

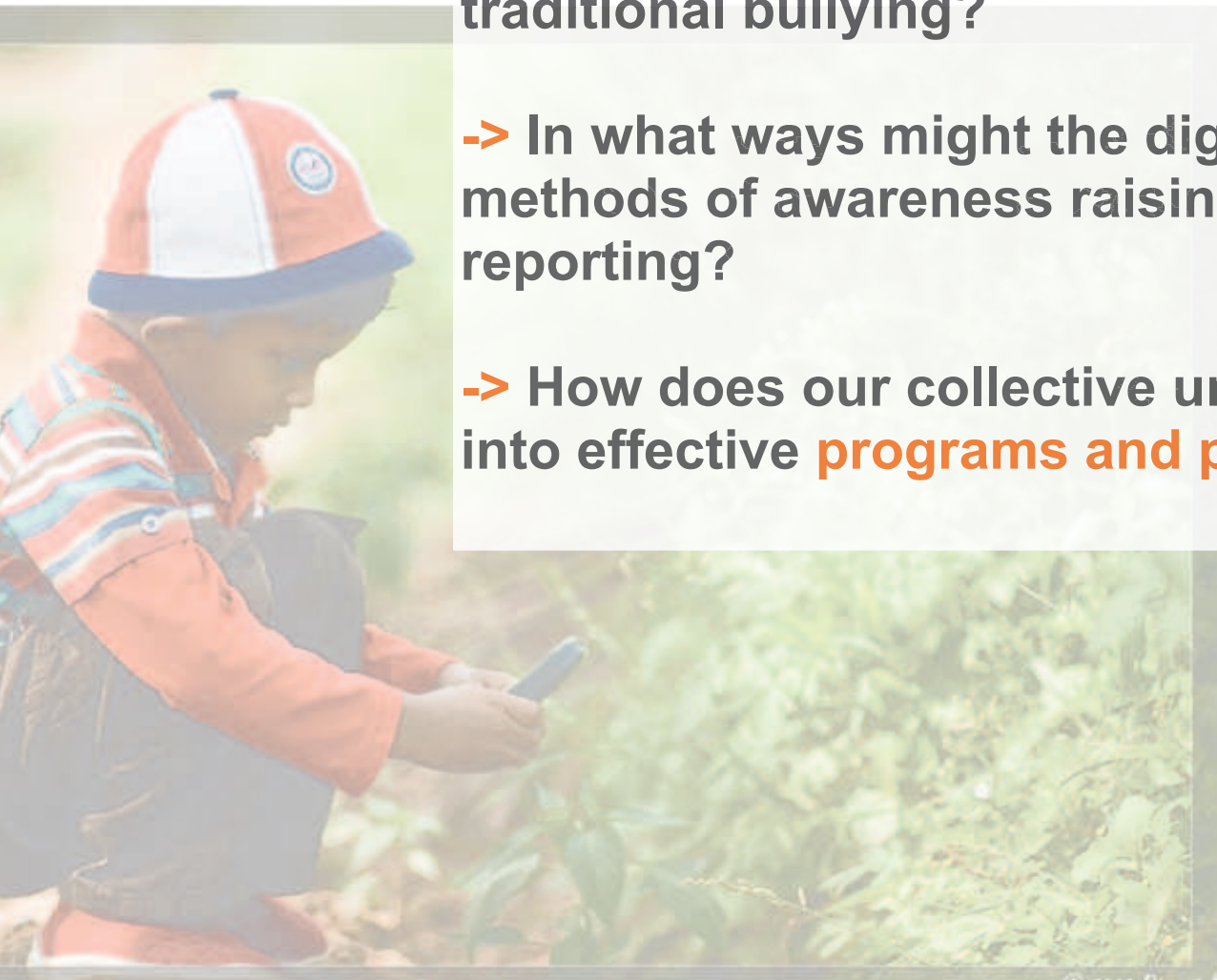
A close-up photograph of a person's hand hovering just above a tablet computer lying on a wooden desk. To the left of the tablet, a pair of black-rimmed glasses and a purple folder are visible. The background is blurred, showing other people in a room.

