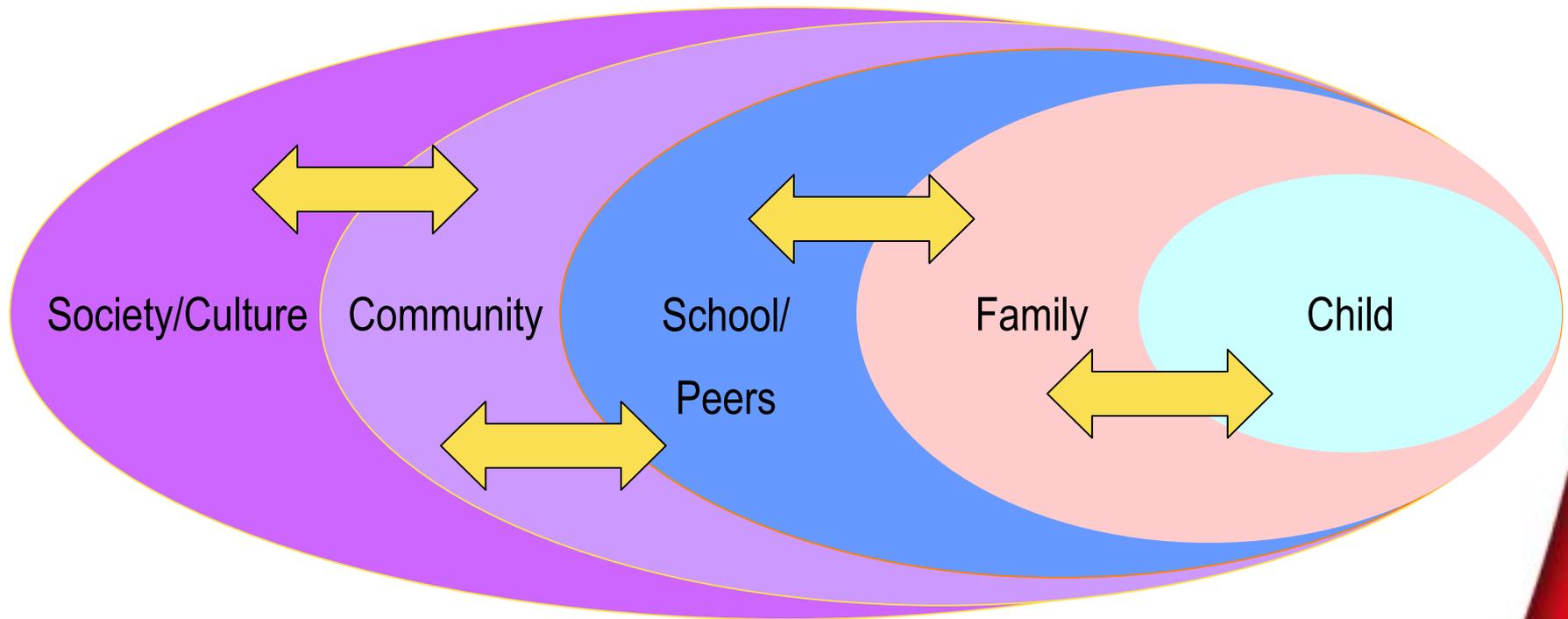
- Bully Perpetrator— reports bullying others
- Victim/Target – reports being bullied by others
- Bully-Victim – reports bullying others & being bullied
- Bystander – reports observing others being bullied
- No Status/Not involved – does not report any involvement with bullying

***IMPORTANT:** This is a dynamic continuum; kids move between these roles and can be in multiple roles at the same time.



A Social-Ecological Model of Bullying

(Bronfenbrenner, 1979; Orpinas & Horne, 2006; Swearer & Espelage, 2004)



LiveScience article: “Bullying hits parents too.”

- Quotes from the article:
- While it can be hard to cope with the emotions bullying brings, Swearer encourages parents to focus on solutions for their child.
- "Going in angry and yelling and screaming, which I have seen, does not help anybody," Swearer said. "Everybody just gets defensive."
- Parents should realize that bullying is a complex social problem, and the situation may have been developing for some time, she said.



A few on-line reader responses:

- No, but going in swinging usually stops this BS in its tracks.
- This is both stupid and exploitable. I hate to say it but we need bullying in society. It's what separates the weak from the strong, and motivates people to rise above. If you can't rise above, then you're the runt of the litter and you kill yourself. Society has just become stronger with one less weakling
- Violence tends to solve bullying. I'd rather my kids threw someone who was bullying them into a beating, rather than have it come back to screw them later in life by lowering their self esteem.
- People might as well know up front that I'll go straight to jail about my kids. Some brat wants to bully my kid, I'll show him/her what a REAL bully looks like.
- When my son was growing up I told him I'd better not ever catch him bullying another and at the same, I'd better not ever catch him being used as a punching bag



http://www.msnbc.msn.com/id/42721657/ns/health-kids_and_parenting/

- I rather my son got in trouble with school authority for standing up for himself than just stood there and took crap from other kids!
- When all else fails in the "civilized" setting, sometimes we have to go back to old fashioned methods of sending a message the bully will surely understand.
- It's liberals like yourself that allow bullies to continue as you and your kind are soft on handing out consequences to the bullies
- Only way to stop this kind of behavior is to make it so its not fun anymore for the evil sheep that do the bullying. Hurt them. Hard and fast and bad...and if you are too weak to do it by yourself then get the help of other kids who have been victimized...catch the bully alone...and make it so its no fun any more.
- If a fist won't work....grab a weapon.....they have to be stopped...period....face it...we don't need these animals....



