

National Anti-Bullying Research and Resource Centre

CONNECTION
ACTION
INCLUSION

Cyberbullying – Workshop

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DCU

ABC

National Anti-Bullying
Research and Resource Centre



Who am I?

- Education Project Coordinator ABC DCU
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- Croke Park, Northern Trust and DCU

Aims

- What bullying behaviour and cyberbullying behaviour is
- Help increase your knowledge and confidence in how to approach online safety and the issue online
- What apps young people are using
- Some practical tips and strategies in how to support your students and children should they experience cyberbullying online.
- Prevention tips



Bullying

– Sustained and repeated aggressive behaviour (physical, verbal, indirect) perpetrated by one or more students against a vulnerable peer, who is unable to defend.

1. Intentionality
2. Repetition
3. Unbalance of power



What is Cyberbullying?

- Cyberbullying → negative behaviour occurring through electronic means of communication that is **either** repetitive and long-lasting, or occurs one-time but is intrusive, leaving the target unable to defend.
- The **inclusion of one-time** acts is relevant since in the online context, certain unrepeated acts – such as posting an embarrassing picture online – harm the victim by the repetitive exposure to others.



Most common forms of cyberbullying

- Exclusion
- Impersonation
- Exposure
- Non consensual image and video dissemination
- Cyberstalking
- Screen name mirroring
- Warning wars
- trolling



Why does bullying happen?

Bullying is used to gain and maintain high status in the peer group by choosing targets who are submissive

Bullying targets those students who fail to meet certain peer norms or Gender norms

- Appearance
- Ethnicity
- Disability
- Social class
- Religion

Individual characteristics of the perpetrator and the target alone, do not explain bullying

#ClickWithCompassion



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#ClickWithCompassion

- What did you think of the video?
- Was it shocking?
- Do you think cyberbullying or traditional bullying is more harmful?
- Are you surprised about the lack of bystander intervention?



What is the impact of cyberbullying?

1. How do you think it would feel to be cyberbullied?
2. What do you think it feels like for a cyberbully?
3. How do you think someone who witnesses cyberbullying feels?



Bullying prevalence in Ireland

Bullying

–12% of Post-Primary pupils experienced bullying in 2019.

–4% of Post-Primary pupils experienced bullying in 1997

–26% of Primary pupils had been bullied offline in 2019

–4% of Primary pupils experienced bullying in 1997



Cyberbullying prevalence in Ireland

- 12.4% Post-primary school students reported being cyberbullied in 2019 (12-16)
- 12.9% of students were both targets and perpetrators of cyberbullying and only 1.5% of adolescents admitted that they bullied others online (Foody, McGuire, Kuldass & O'Higgins, 2019)
- 9.6% for Post-primary students (Foody, Samara, & O'Higgins Norman, 2017)
- Compared to 4% in 2014
- 14% of primary pupils had being bullied online (Foody et al. 2017)

Cyberbullying in Ireland during Covid-19

- 90% 10-17 year olds connect to the internet daily
- 28% of 10-17 year-olds experienced cyberbullying victimization during the lockdown
- 50% reported to have seen others being cyberbullied during the lockdown. Three times what was previously reported pre-lockdown
- The younger in age –the more likely to have experienced cyberbullying
- 49% of males experienced significantly more frequent cyberbullying during lockdown
- 66% of victims age 14-16 experienced significantly more cyberbullying during lockdown in private/instant messaging like WhatsApp
- An increase in cyberbullying was detected across platforms



Negative effects of cyberbullying

- Cyberbullying can be more harmful than traditional bullying due to
 1. The reach of humiliation is expanded to a large audience online,
 2. Words and images can remain online indefinitely (Nixon, 2014).



