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# **Peel to Heal:**

## **Encouraging Active Bystandership**

### **Online**

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# PURPOSE

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Online harassment and cyberbullying is ubiquitous on social media and gaming platforms. It can be hard to know how to defend victims without escalating the situation. Our project aims to educate about the importance of active online bystandership and provide the practical tools that people need to stand up for others.

# CONCEPT

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DEFEND WITHOUT  
ATTACKING

A web interface to suggest  
constructive responses to online hate,  
advertised with a guerilla art project.

# RESEARCH

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Stakeholder mapping

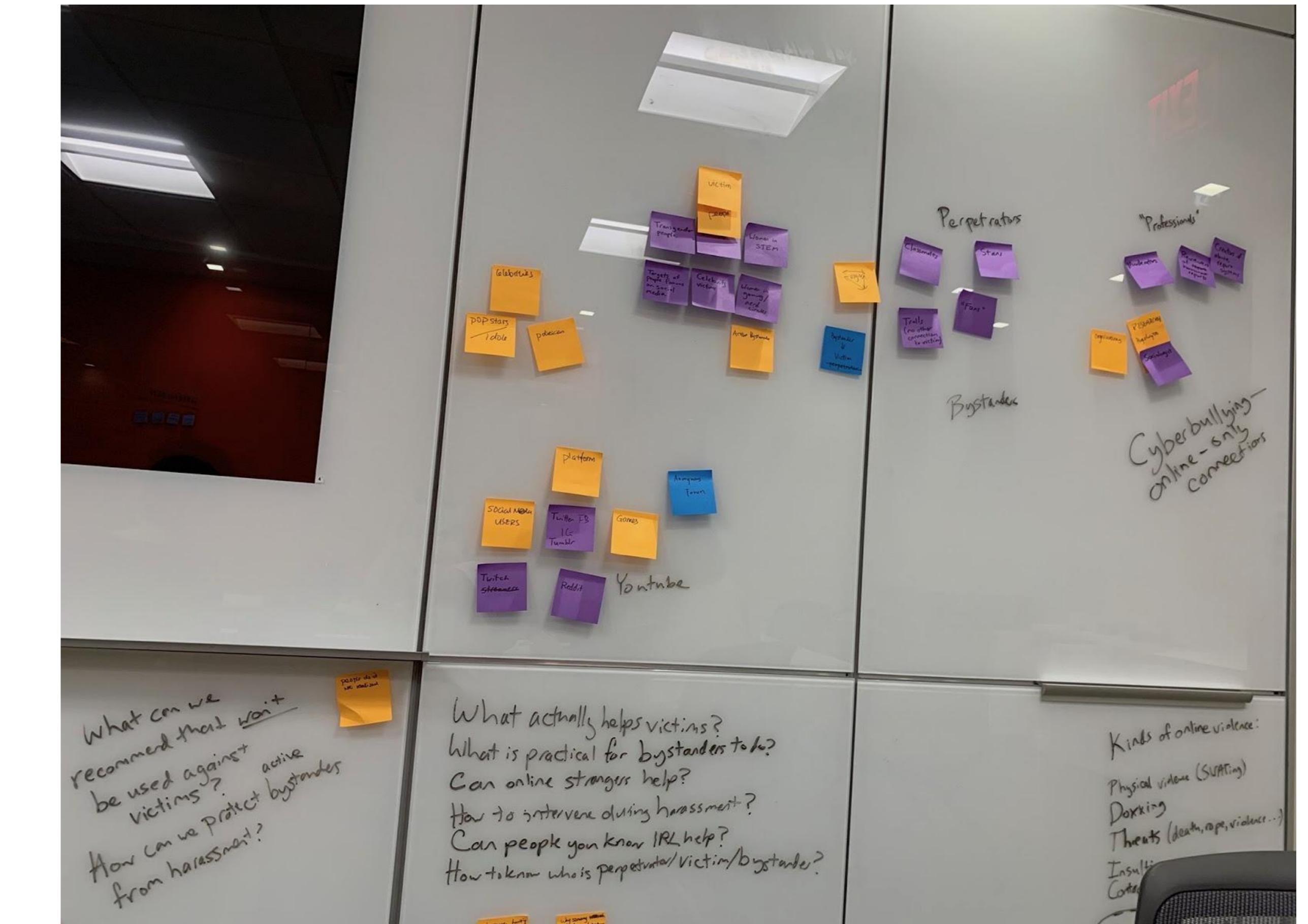
Academic literature

Interviews

# Stakeholder Mapping

Research

Perpetrators  
Victims  
Bystanders  
Professionals



# Research Review

- Academic research usually focuses on why bystanders do or do not intervene—not on what helps victims
- Bystander intervention may help victims of in-person bullying, but little evidence it helps victims of cyberbullying
- However, cyberbullying is more harmful when bystanders side with the perpetrator