Innovations in bullying prevention and policy

**Monica Bulger
May 2016, Florence**

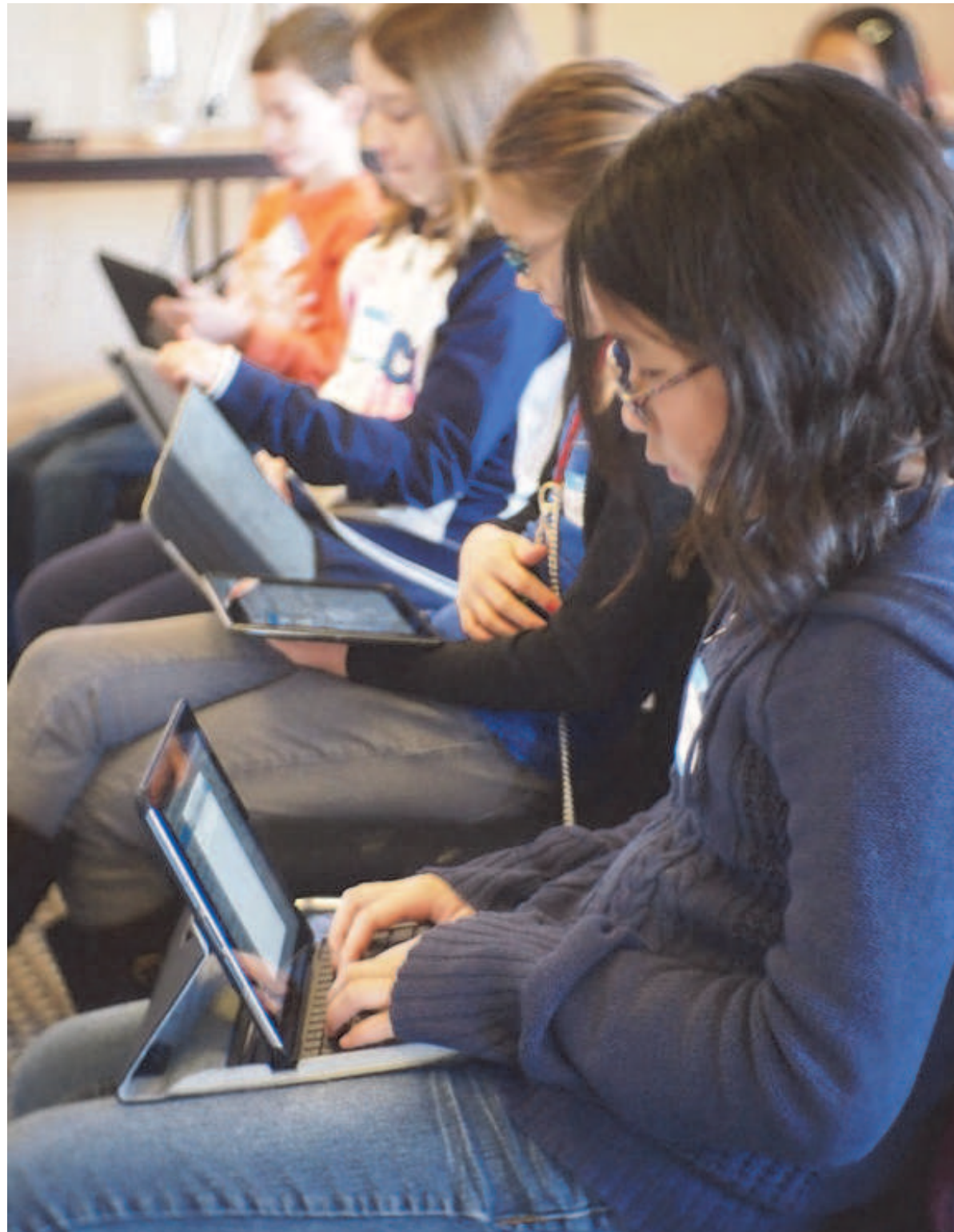
Starting thoughts

- > In what ways might the digital dimension **amplify** traditional bullying?
- > In what ways might the digital dimension **improve** methods of awareness raising, prevention, and reporting?
- > How does our collective understanding translate into effective **programs and policies**?