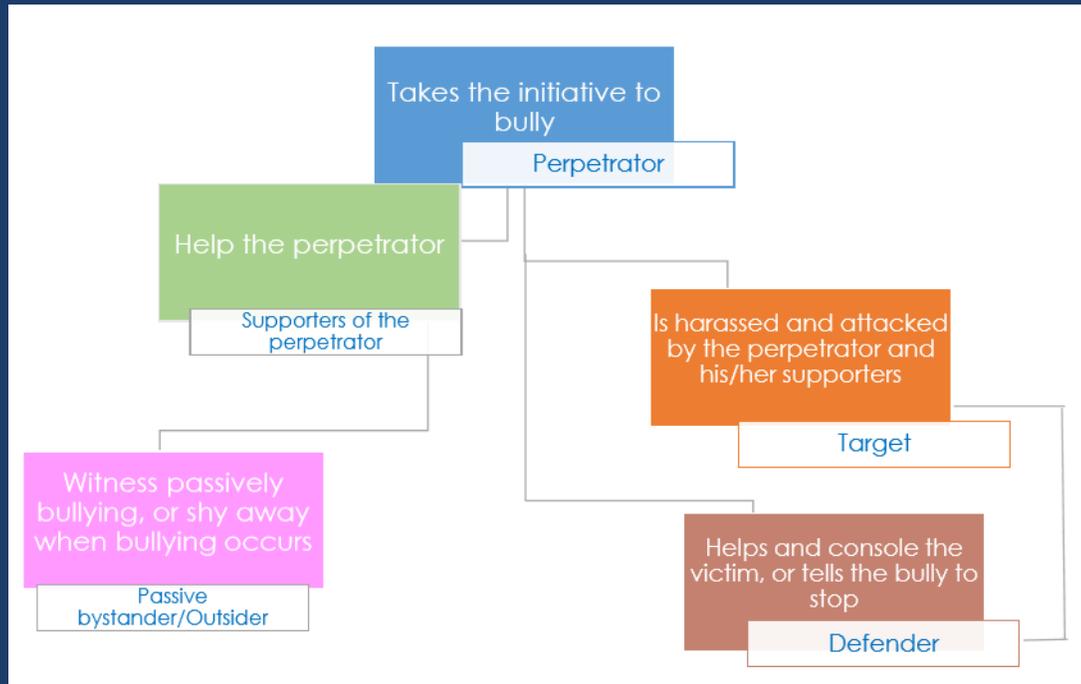
The effects of cyberbullying

- Emotional Distress, sadness and tearfulness
- Frustration and high levels of anger
- Shame, embarrassment and self-blame
- Damaging physical and emotional well-being
- Leading to lowering self-esteem, lack of confidence and depression
- Cyberbullying has higher levels of depressive symptoms than traditional victims
- Creates a sense of fear
- Helplessness
- Academic performance (feeling safe in school)
- Effects can be magnified with younger victims

Reporting

- 17% (24% males and 76% females) did NOT tell anyone about their experience.
- The act of telling reduced with age.
- 64.9% don't tell an adult.**
- 24.2% said they told a parent, 18.3% told a friend, 8% said another adult at school and 2.9% told their school tutor.

Bullying is a group phenomenon



1. Takes the initiative to bully
 - Perpetrator
2. Is harassed and attacked by the perpetrator and his/her supporters
 - Target
3. Helps and console the victim, or tells the bully to stop
 - Defender
4. Witness passively bullying, or shy away when bullying occurs
 - Passive bystander/Outsider
5. Help the perpetrator
 - Supporters of the perpetrator

85% of the time a bullying incident occurs a bystander is there.

Who is involved in cyberbullying

- Victims, bullies and bystanders can often be anonymous to one another making it harder for the victim.
- Bystanders also don't feel the same responsibility when they don't see the victim and people won't know they didn't act.



Why don't bystanders get involved?

1. Why do you think bystanders don't get involved in cyberbullying?
2. How might you change some of these problems?



What apps are young people using?

Anonymous Messaging Apps

– Lipsi (17 and up)

1. The makers of Lipsi encourages users to put their Lipsi link on their Instagram account so they can receive anonymous feedback about their posts.
2. Users can easily erase chat history, which means they can be tempted to engage in risky behaviours.

– Tellonym (13 and up, though anyone under 15 should get parental permission)

1. This anonymous texting app currently has over 10 million users.
2. Tellonym claims to be monitoring for inappropriate content and has a section on their site about managing safety concerns.
3. Users can block certain words, for instance, or block messages from people who are not registered users of the app.
4. In England, several schools have warned parents about bullying connected with the app.

Live Video Chatting Apps

– Houseparty (13 and up)

1. This group video chat service is reportedly the fourth most downloaded app and 60 percent of its users are under 24.
2. According to Bark, a parental control phone tracker app, Houseparty doesn't monitor chats, which raises the risk of kids being exposed to inappropriate content.
3. Users can only add people they already know through Facebook or their contact list.
4. There is an option to add people nearby, but the location service can be turned off.
5. Privacy settings can also be used, and chats can be locked to reduce the risk of strangers joining a chat.