This still leaves questions about
cyberbullying...



What is Cyberbullying?

- Cyberbullying is “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 themselves.”
Smith and Slonje (2010)
- Cyberbullying means using electronic/digital tools to hurt someone (by threatening, humiliating or embarrassing, ruining friendships or reputation).
- “the use of information technology to bully a person by sending or posting text or images of an intimidating or threatening nature.”
- *Oxford English Dictionary, 2010*



From CNN Article: *“Parents, beware of bullying on sites you’ve never seen”*

Editor's Note:

(CNN) – "Why aren't you dead?"

"You should die."

"Wait a minute, why are you still alive?"

"Go kill yourself."

It's impossible to comprehend another human being, let alone a child, sending such hateful messages to another person, but according to Polk County Sheriff Grady Judd in Lakeland, Florida, these messages are all too real.



Technology Used in Cyberbullying

- Social Media (Facebook, Twitter, Ask.Fm)
- Applications (Snapchat, Instagram)
- Text & Picture Messaging
- Email
- Chat Rooms
- Instant Messaging
- Online Gaming



Michael Meister

Image from
<http://blogs.saschina.org/aplangpd/files/2011/04/cyberbullying.jpg>

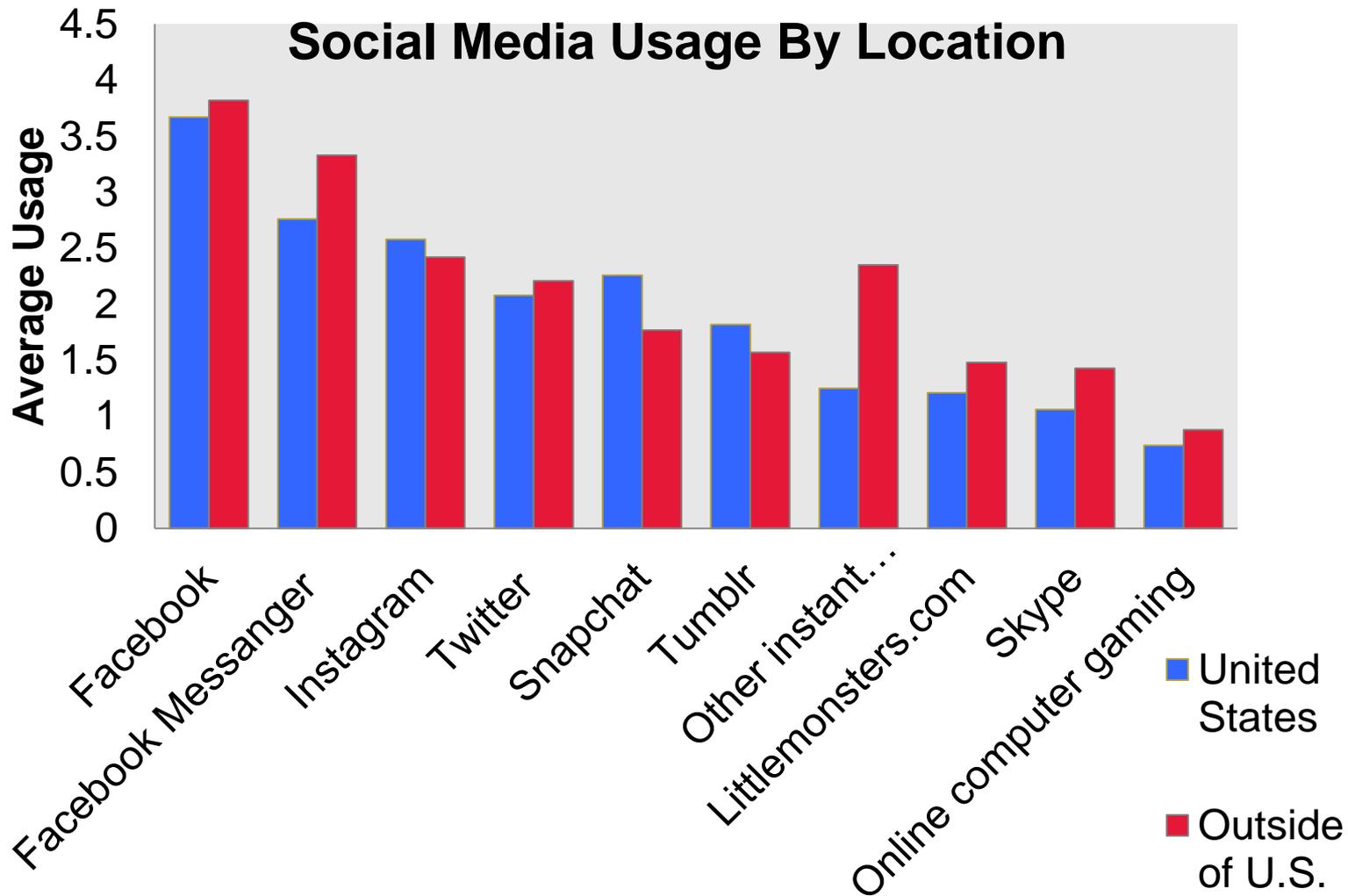


Rank-order of popular social media sites ($n = 75$; ages 12-17; 2015)