DeSmet, De Bourdeaudhuij, Walrave, and Vandebosch, 2019; Jones, Mitchell, and Turner, 2015; Ma and Chen, 2017; Saino, Veenstra, Huitsing, and Salmivalli, 2010

# Interviews

- We interviewed bloggers, psychology students, journalists, gamers, and others who witness or experience cyberbullying and harassment.

“I don’t like bigots or bullies, and I think it’s important for uninvolved people to see pushback.”  
-Siobhan, journalist

“Bystander are only provided with intentionally limited information so they are easily irritated.”  
-Angela, psychology student

“It [trash-talking] can bring more competitive pleasure.”  
-Sicong, gamer

# Interviews

- Every victim we spoke to was harassed by someone they didn't know
- When bystanders intervened, victims appreciated it.
- Many people are perpetrators, victims, and bystanders at different times.
- Many different power dynamics at play
- Bystanders might not intervene out of fear for their own safety
- Bystander intervention can turn into further bullying and aggression as the situation escalates

# OUR FOCUS

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## Scope

1. narrow down scope

Ordinary People      Adults

Bullying between Strangers  
Attack?

Equal Power

Platform: Text vs Speech  
permanent      loud  
online reputation

Witness

Goal: Defending w/o Attacking

Kinds of online violence:

Physical violence (SWATting)

Doxing

Threats (death, rape, violence...)

Insulting messages  
Contacting employers

Harassment (verbal,  
inviting)

## OUR FOCUS:

Verbal and written online attacks

between individual adults with

equal power in the situation

## OUR GOAL:

Help bystanders protect victims

and deescalate situations before an

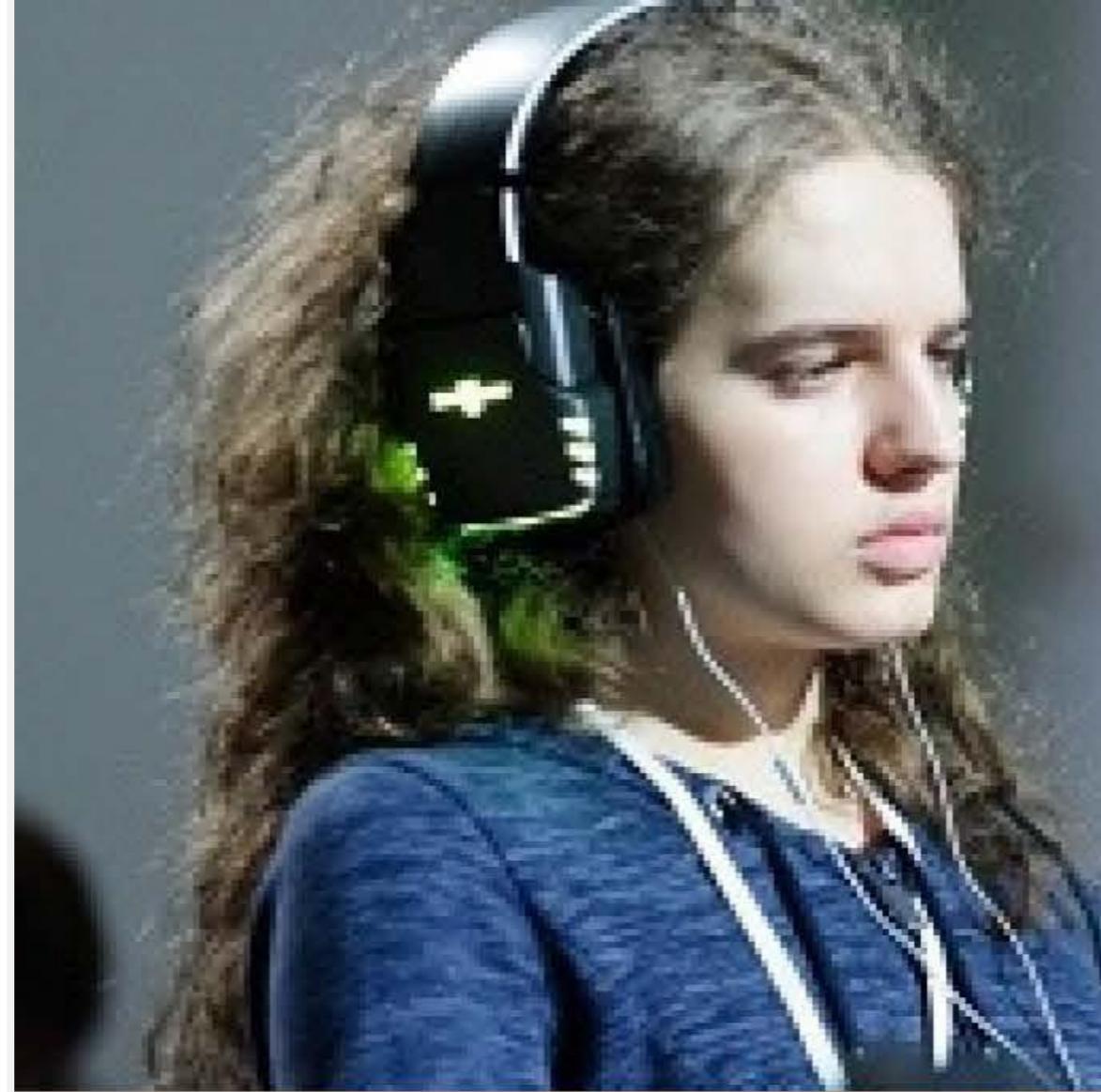
online pile-on begins.