– Holla (13 and up)

1. Users engage in live video chats with strangers.
2. Several reviews mention users exposing themselves or engaging in sexual activities during chats.

Messaging apps

– Kik (13 and up)

1. Kik is reportedly used by one-third of American teens 13-17.
2. Kik has been in the news because of cases involving online predators.
3. The company that makes Kik offers a safety guide for parents.

– WhatsApp (13 and over)

1. WhatsApp was ranked 13th on Apple's list of the most popular apps of 2018.
2. The app allows users to send unlimited messages and photos without worrying about data limits.
3. Users can share their locations and contacts while messaging, but that feature can be turned off.

– Telegram (16 and up)

1. Telegram allows users to send texts, images, and videos.
2. Secret messages are encouraged, and users can access X-rated stickers and plug-ins.

Entertainment apps

– Zepeto (16 and up)

1. This fast-growing app allows users to create animated versions of themselves and then interact with other users in a chatroom.
2. Zepeto allows users to interact with strangers through an anonymous follow function and direct messaging.
3. The app has a lot of ads and users might feel pressured to make purchases to get more followers and likes.

– BitLife (17 and up)

1. BitLife is a text-based, life simulator app.
2. Users are asked to make adult choices, like whether to have a one-night stand or use drugs.
3. Common Sense Media makes this recommendation: "While older teens and adults who understand the tongue-in-cheek approach and mature content will likely get a kick out of this simulator, BitLife – Life Simulator is definitely not appropriate for kids and younger teens."

4. Discord (13 and up)

5. Discord is a voice and text chatting tool for gamers that has over 100 million users.
6. Users can send direct messages to each other, so there is the potential for interactions with strangers.
7. Some users discuss games for older teens and adults, so risks of accessing inappropriate content are high.

– TikTok (12 and up)

1. [TikTok](#) is the new Musical.ly. The app has over 80 million users and was ranked as 16th on Apple's list of the most popular apps of 2018.
2. Accounts are public by default. If the account isn't set to private, anyone can contact the user directly.
3. [TikTok](#) has been in the news because of tween and teen users receiving inappropriate messages from other users.
4. There is also some explicit content, but a restricted mode helps filter out anything inappropriate.

– YouTube (17 and up)

1. A Pew Research Center Study from last year showed that [YouTube](#) is the most popular internet platform, with 85 percent of teens 13-17 using it.
2. The company recently reiterated their policies prohibiting harmful and dangerous content and said they would ban all challenges and pranks that can cause emotional distress and lead to physical harm.
3. Past efforts to ban certain kinds of content have been unsuccessful and inappropriate content has even slipped through YouTube Kids.

Photo-Sharing Apps

– Snapchat (13 and up)

1. The Pew study found that 69 percent of teens 13-17 use [Snapchat](#) and it ranks first in terms of how often it is used
2. The app has been in the news often for instances of predator encounters and users self-harming as a result of content.
3. One of the most alarming aspects of the app is its "Discover" feature, which enables individuals and companies to create their own channels. S
4. Some of the channels are age-gated, meaning users must at least say they're 18 to access the sometimes-explicit content, but not all channels are.

– Instagram (13 and up)

1. This photo- and video-sharing platform is the second most popular app for teens 13-17.
2. A major concern with Instagram is access to pornographic content. According to Chris McKenna at [protectyoungeyes.com](#), porn is too easy to find on Instagram. Although the app creators restrict content, pornographers have figured out how to game the system.
3. Teens often set up [spam accounts](#) where they post photos they don't want their regular followers (such as parents) to see.

– **Pinterest (13 and up)**

1. About 25 percent of teen girls use pinning sites like Pinterest to share inspiration.
2. There have been complaints that the site has few filters, which means it's easy for users to access inappropriate content.

– **VSCO (13 and up)**

1. VSCO describes itself as a creative channel with a creator-first philosophy.
2. Like Instagram, VSCO users can post and see other users' photographs and videos and communicate with those who follow them via messaging. Unlike Instagram, users cannot like one another's posts.
3. VSCO says it doesn't allow nudity or hate-driven posts, but Common Sense Media found suggestive and even explicit material and references to alcohol and drugs.
4. Location data is shared unless turned off in privacy settings.