Research advancements that improve responses to bullying

- > Research methods becoming more **sensitive to experiences of bullying**
- > Methods become more **flexible & diverse**, while also **improving in precision**
- > Acknowledge **multiple actors** and blended **power dynamics**
- > Enough data to start understanding **indicators and outcomes**





Consider entire environment in which child lives & bullying occurs

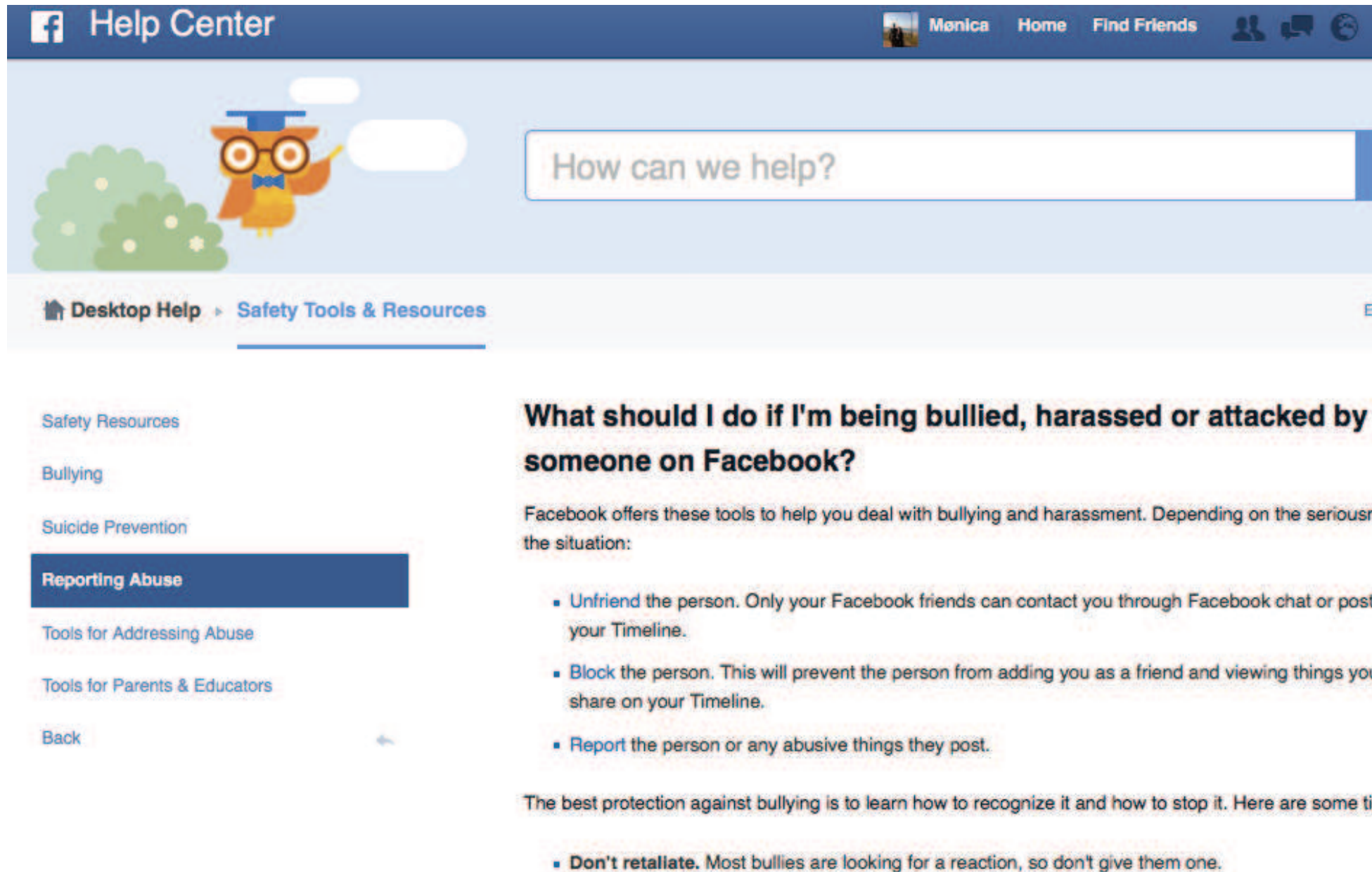
**Online violence
“permeates all the spheres and spaces in which young people live their lives.”**