1. Instagram
2. Snapchat
3. Vine
4. Facebook
5. Kik
6. Twitter
7. Google+
8. Ask.Fm
9. Tumblr
10. Omegle
11. Textnow
12. Facetime
13. Skype
14. Online gaming



Reported Social Media Use



Social Media Sites

Tumblr

Bebo

Yeti

Viber

Reddit

Skype

Other (Please list)

Tagged

Snapchat

Ask.fm

Voxer

Facebook Messenger

Grindr

YikYak

Google +

Littlemonsters.com

Spring.me

Myspace

Xanga

Youtube

Keek

Facebook

Kik

Instagram

Whisper

Heytell

Vine

WhatsApp

Twitter

Flickr

Textnow

Omegle

Tinder

Facetime



ONLINE HARASSMENT IS PERVERSIVE AND CAN BE VICIOUS



The severity and viciousness of some forms of online harassment call for urgent collective action from the technology industry. Visit HackHarassment.com to learn more.

WHO EXPERIENCES ONLINE HARASSMENT?*

ALL INTERNET USERS



YOUNG PEOPLE



[Young women experience particularly severe forms of online harassment.]



AFRICAN-AMERICAN AND HISPANIC INTERNET USERS

MORE THAN HALF

of African-American and Hispanic internet users said they had experienced online harassment.



*Source: Pew Research Center, October 2014, "Online Harassment"

HOW DOES THE TECH INDUSTRY VIEW ONLINE HARASSMENT?*

75% OF TECH PROFESSIONALS ARE CONCERNED ABOUT ONLINE HARASSMENT.



CAN THE WORLD CHANGE?*



OPTIMISM IS EVEN GREATER AMONG TECH PROFESSIONALS who are the most concerned about harassment.

IS ONLINE HARASSMENT HACKABLE?*

THE TECHNOLOGY INDUSTRY IS CAPABLE OF POWERFUL INNOVATION. TOGETHER, WE CAN UTILIZE TECHNOLOGY TO DEVELOP COLLABORATIVE, INNOVATIVE, AND BROAD-SCALE DETERMINED AND SOLUTIONS.

MORE THAN 8 IN 10 tech professionals agree that the tech industry needs to do more to prevent online harassment.



*Source: Intel & Vox Media Technology Industry Survey of Online Harassment, 2015.

HELP #HACKHARASSMENT

HACK HARASSMENT IS A COALITION OF THE DETERMINED, A COOPERATIVE CAMPAIGN TO BUILD ON THE WORK ALREADY BEING DONE, AND TO ADVANCE THE FIGHT AGAINST ONLINE HARASSMENT. Our first step begins with an invitation to join us for a series of online and in-person Hackathons. These coordinated sessions will bring together participants from the technology industry, the media industry, non-profit organizations, academia, influencers, thought leaders, and members of online communities in an effort to increase accountability, advance technology solutions to reduce online harassment, and affect positive change. No single technology company alone can effect the change needed to reduce online harassment. Together, we (Intel, Vox Media, #xCode and Lady Gaga's Born This Way Foundation) ask you to join us to promote a safer, more inclusive online experience for all.

HACK HARASSMENT .COM



- #HackHarassment
- www.hackharassment.com

What Makes Cyberbullying So Powerful?

- We may not know who did it (it can be *anonymous*), and that's scary. It could even be a friend.
- What we text or put online is permanent and can be seen by everyone (vast audience).
- People say things in texts or online that they would NEVER say in person: *online disinhibition effect* (Suler, 2004).