Online Safety Tips

1. Keep up to date on latest apps and their function's
2. Build Trust; Create rules with your kids or students for online behaviour
3. Get them to think critically; Things shared online are there forever
4. Safety Tools; How to adjust the security and privacy settings, How to block or unfriend someone, What and where the reporting functions are, How to delete your profile or account, location services, Parents may also wish to use safety features on devices
5. Notice behaviour; changes in behaviour, and refusing to talk about what they do online Spending more time online, or refusing to go online at all Cutting ties with friends, and showing a reluctance to go to school or extracurricular activities, Fatigue – if your child has access to their device at night this could be a reason



Online Safety Tips; Practical Tips

- **Parental controls** allow you to manage your family's use of online services and devices. Mobile phone operators offer similar parental controls for handheld devices as internet service providers do for software on laptops, PCs and Macs.
- **Filters** include services like SafeSearch on search engines. They do just what they say on the tin – restrict access to specific content. Filters are helpful if you have young children, but can restrict useful content like sex education and other health-related information. They only work on classified content and a lot of sites, including reputable ones, carry content that isn't classified, so it is possible that inappropriate content can slip through.
- **Settings** are built into services such as WhatsApp. They help you control what other people see about you and your children. Finally, one of the most useful tools you can use as a parent is strong, private and unique passwords for each device in your home, apps and services which your children use.



THIRD-PARTY PARENTAL CONTROLS

- You may decide to use a dedicated parental control solution to do things like set time limits and block inappropriate content. If you already have a security suite on your computer or device, check whether it includes parental controls. You may not need a third-party one. Some are free, but most will cost you an annual subscription. Vodafone Secure



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Digital Monitoring Apps and Software Control for Parents

- To protect kids from cyberbullying, harmful digital behaviour, and exposure to adult content like pornography, parents can use parental control and monitoring applications to help them set up systems that are less offensive to their kids.
 1. Qustodio
 2. Kaspersky Safe Kids
 3. Norton Family Premier
 4. Circle Home Plus
 5. Clean Router
 6. Mobicip
 7. OpenDNS Home VIP
 8. Net Nanny
 9. SafeDNS
 10. McAfee Safe Family
- Parents should communicate with their kids before implementing any of these options, as it is essential for them to feel that their parents respect their privacy



How to deal with or prevent bullying

- There is no perfect solution to deal with bullying but there are ways in which we can help prevent it

How Can We Prevent Bullying

- Bystanders (i.e., students who witness bullying) play a critical role in reporting bullying and helping victims.
- Teaching children acceptable behaviours
- Set an example of good relationships
- Improving social relationships and friendship (children are less vulnerable to the bullying attacks)
- Let children reflect upon others' feelings
- Teach caring and empathic relationship
- Changing the normative beliefs about the acceptability of bullying
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- Changing the normative beliefs about the acceptability of bullying
- Anti-Bullying Programmes
- Supervision
- Disciplinary Approach
- Rules in class/home
- Whole School Approach/Education Approach

The logo for Dublin City University (DCU) features the letters 'DCU' in a bold, orange, sans-serif font. Above the letters is a stylized orange swoosh that curves from the left and underlines the 'C' and 'U'.

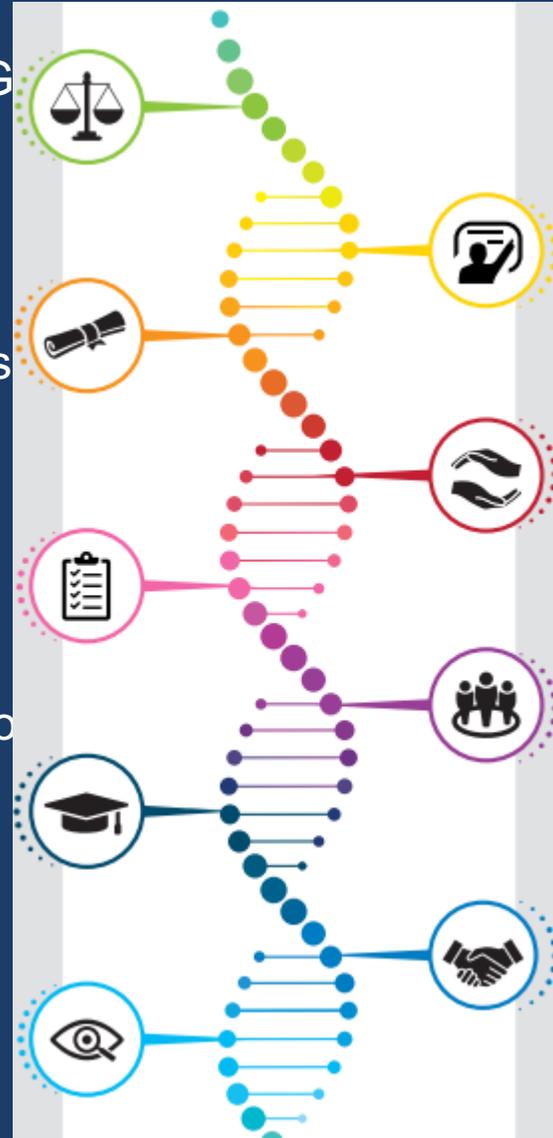
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Whole Education Approach/School Approach