-CJCP, 2013

- > **Social emotional learning:** build empathy and resilience
- > **Holistic approach:** engage entire community, understand issues of agency and power
- > Integration of **helplines with health, social work, schools, etc.**
- > **Evidence of effective intervention:** punitive vs. constructive/educational
- > Balance interventions to address that children are not homogenous, nor are their roles static, they can be **both bullied and bully**

Technological interventions

-> **Facebook social intelligence** bullying hub



The screenshot shows the Facebook Help Center interface. At the top, there's a navigation bar with the Facebook logo, 'Help Center', and user options for 'Monica' (Home, Find Friends). Below this is a hero section with a cartoon owl character and a search bar asking 'How can we help?'. The main content area is titled 'Desktop Help > Safety Tools & Resources'. On the left, a sidebar lists various safety resources, with 'Reporting Abuse' highlighted. The main content area features a section titled 'What should I do if I'm being bullied, harassed or attacked by someone on Facebook?'. This section explains that Facebook offers tools to deal with bullying and harassment, depending on the situation. It lists three primary actions: Unfriend, Block, and Report. Below this, it states that the best protection is to learn how to recognize and stop bullying, and lists a final action: Don't retaliate.

Help Center

Monica Home Find Friends

How can we help?

Desktop Help > Safety Tools & Resources

Safety Resources

Bullying

Suicide Prevention

Reporting Abuse

Tools for Addressing Abuse

Tools for Parents & Educators

Back

What should I do if I'm being bullied, harassed or attacked by someone on Facebook?

Facebook offers these tools to help you deal with bullying and harassment. Depending on the seriousness of the situation:

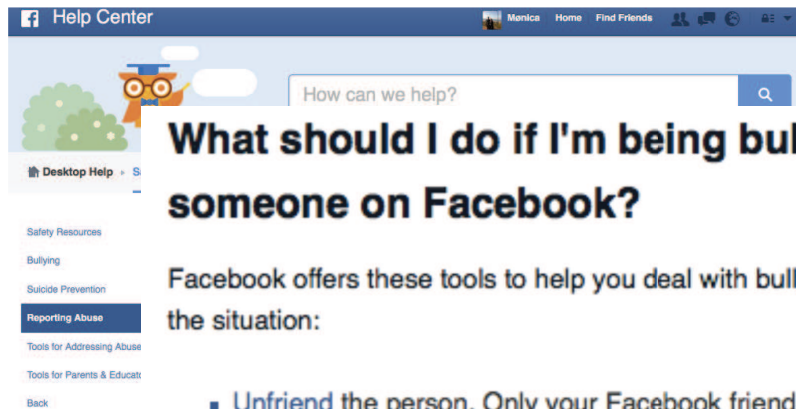
- **Unfriend** the person. Only your Facebook friends can contact you through Facebook chat or post on your Timeline.
- **Block** the person. This will prevent the person from adding you as a friend and viewing things you share on your Timeline.
- **Report** the person or any abusive things they post.

The best protection against bullying is to learn how to recognize it and how to stop it. Here are some tips:

- **Don't retaliate.** Most bullies are looking for a reaction, so don't give them one.