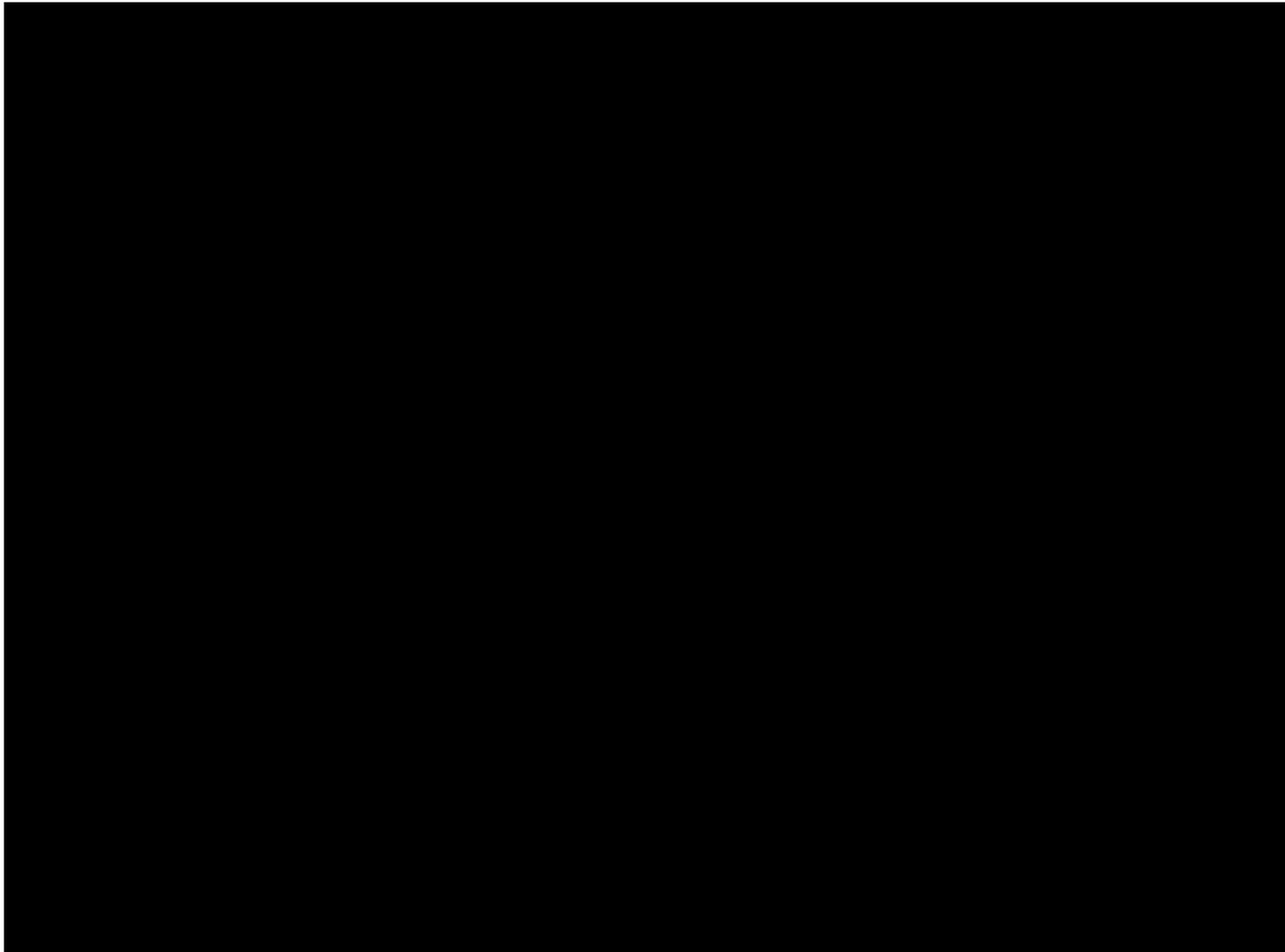


What Makes Cyberbullying So Powerful?

- We can't see their faces or body language, so it might be "just kidding," but we can't tell (absence of paralinguistic cues).
- It can happen at any time, any place (24/7). Victims don't think they can escape.
- Kids don't tell adults, so they suffer alone.
 - Worried that they will have their phone, computer, etc. taken away



Online Disinhibition Effect



Why focus on cyberbullying?

- The Norton Online Living report states that 76% of U.S. teens ages 13-17 "constantly" or "frequently" visit social networking sites.
- About 3.6 million monthly visitors to Facebook are under 12 years of age.
- The average U.S. teen sends 3,339 texts per month.
- The average U.S. teen spends 7 hours and 38 minutes per day online, on TV, playing video games (Kaiser Family Foundation).
- 20% of 11-18 yr. olds reported being cyberbullied (Hinduja & Patchin, 2010).



Why address cyberbullying?

- Involvement in cyberbullying has been linked to several negative outcomes (Kowalski, Giumetti, Schroeder, & Lattanner, 2014)
- Cyberbullies:
 - Depression, anxiety, peer relationship problems, higher levels of stress, poor academic achievement, drug and alcohol use.
- Cybervictims
 - Loneliness, Depression, Anxiety, lower self-esteem, drug and alcohol use
- However, those that were cyberbully-victims typically were associated with the more severe outcomes
- **Therefore, we need to address cyberbullying for all individuals involved.**



Warning Signs of Cyberbullying

- Appearing sad, moody, or anxious
- Avoiding school
- Withdrawing from social activities
- Experiencing a drop in grades
- Appearing upset after using the computer
- Appearing upset after viewing a text message



We need to ask the question:

“What are the conditions that allow cyberbullying behaviors to occur?”