– THE COMPONENTS OF THE WHOLE EDUCATION APPROACH TO PREVENT AND ADDRESS BULLYING AND CYBERBULLYING

1. Strong political leadership and robust legal and policy framework to address bullying, school violence and violence against children in general
2. Training and support for teachers addressing bullying and student-centred and caring classroom management
3. Curriculum, learning and teaching to promote a caring (i.e., anti-bullying) school climate
4. Safe psychological and physical school and classroom environment



5. Reporting mechanisms for students affected by bullying, together with support and referral services
6. Involvement of all stakeholders in the school community, including parents
7. Student empowerment and participation
8. Collaboration and partnerships between the education sector and a wide range of partners (other government sectors, NGOs, academia, digital platforms)
9. Evidence: monitoring of school bullying and evaluation of responses

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Teacher - Parents cooperation

- Parents should be aware of the school anti-bullying policy
- Organise meetings with parents/parents' evening to raise awareness about bullying → establish an alliance with teachers
- Stress the need to have common goals to tackle bullying (family-school coherence in rules and code of conduct)
- Stress the need to have a safe school environment (free from bullying) to achieve the expected learning outcomes
- Involve parents in the school anti-bullying days
- Keep parents informed when their children are involved in bullying



Family Role

Factors that are associated with bullying:

- A negative emotional attitude from the caretaker → Lack of warmth and lack of involvement
- A tolerant or even permissive attitude to aggression with no clear limits for aggressive behaviours
- A power assertion approach to child rearing where physical punishment and violent emotional outburst are the usual control methods
- Parental physical discipline
- Time spent without adult supervision
- Neighbourhood unsafety

In contrast, positive adult role models are associated with less bullying



Suggestions for parents

- Teachers and Parents: Communication, mutual support and shared decision making
- Collaboration between teachers and parents to develop a safety plan
- Ask open-ended questions (“How was school today?”)

How to recognise that your child is bullied

- Fear of walking from/to school; S/he does not want to go to school
- Becomes withdrawn; seems to have lost self-confidence
- Becomes stressed and anxious
- Is often alone; without friends
- Becomes angry easily
- Refuses to talk about what is wrong

*No single sign indicates that your child is being bullied



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What to do if your child is being bullied?

If the bullying happens offline:

- Talk with your child and take it seriously what s/he has to say
- No blame approach
- Reassure and plan what to do next/Make your child feel safe
- If the bullying happens in school, contact the school-teacher
- Build social skills through involvement in group activities (e.g., sports or other hobbies)
- If the bullying is serious, your child might need professional help



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What to do if your child is being bullied?

If the bullying happens online:

- Reassure and plan what to do next/Make your child feel safe
- Advise to be careful when disclosing personal information
- Do not reply to the messages
- Change phone number/email address/delete social network profile/block profiles/report profiles
- Set a filter; contact with website administrator
- Keep all abusive messages in the phone memory (screenshot)/Collect evidence
- Implement measures to prevent it from happening again
- If necessary, seek counselling
- If the problem is serious, it may be a matter for the guards.