# PERSONAS

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# Jenna

Computer science major student, video game player and has dreams of becoming a game developer.



Name: Jenna

Age: 20

Job: Collage student at USC,  
Sorhemore, Computer Science Major

Status: Single

Location: CA

## Personality

Creative, dynamic, obsessive, competitive, thick-skinned, funny, smart, friendly

Engaged Stifled

Self-focused Other-focused

Steady Ambitious

Analytic Creative

## Bio

Computer science major at USC who loves playing video games and dreams of becoming a game developer. She didn't have a lot of friends in high school, so she wants to stay close to the new friends she is making in college. When she sees that trash talk and insults really hurt one of her new friends, she wants to protect and support them, but isn't sure how.

## Goals

Have fun in game

Keep friendship

## Motivation

Be accepted by others

Keep her new in-person friends

Have fun while playing games

## Attitudes

Being aggressive in games is normal

Thinks gaming should be fun and people shouldn't take it so personally

Hardworking and devoted to the things she is passionate about

Gaming is becoming stressful because she's worried about her friends

Not sure how to react to trash-talking anymore without swearing or insulting others, especially when trash talk is a normal part of the culture.

# Kevin

huge soccer fan, closely follows soccer news, enjoys drama about soccer online.



Name Kevin

Age 35

Job Accountant

Status Single

Location Kendall, FL

Work in Downtown

## Personality

Facebook, Instagram, Reddit

Engaged ■————— Stifled

Self-focused ■————— Other-focused

Steady ■————— Ambitious

Analytic ■————— Creative

## Bio

Kevin is a huge soccer fan and follows the Chelsea team. He closely follows soccer news, and enjoys watching arguments and drama about soccer online. He loves talking about the sport online and watching other people argue, but he gets uncomfortable when insults turn personal. He tries to get along with everyone online, but in real life, prefers the company of his dog.

## Primary Social Media

Facebook, Instagram, Reddit

## Goal

Having fun without getting attacked

Get along with everyone

## Attitude

It's ok to be passionate about soccer, but people should be nice to each other.

Fans should only fight for their teams, not fight each other personally.

Watching drama is fun as long as no one is attacking me.

## Motivations

Soccer is a way to stay connected to his home country (the UK)

He wants to make more friends who are interested in soccer

He wants to defend his team and doesn't want them to be attacked

## Frustrations

Seeing personal attacks on the Internet

Can't get a date

# Insight From Personas

Persona

- Trash-talking online can be fun or hurtful
- Bystanders might not know how to help victims
- Cyberbullies might not think about their actions as bullying—they don't see the direct impact of their actions on victims.
- It's difficult to go against an existing culture of trash-talk or personal attacks.

# DESIGN PRECEDENTS

People Have ~~Done~~

# Design Precedent

## - Perspective

A machine-learning tool that evaluates the potential impact of online comments on their readers and is used to help online moderators find comments that might need review.