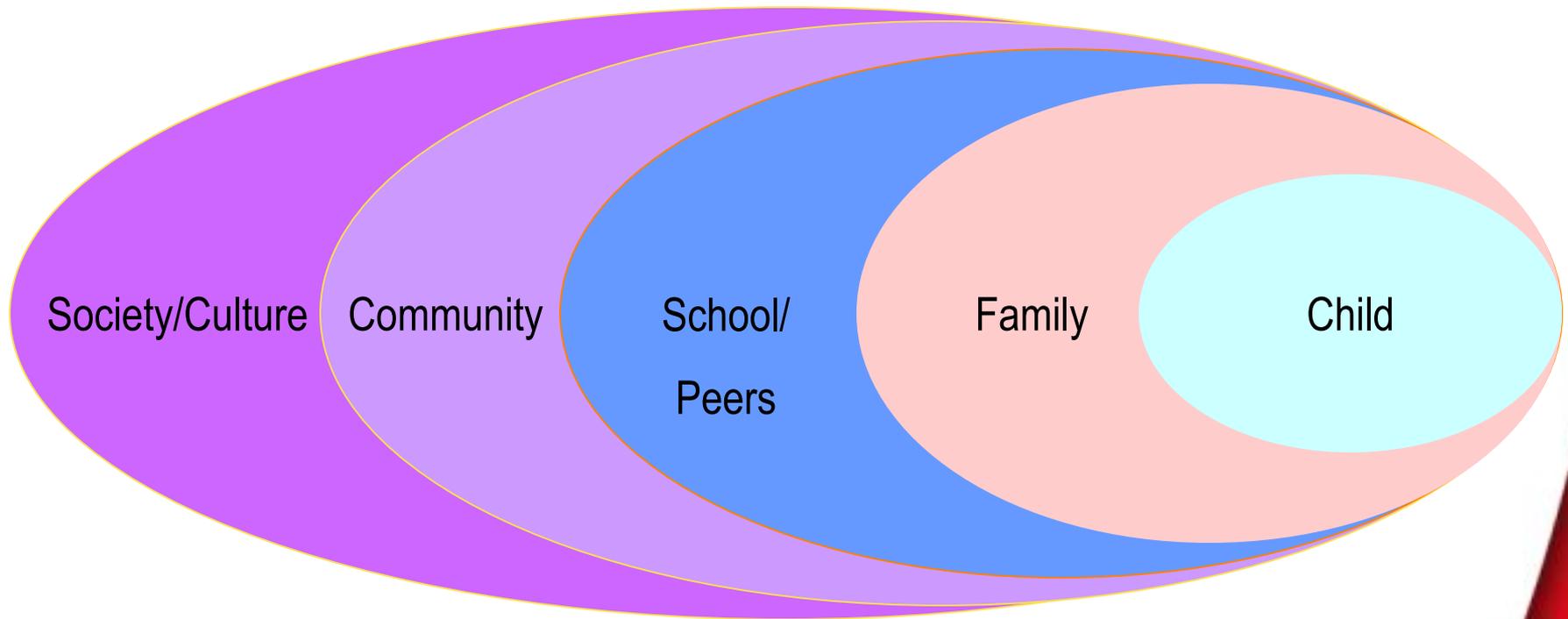
The Digital Divide

- We used to say there was a “**generation gap**” between adults and adolescents.
- Now we talk about the “**digital divide**” to highlight the vast differences in the types, uses, and knowledge of technology between youth and adults. Most young people are ***digital natives***, while adults are ***digital immigrants*** (Prensky, 2001).



A Social-Ecological Model of Bullying

(Bronfenbrenner, 1979; Orpinas & Horne; 2006; Swearer & Espelage, 2004)



https://www.youtube.com/watch?v=2f_kavukuKI



Strategies for Youth

- Protect your password
- Keep photos “PG”
- Don’t open unidentified messages
- Log out of online accounts
- Setup privacy controls
- Never retaliate
- If repeated, tell them to stop
- Block them from contacting you
- Never pass on messages from cyberbullies
- **Save the evidence**
- **Pause before you post**



Strategies for Parents

- Encourage youth to protect their passwords
- Save evidence of the incident
- Know what your children are on (e.g., social media, apps)
- Learn about these sites
- Monitor what your children are saying and use instances of negative online behavior as teachable moments
- Address any incidents of cyberbullying perpetration or victimization

(From Kowalski, Limber, & Agatston, 2012, *Cyberbullying: Bullying in the digital age*)



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Strategies for Educators: Prevention

- Assess cyberbullying in your school
- Define cyberbullying for staff and students
- Develop clear rules and policies for cyberbullying incorporated into an existing anti-bullying policy
- Like any form of bullying, encourage students to report instances of cyberbullying to staff
- Spend class time on the topic of cyberbullying
 - Discussions with students of online safety
 - Activities on cyberbullying
- Share information with parents

(From Kowalski, Limber, & Agatston, 2012, *Cyberbullying: Bullying in the digital age*)