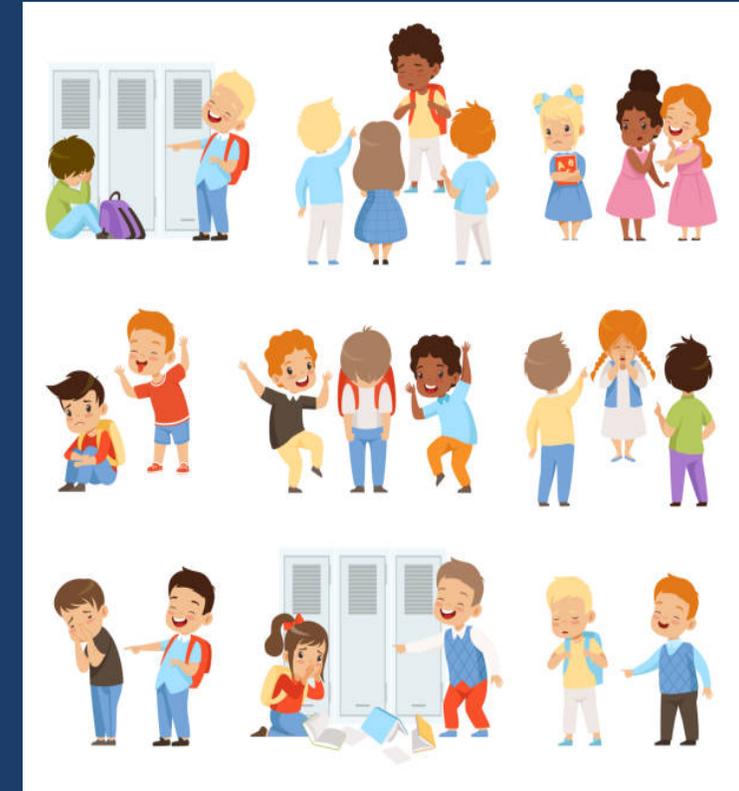


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Hinduja & Patchin 2018

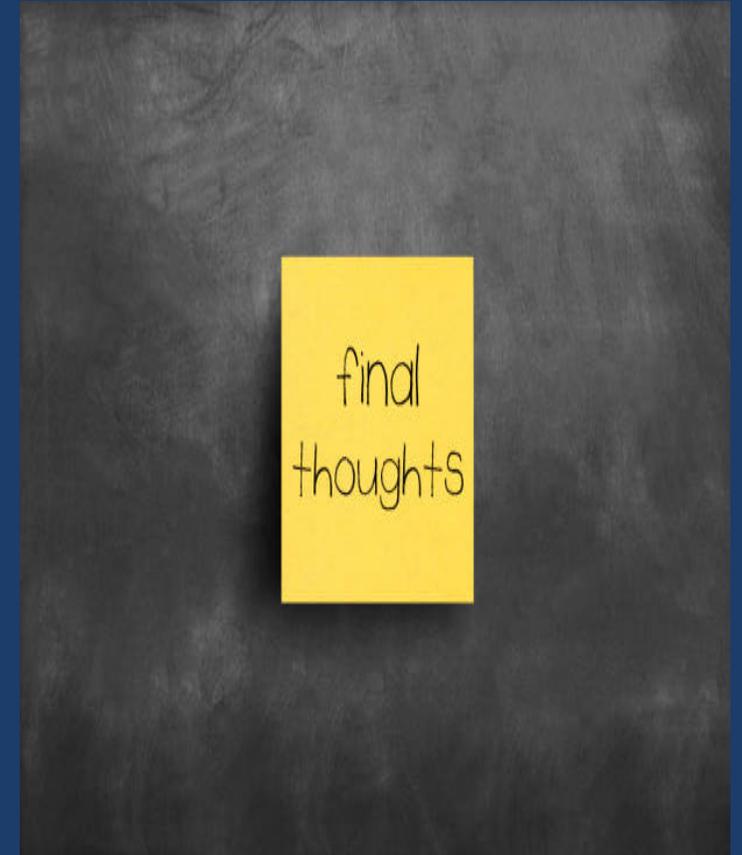
What to do if your child is bullying other children?

- Acknowledge the issue/Never ignore the situation
- Remain calm
- Keep an open line of communication
- Stop the bullying
- Understand the root of the problem/Discuss the situation with your child and explain that you want to help/Think about your home. Is there any conflict? Have there been recent changes?
- Investigate
- Make the children understand how the target feels
- Set up parental controls
- Share your concerns /communicate with the school/community
- Stay educated
- Be a positive role-model



Take home message

- Bullying is complex phenomenon resulting from the intertwinement between individual and contextual factors
- Peers, teachers and parents contribute to the (de)escalation of bullying
- Teachers and parents should cooperate to tackle bullying
- Successful intervention programmes (FUSE Anti-Bullying and Online Safety Programme) adopt a whole-school approach



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Social Media

- Twitter: National Anti-Bullying Centre ABC
@AntiBullyingCen
- Twitter: @ColmCanning12
- Facebook: Facebook.com/AntiBullyingCentre
- Instagram: NationalAnti-bullyingCentre
@NationalAntiBullyingCentre
- FUSE: <https://antibullyingcentre.ie/fuse/>