ROSE	THORN	BUD
Define “Attack Index”	Not for users	Can be changed to a plug-in, an interface, or a keyboard
Easily implemented	Still a lot to do after attack words are detected	Can face users
Good for moderators		Can apply to different platforms other than forums

People Have ~~DO~~NE

# Design Precedent

## - Emotions Invented by the Internet

An art installation that uses augmented reality and virtual reality to recreate emotional experiences that are common when using the Internet, but uncommon in physical life.

ROSE	THORN	BUD
<p>Exhibition can elaborate ideas clearly</p> <p>Topic about Internet and life</p> <p>Visualize the unseen elements of Internet</p>	<p>Hard to implement</p> <p>May not attract people who seldom visit exhibitions</p> <p>Too few exhibitors</p>	<p>Can be a visualization of consequences of cyberbullying</p> <p>Made by young artist --we can coorperate with them</p>

People Have **Done**

# Additional Design Precedents

## -Grammarly

A Chrome add-on that reads through user's emails and social media posts for misspellings and grammar mistakes—and now monitors tone.

## ChatLike.me

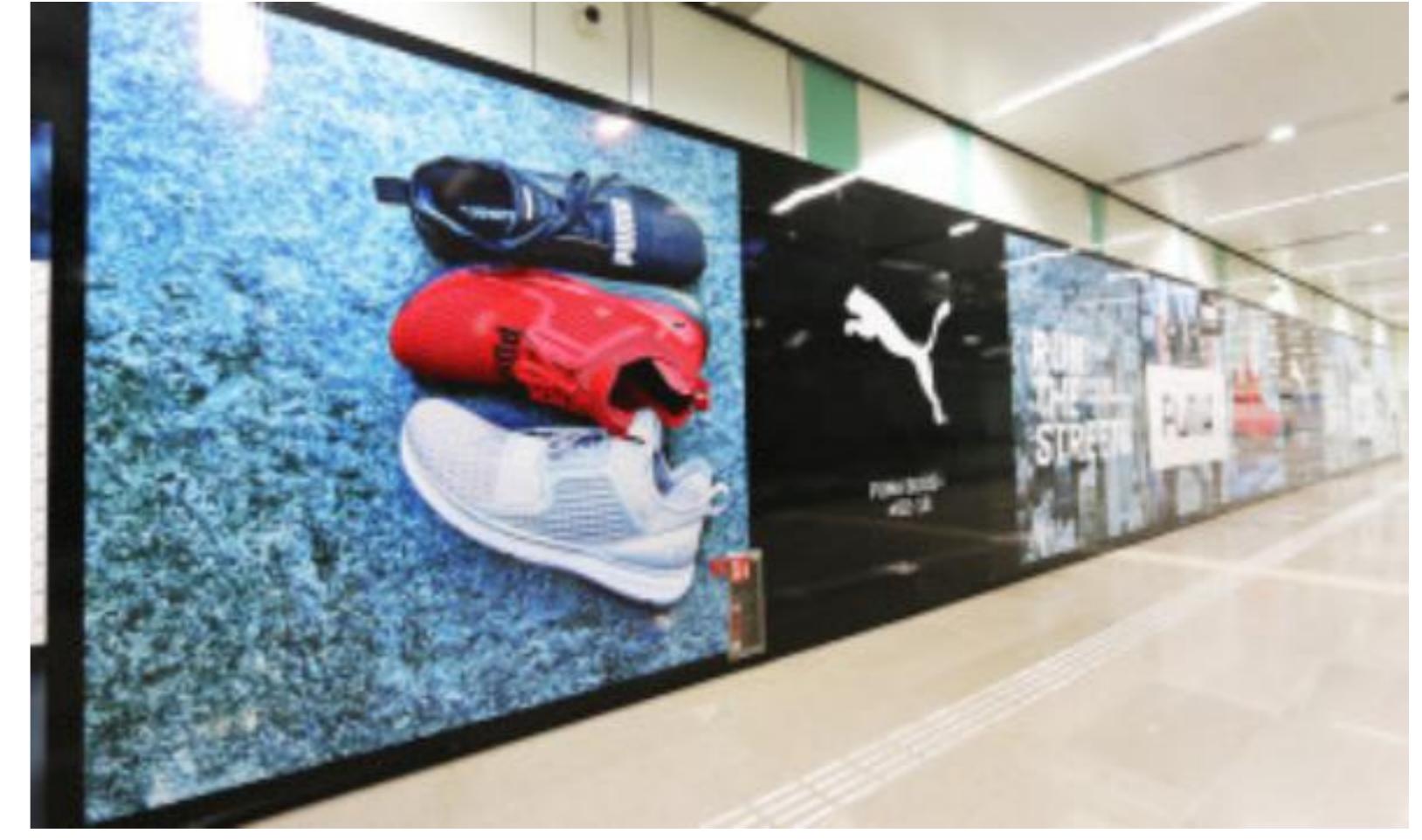
A bot that read through an account's existing tweets and created bot accounts to tweet similar content, giving them insight into their own behavior online

## Curse App

Automatically generates responses in a fight, with or without curse words.