Strategies for Educators: Intervention

- School discipline: Because of the online nature of the behavior, it is difficult to determine if discipline is possible. Consult with district officials for what is the best method for addressing this
- Notify parents when instances of cyberbullying occur
- Share information on how to remove things from their social media sites
- Monitor students that have reported cyberbullying for changes in mood or behavior. Possible mental health services may be warranted
- Continue to share information on cyberbullying and its effects with students who cyberbully/are cyberbullied
- Like traditional bullying, do not bring the perpetrator(s) and victim(s) together to talk. Discuss what happened with the individuals separately

(From Kowalski, Limber, & Agatston, 2012, *Cyberbullying: Bullying in the digital age*)



Early Work on Positive Social Media Use

- Just as with traditional bullying, the vast majority of individuals are bystanders to cyberbullying who do not know what to do
 - 88% of teens reported being a bystander to mean or cruel behavior online (Pew Research Center, 2011)
 - Most (90%) reported ignoring the behavior, but many (80%) also reported defending the victim
- Therefore, one outlet for youth is positive social media use
 - Standing up for others
 - Displaying positive messages online
 - Not joining in cyberbullying



Positive Social Media Use

- Positive social media:
 - Rethink app, Kindness app, Kinder app, Happify app
 - Online communities like LittleMonsters.com
 - #Icanhelp; #HackHarassment; #KindMonster
 - danah boyd's book: *It's Complicated*
- It is crucial that parents and educators encourage youth to create the positive change they wish to see



Online Resources

- www.cyberbullying.us
 - Great resources for parents, educators, and youth on cyberbullying
- www.education.com/topic/school-bullying-teasing/
 - Resources for multiple forms of bullying (e.g., traditional, cyberbullying)



Facebook Help Center

- <https://www.facebook.com/help/420576171311103/>
- Provides information for needs regarding
 - Bullying (e.g., how to remove a post, block an individual)
 - Parent information on bullying and appropriate social media use (e.g., How can I help my teen use Facebook wisely?)
 - Suicide prevention (e.g., I need to find a suicide helpline for myself or my friend, Helping a friend who has posted about suicide)
- Facebook also has great information about bullying for youth, parents, and educators at their Family Safety Center : <https://www.facebook.com/safety>



Huffington Post: “Facebook Adds New Feature for Suicide Prevention”

ADVERTISEMENT



Starting on Wednesday, Facebook is rolling out a new feature for suicide prevention.

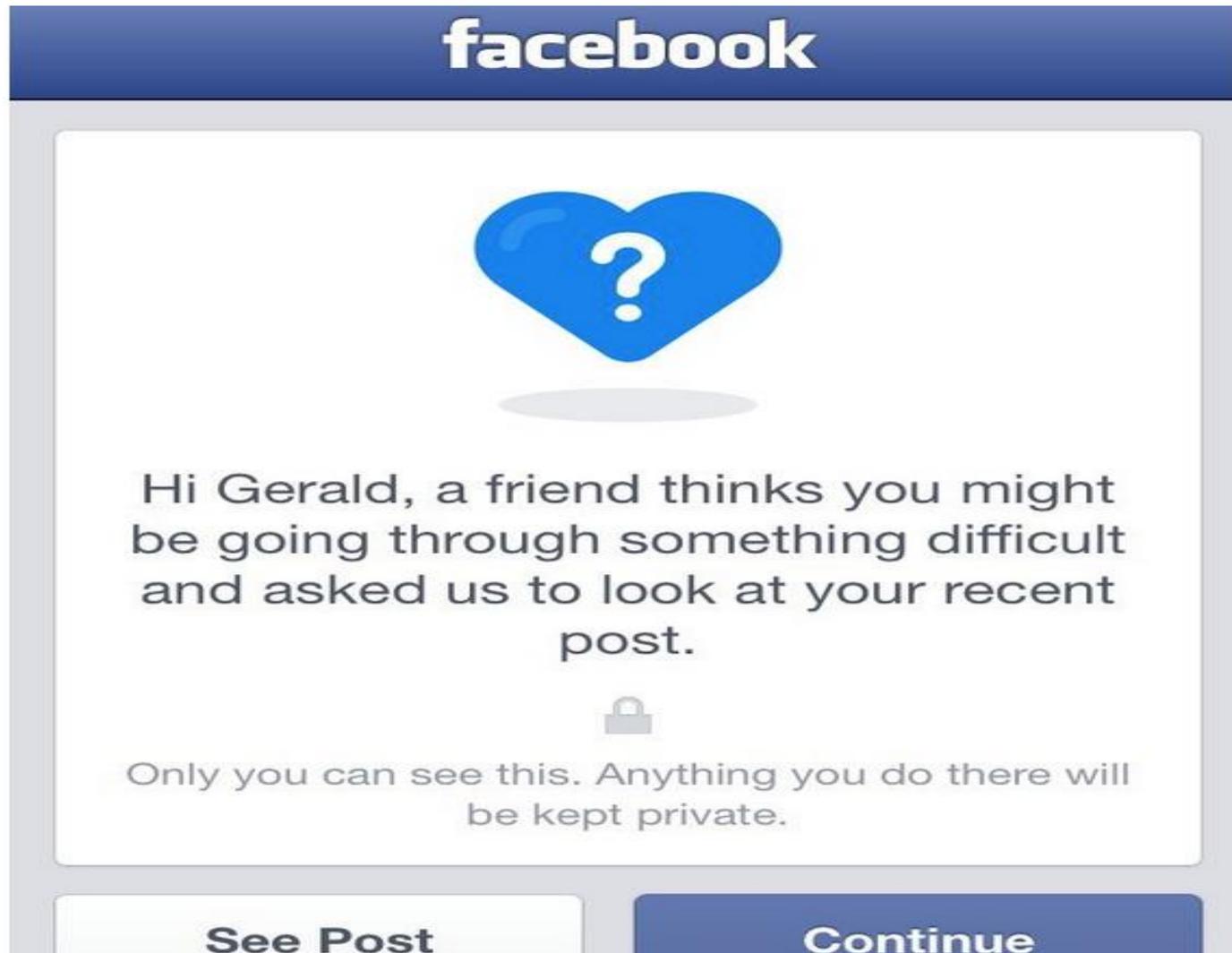
The social media site is partnering with [Now Matters Now](#), the [National Suicide Prevention Lifeline](#), [Save.org](#) and [Forefront: Innovations in Suicide Prevention](#), a nonprofit operating out of the University of Washington's School of Social Work, to give users more options when they see a friend post something that is concerning. It works on both desktop and mobile.

