

# Cyber Bullying

The screen transmitted information much faster than I could deny it.

Destroying Avalon



# Cyberbullying Concepts

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- ❑ Identity
- ❑ Generation me
- ❑ Digitised Identity
- ❑ Digital (generational) divide
- ❑ Cyberbullying = Relational aggression
- ❑ How is Cyberbullying different?
- ❑ How to stop Cyberbullying?

# Identity

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- ❑ Psychologists use the term "identity" to describe *personal identity*, or the idiosyncratic things that make a person unique
- ❑ Sociologists often use the term to describe *social identity*, or the collection of group memberships that define the individual

# Generation Me

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□ Twenge: Generation Me is characterised by:



- excessive self-admiration

- vanity

- a sense of entitlement

- lack of empathy for others



- are aggressive when insulted

- seeking public glory

- favour self-enhancement over helping others



- more likely to be materialistic

- seeking attention and fame

# Digital Identity

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- ❑ An online identity, internet identity, or internet persona is a social identity that an Internet user establishes in online communities and websites
- ❑ Digital identity refers to the aspect of digital technology that is concerned with the mediation of people's experience of their own identity and the identity of other people and things

# Digitised Identity

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- The set of behavioural or personal characteristics by which an individual is recognisable as a member of a group
- The set of **digital** behavioural or personal characteristics by which an individual is recognisable as a member of a **digital** group

# Digitised Identity

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- ❑ Socio-cultural development of self engrossed youth
  - “Generation Me”
- ❑ Explosive development of Information Technology
  - Technology savvy youth

# Digital (generational) divide

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- ❑ Most parents expect everything they do on their computer or phone to be private
- ❑ Most young people think of everything they do on a computer or phone as essentially public as their identity has digitised
- ❑ It is the very reason the use the technology



# Digital (generational) divide

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- The ability to use Information Technology, and the Wisdom to use it Wisely are usually inversely related

# Definition

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- ❑ Cyberbullying is abuse, humiliation, embarrassment or threatening of a child by another child through electronic communications like cell phones, web sites, social networking sites, Internet polls
- ❑ Cyberbullying is any act of intimidation, aggression, harassment, and/or terrorising or domineering behaviour enacted and made possible via the use of digital communication devices, specifically the Internet and Mobile Phones, which is repeated over time.

# What is the impact of Cyberbullying

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- ❑ Difficulty making friends
- ❑ Loneliness
- ❑ Low self-esteem
- ❑ Depression
- ❑ Poor academic achievement
- ❑ Truancy
- ❑ Self harm or Suicide
- ❑ Exacerbated by the pervasive and invasive nature of modern communication tools

# How is it done?

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## □ How?

- Through SMS, IM, email, Social Networking sites, photo & video file sharing websites and chat rooms
- Computer, laptop and phone

## □ What happens?

- Annoying, harassing
- Intimidating, threatening, bullying
- Publishing untruths, defamation
- Sharing private and confidential information online
- Uploading embarrassing photos or video
- Excluding friends personally and from groups

# Sexting

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- ❑ Sexting led to 32 Victorian teenagers being charged with child pornography offences in 2008
- ❑ Any image that depicts a minor in a sexual activity or indecent manner is considered child pornography
- ❑ Anyone who passes on or receives those images is liable to face criminal charges

# Why is Cyberbullying different?

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- ❑ Maybe less protective factors
  - Loss of safe base
    - ❑ It hurts even at what should be a place of safety; at home
    - ❑ Absence of the instant feed back regulatory process
- ❑ Digital generational divide
  - IT is mixed blessing
    - ❑ You don't want to say your cyber bullied because having the internet removed is “digitised identity suicide”

# Why is Cyberbullying different?

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## □ More condensed impact

- No time out
- Ubiquitous
- Irrevocable
- Community permeation
- Anonymity of assailant
- Masquerading of assailant
- Digitised identity suicide

# How to stop cyberbullying

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- ❑ Inform yourself, inform others
- ❑ Apply anti cyberbullying strategies in the whole of the school community
  - Teaching staff
  - Parents
  - Administrative staff
  - After school care staff
- ❑ Show a cyberbullying aware presence at school, to the young people, to parents and online in school webpage



# How to stop cyberbullying

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- ❑ Make anti-cyberbullying education as important as sex or substance abuse education
- ❑ Offer anti-cyberbullying education more regularly as Digital Social Networking changes more rapidly
- ❑ Talking with young people about the behaviour of their digitised identity is as important as talking about their sexual and drugs related safety

# How to stop cyberbullying

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## ❑ Become IT savvy

- Learn about computers
- Learn how to use software
- Look up: [www.netalert.gov.au](http://www.netalert.gov.au)
- Discuss digital safety
- Install safety software
- Insist on knowing passwords of their account
- Stress you will NOT take internet/phone away completely

# Cyberbullying online

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- ❑ [www.netalert.gov.au](http://www.netalert.gov.au)
- ❑ [www.reachout.com.au](http://www.reachout.com.au)
- ❑ [www.raisingchildren.net.au](http://www.raisingchildren.net.au)
- ❑ [www.bullyfree.com.au](http://www.bullyfree.com.au)
- ❑ [www.stopcyberbullying.org](http://www.stopcyberbullying.org)
- ❑ [www.kidsmart.org.uk](http://www.kidsmart.org.uk)
- ❑ [www.chatdanger.com](http://www.chatdanger.com)