Technological interventions

-> Facebook social intelligence bullying hub



What should I do if I'm being bullied, harassed or attacked by someone on Facebook?

Facebook offers these tools to help you deal with bullying and harassment. Depending on the seriousness of the situation:

- **Unfriend** the person. Only your Facebook friends can contact you through Facebook chat or post on your Timeline.
- **Block** the person. This will prevent the person from adding you as a friend and viewing things you share on your Timeline.
- **Report** the person or any abusive things they post.

The best protection against bullying is to learn how to recognize it and how to stop it. Here are some tips:

- **Don't retaliate.** Most bullies are looking for a reaction, so don't give them one.
- **Don't keep it a secret.** Reach out to someone you trust, like a close friend, family member, counselor or teacher, who can give you the help and support you need.
- **Document and save.** If someone has posted something you don't like, you can print or take a screenshot of it in case you need to share it with someone you trust later.


If you feel you're in immediate danger, contact your local authorities.

Visit Facebook's [Bullying Prevention Hub](#) for more information, tools and resources.

Technological interventions

-> Facebook social intelligence bullying hub

Help Us Understand What's Happening



By Nishant Shah


What's going on?

- ☐ It's annoying or not interesting
- ☐ I'm in this photo and I don't like it
- ☐ I think it shouldn't be on Facebook
- ☐ It's spam


Continue

What You Can Do


The best way to remove this photo is to ask Nishant to take it down.

 **Message** [redacted] to resolve this


Ask Nishant to take it down.

 **Block** [redacted]


You won't be able to see or contact each other.

 **Unfollow** [redacted]

You won't see posts from Nishant.

 **Unfriend** [redacted]


You'll no longer be friends on Facebook.

 **Remove Tag**

You won't be tagged in this post anymore.

Back Done

Help Us Understand What's Happening



By Nishant Shah

Why don't you like this photo?

- ☐ It's a bad photo of me
- ☐ It's inappropriate
- ☐ It makes me sad
- ☐ It's embarrassing
- ☐ Other

Back Continue

-> Next steps....





Evaluation

Not enough to just do something, need to determine effectiveness.

What are the aims of the program?

How is success measured?

What are plans for sustainability?



Thank you!

**Monica Bulger
@literacyonline**

Examples of cyberbullying

- > sending **SMS** with insulting or threatening content
- > **phone harassment** (giving false identity, silence, insults, etc.)
- > **making videos** using a mobile phone or camera and forwarding or uploading videos online
- > **email harassment** (insults, threats, inappropriate jokes)
- > harassment on **social networks, web pages**
- > **concealment of identity** (taking over someone else's identity, giving false identity, using someone else's accounts, uploading photos and videos of another person without their consent, posting incorrect and insulting content)
- > **sending viruses**

- from Popadić and Kuzmanović (2013) research on digital violence in Serbian schools

Additional forms of cyberbullying

- > **flaming**: online fight
- > **bash boards**: online bulletin boards where people post malicious messages
- > **outing**: when someone publishes confidential or private information online
- > **trickery**: when a person purposely tricks someone into sharing secrets that are then shared online
- > **exclusion**: intentionally excluding someone from an online group.
- > **happy slapping**: when a victim is physically, the incident is filmed and distributed digitally
- > **text wars**: ganging up on the victim, sending the target hundreds of emails or phone messages
- > **online polls**: asking people to vote on hurtful questions
- > **griefing**: chronically causing grief to people online

- *Cyberbullying strategies identified by New York Criminal Justice department*

Other forms of violence

- > boys posting **rape videos** (Kenya, USA)
- > **controlling behavior**: teens reporting on others to boyfriend/girlfriend; having to send pics of what they're wearing checked with her boyfriend for approval of what to wear to school each day.

"Every morning before going to school, she had to send a picture of what she [was] wearing. She could never wear tight dresses or shorts." Her boyfriend would force her to change if he thought she was dressing like a 'slut' or a 'whore'." (UK)