If a Facebook friend posts something that you feel indicates he or she could be thinking about self harm, you'll be able to click the little arrow at the top right of the post and click "Report Post." There, you'll be given the options to contact the friend who made the post, contact another friend for support or contact a suicide helpline, the University of Washington [reported on Wednesday](#).

After that, Facebook will look at the post. If Facebook feels like the post indicates distress, it will contact the person who posted it. That person will be greeted with the following pop ups when he or she next logs in:



Huffington Post: “Facebook Adds New Feature for Suicide Prevention”



Huffington Post: “Facebook Adds New Feature for Suicide Prevention”



Huffington Post: “Facebook Adds New Feature for Suicide Prevention”

If he person decides they'd like to talk to someone, they'll be prompted to call a friend, send a friend a Facebook message or contact a suicide helpline. They can either call or message a suicide prevention expert. Facebook also provides videos that use true stories of people who have dealt with suicidal thoughts.

There's also a section that recommends simple relaxation techniques like baking, drawing, going for a walk or visiting a library.

Facebook will even help someone find a self-care expert.



Huffington Post: “Facebook Adds New Feature for Suicide Prevention”

More options

Get tips from self-care experts and people who have worked through something difficult.



See more things you can do right now

Get more tips from Lifeline.



Find local self-care experts

Use a local services locator.



Learn how to deal with suicidal thoughts

See stories and ideas for managing suicidal thoughts.



NASP and National Council with the Born This Way Foundation

- www.braverytips.org
- Build your strengths
 - Be Brave
 - Act Brave
 - Stay Brave

Be Brave
Stay Brave



Video Resources

“Bully Dance” video

Bullfrog Films

Box 149

Oley, PA 19547

(610) 779-8226

Web: www.bullfrogfilms.com

You can also find this video on YouTube



Video Resource: Stories of Us--Bullying



- www.storiesofus.com
- *Stories of Us* is a unique series of education resources for primary and secondary students. Students collaborate in brainstorming the subjects, develop the scripts and perform all key roles. Every word of dialogue is their own, and every detail approved by the students. The *Stories of Us* videos are compelling as they draw upon the collective experience of the students, holding a mirror to their reality with such authenticity that some students watching them are convinced they are real.



Use Free Campaigns to Communicate Anti-Bullying Messages



<http://www.stompoutbullying.org>





- www.meanstinks.com
- www.raiseagiant.com
- <http://www.seventeen.com/entertainment/features/delete-digital-drama>