People Have DONE

# Visual Inspiration: Puma Ad Campaign



# SCENARIOS

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## CONCEPT:

A web interface to suggest  
constructive responses to online hate,  
advertised with a guerilla art project.

# GAMING WITH JENNA

SCENARIOS



# SOCIAL MEDIA WITH

SCENARIOS

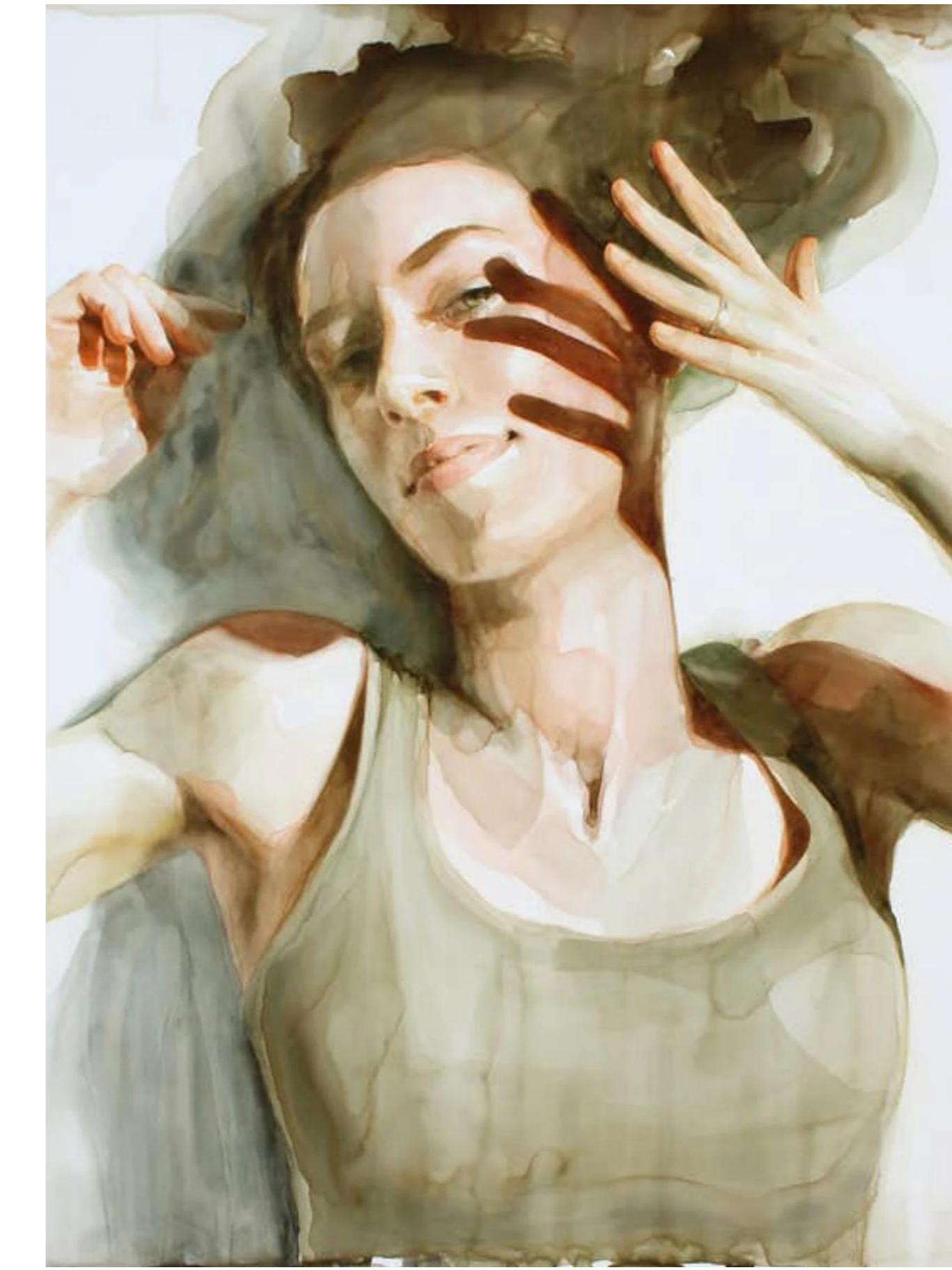


