

**COPE WITH THEIR
OWN
INSECURITIES**

**SEEK
ATTENTION OR
ENTERTAINMENT**

**RETALIATE
OR SEEK
REVENGE**

**WHY CYBERBULLYING
HAPPEN**

**EXPRESS
PREJUDICE OR
DISCRIMINATION**

**ANONYMITY AND
LACK OF
ACCOUNTABILITY**

**EASE OF ACCESS
AND WIDESPREAD
USE OF
TECHNOLOGY**