Read Letters Write a Letter

Green Giant

RAISE A GIANT

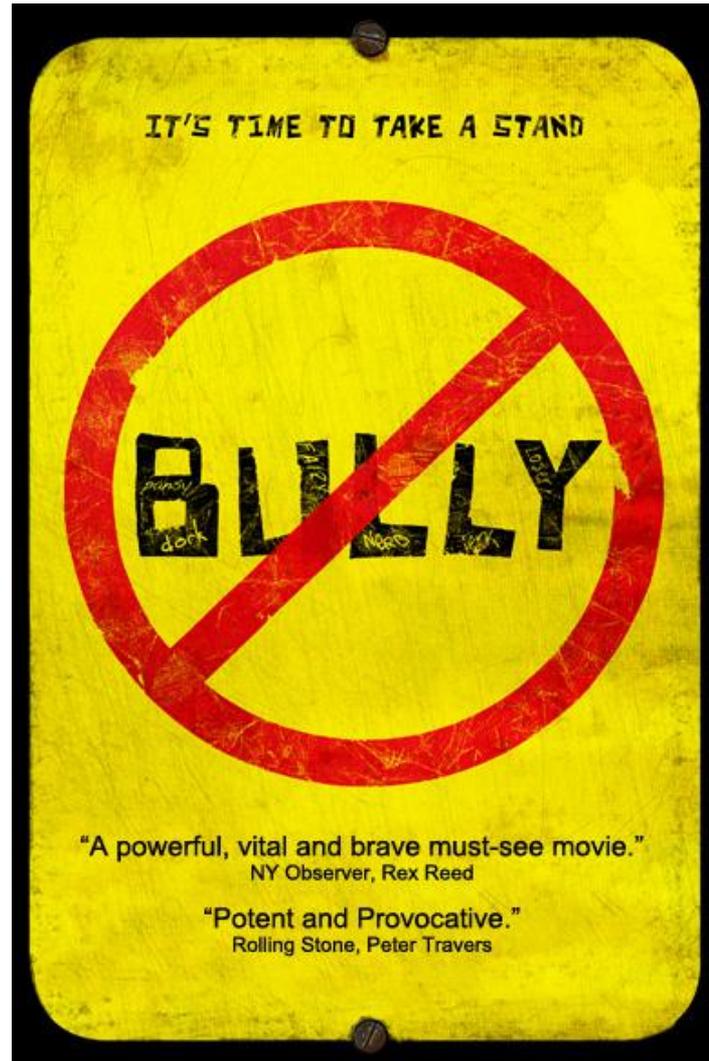
About Log In / Sign Up

HELP HER STAND UP TO BULLYING.

At Green Giant we know getting kids to eat vegetables is just one part of ensuring they grow up healthy. One of the biggest threats to kids' health and happiness is bullying. To help parents raise kids who are strong inside and out, we've partnered with PACER's National Bullying Prevention Center and We Day Minnesota to help kids learn how to prevent, stop and cope with bullying.

WRITE YOUR LETTER Watch the Video

Join the movement: www.bullyproject.com



“Stop Bullying: Speak Up”: A Positive Side to Technology!

- Facebook has announced a new anti-bullying partnership with Time Warner, Inc. called, “Stop Bullying: Speak Up.” They’re working together to educate parents, teachers and kids about preventing bullying.
- Fall 2011: Anderson Cooper, Time, People, etc. focused on bullying prevention
- Every October: National Bullying Prevention Month



NEA's Bully Free: It Starts with Me

- One caring adult can keep a bullied student from dropping out of school. One caring adult may save a bullied student's life. NEA's Bully Free: It Starts With Me campaign, is asking you to be that caring adult. Just take the pledge — to listen to bullied students who approach you and take action to stop the bullying. In return, NEA will provide you with free resources to help you support these students.
- One Caring Adult Can Make a Difference



<http://www.prevent7.org/>



www.bornthisway.foundation



#KindMonsters

I pledge to build a kinder,
more accepting and braver world.

A world where individuality is celebrated online,
offline and through the boundless freedom of play.

A world that offers eternal love, not judgment,
to those who are brave enough to be themselves.

A world with infinite and magnificent possibilities.

In order to achieve that, I will do the following
for myself, my friends and my community:

I will be conscious that what I say online has an impact, and lead by
example by using my online presence to encourage and empower others.

I will invite my friends - both online and IRL - to explore our creativity
passions, and imagination in order to build a kinder, braver world.

I will always remember that the choice is mine
when faced with good and evil, I will choose good.



<http://project-hear.us>

PERSONAL COURAGE
H•E•A•R
INTEGRITY

Helping Everyone Achieve Respect



Summary

- Cyberbullying is a serious problem for all age levels, with **adolescents** particularly at risk.
- Cyberbullying and traditional bullying often **co-occur**.
- Bullying in all forms (verbal, physical, relational, cyber) are connected to **mental health** difficulties.
- Cyberbullying can occur through **many different** avenues, including texting, social media sites, applications, and online gaming.
- Adults need to become **better informed** in order to be credible resources for young people.
- A commitment to change is **on-going and never ends** and **everyone (educators, parents, and youth)** must play a role to stop cyberbullying.



If all else fails, just remember...

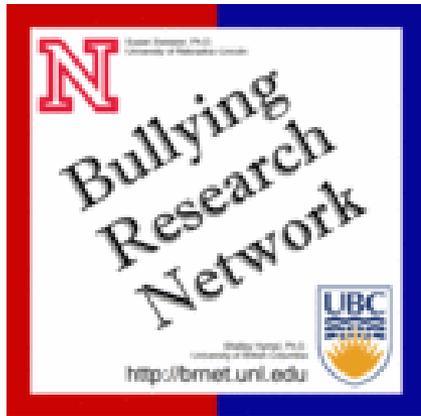


The only way to have a friend is to be one.

-Ralph Waldo Emerson



Thank you!



Empowerment **INITIATIVE**

*Supporting Personal, Social
& Cultural Acceptance*

For more information contact:

Susan M. Swearer, Ph.D.

sswearer@unl.edu; Twitter: @drsueswearer

<http://empowerment.unl.edu>; Facebook: Empowerment Initiative;

Twitter: @Empowerment_UNL

<http://brnet.unl.edu>; Facebook: Bullying Research Network

Twitter: @Bully_Research