# PROTOTYPES

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Prototypes

# Guerilla Marketing: Sample Art



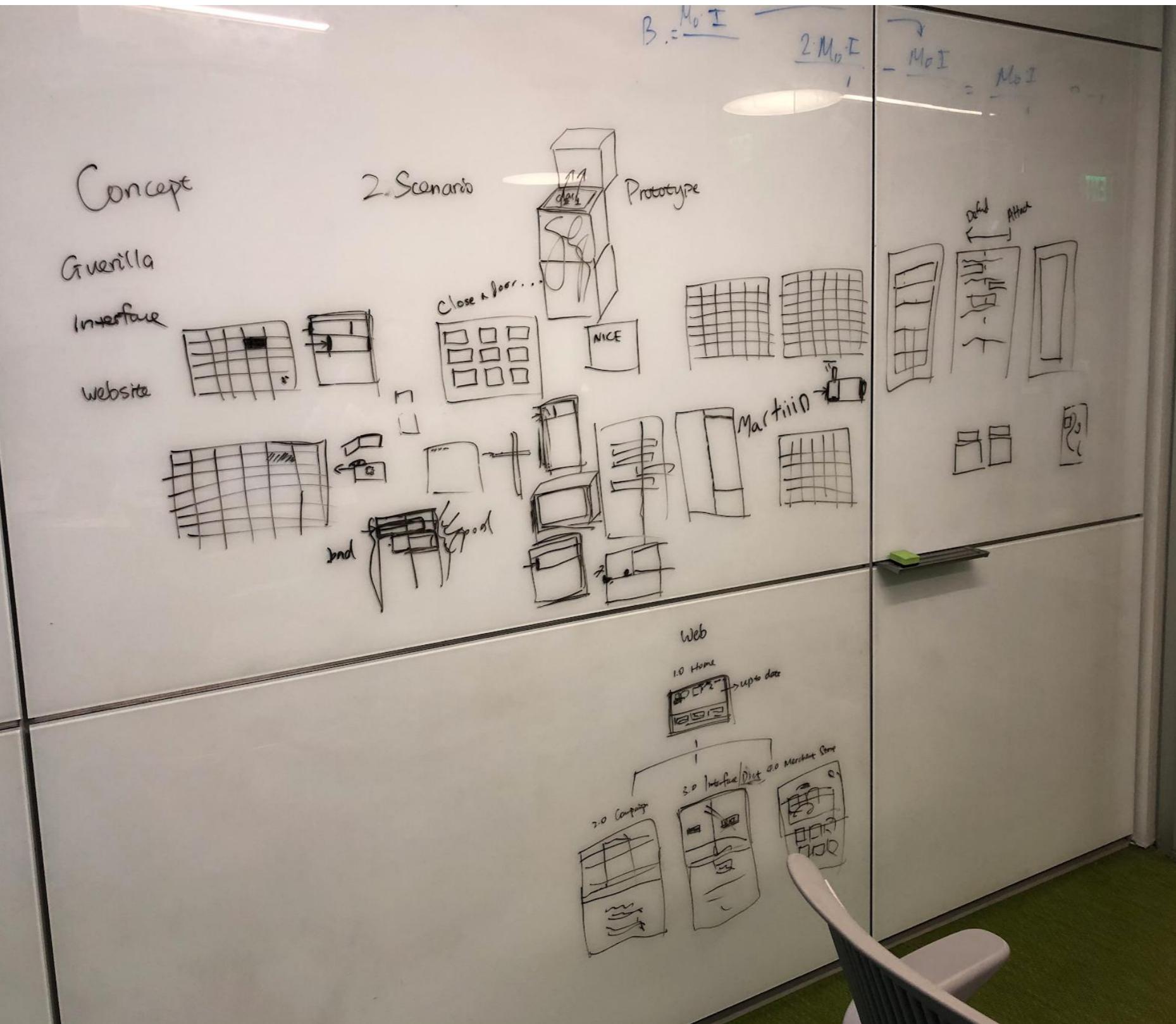
Prototypes

# Guerilla Marketing: Sample Art



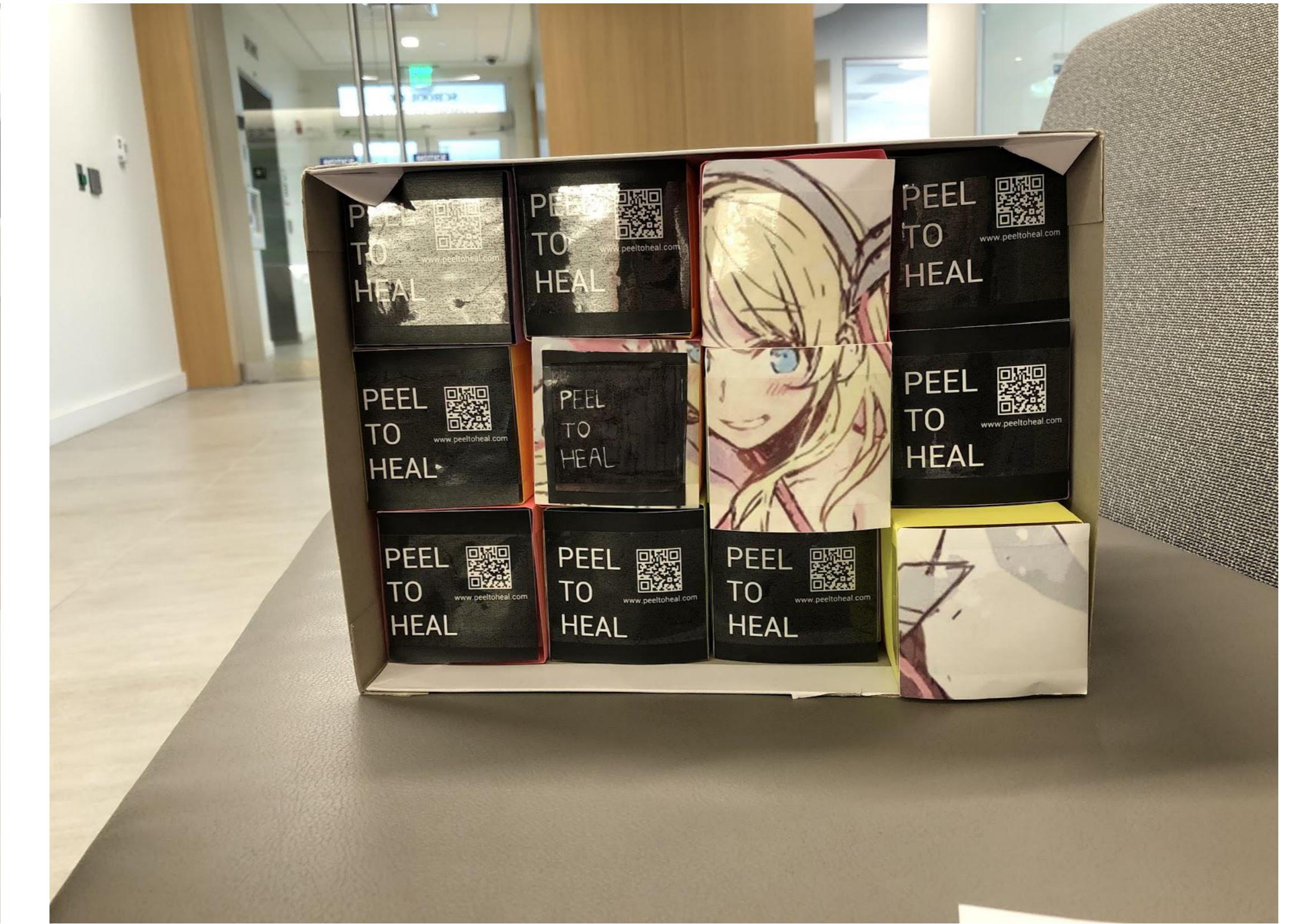
Prototypes

# Guerilla Marketing: Installation



Prototypes

# Guerilla Marketing: Installation



Prototypes

**PEEL TO HEAL**

**Branding**

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**BOLD**

**BRIGHT**

**ACTIVE**

**PEEL TO HEAL**

**PTH**

**PTH**

**PTH**

**PTH**

**PEEL TO HEAL**

**PEEL TO HEAL**



COLOR PALETTE

FONTS

RALWAY

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**AMERICAN TYPEWRITER BOLD**

**ABCDEFGHIJKLMNPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

PATTERNS & TEXTURES



Prototypes

# Website

[PEEL TO HEAL](#)

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[HOME](#)

[CAMPAIGN](#)

[INTERFACE](#)

[THE ART STORE](#)

[LEARN MORE  
ABOUT THE CAMPAIGN](#)



Prototypes

# DefendDictionary

## Interface

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## Social Media

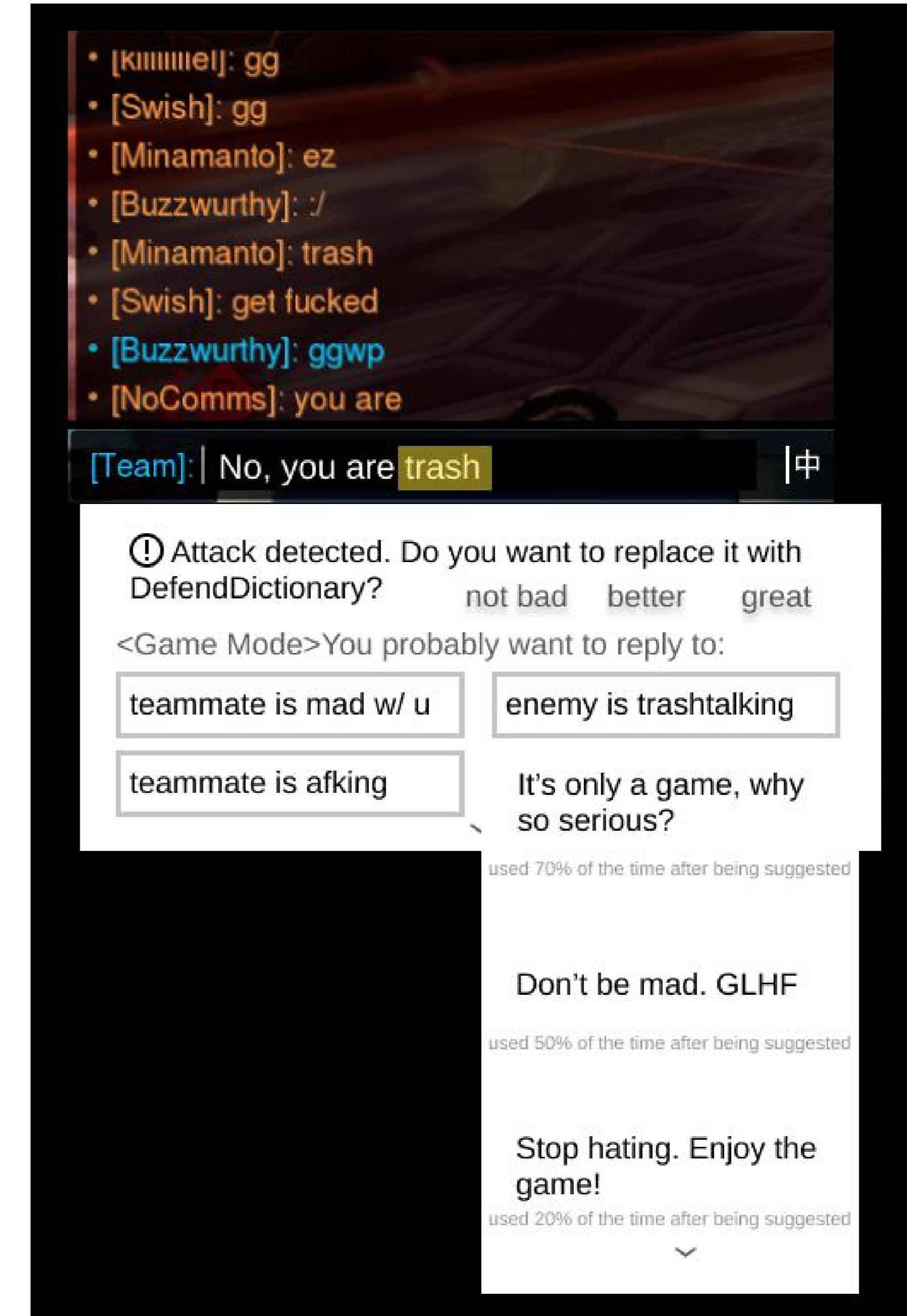


Prototypes

# DefendDictionary Interface

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## Gaming



Thank You!

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