

Cyberbullying Prevention

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Assessment

- Does cyberbullying negatively affect your school?
- Conduct a survey of students, staff, and parents
 - In the last 30 days, I have been cyberbullied:
 - a. never b. once or twice c. a few times d. many times e. every day
 - Are threats made online carried out at school?
 - a. never b. once c. sometimes d. often e. many times
- How much technology is utilized in your school?
- What are you doing now to prevent cyberbullying?
- Cyberbullying Report Card

Cyberbullying Report Card

From: "Bullying Beyond the Schoolyard: Preventing and Responding to Cyberbullying"

Sameer Hinduja, Ph.D. and Justin W. Patchin, Ph.D.

Is your school adequately addressing or prepared for cyberbullying concerns? Fill out this Report Card to find out. If you answer yes to all of these statements, you are prepared. If you answer no or don't know the answer, you have work to do!

General Assessment	?	no	yes
We know how many students at our school have been victims of cyberbullying.			
We know how many students at our school have cyberbullied others.			
Cyberbullying is a not a significant problem in our school.			
School Climate/Culture	?	no	yes
Students who witness cyberbullying are empowered to step up and inform a trusted adult rather than remain silent bystanders.			
Teachers regularly remind students to approach them for help if they are dealing with an issue related to cyberbullying or online safety.			
It is clear to students that the inappropriate use of technology will not be tolerated by school administration.			
We work to create a school climate in which cyberbullying is not considered "cool" among the student population.			
Curriculum and Education	?	no	yes
Students are taught about acceptable computer and Internet use during the school year through presentations and assemblies.			
Students are taught about safe password practices and the protection of personal information.			
Students are taught about how to recognize cyberbullying and threats to their online safety.			
Students are taught about how to respond to cyberbullying in an appropriate manner.			
Teachers know how to recognize cyberbullying issues and how to intervene in an appropriate manner.			
We distribute materials to students and parents to educate them about cyberbullying.			

Educate the School Community about Cyberbullying

- Establish clear rules for using computers, etc.
- Proactively engage students in dialogue about online experiences
- Sponsor community/parent events related to online safety
- Invite LEOs to speak about responsible Internet use
- Use role-playing scenarios

SCENARIO 1

James is frustrated and saddened by the comments his high school peers are making about his sexuality. Furthermore, it appears a group of male students is creating fake e-mail accounts at Yahoo.com and sending love notes to other male students as if they came from James—who is mortified at the thought of what is happening.

If you were a school guidance counselor or administrator within the school, what would you do if James approached you with the problem? What about if you were James's mom or dad? What can James do to deal with the embarrassment? What would be some incorrect and unacceptable ways that James might try to deal with this problem?

Clearly Define Inappropriate Behaviors

- Be as specific as possible
- Involve students, staff, and parents
- Inform school community
 - Send home to parents
 - Post by all computers
- Update regularly (behaviors change!)



Clearly Define Rules Regarding Technology

- Acceptable use policies (AUPs)
- Classroom computer use rules
- Guidelines regarding technology that can be brought into the school
 - Cell phones
 - Palm Pilots, Blackberries, iPhones, etc.
 - Laptops

Filter Access to Problematic Sites

- Children’s Internet Protection Act (CIPA)
 - Requires public schools to install filtering software
- “Black list” versus “White list”
- Can be circumvented through “proxy sites”
 - A proxy site is a web page which allows you to browse to other web sites - even though your access to those web sites might be blocked by a content filter.



Filter Access to Problematic Sites



Create Opportunities for Students to Report Inappropriate Behaviors

- Anonymous reporting system
- Email reporting
- Online form
- Drop box

To...	help@school.k12.mn.us
Cc...	
Subject:	cyberbullying

Anonymous Web-Based Reporting System

If you have experienced or witnessed cyberbullying, we want to know about it. Please fill out the form below, including as much of the requested information as possible. The more information you provide, the easier it will be for us to resolve the situation.

School:

Grade:

Were you the target or was someone else?

Where did it happen?

Did anyone else see what happened? Can you tell us who?

Please describe the incident in as much detail as possible.

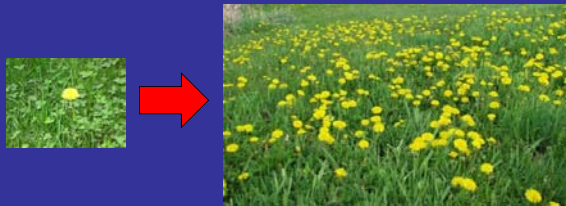
If you would like us to contact you, list your name and contact information here.

Thank you for taking the time to care about your school!

Communicate That You Care

- Students are afraid to talk to adults about these issues
 - Lose computer/cell phone privileges
 - Unfamiliarity of adults with the technology
- “Sexting video”

Take minor forms of bullying and cyberbullying seriously so they do not escalate into bigger problems.



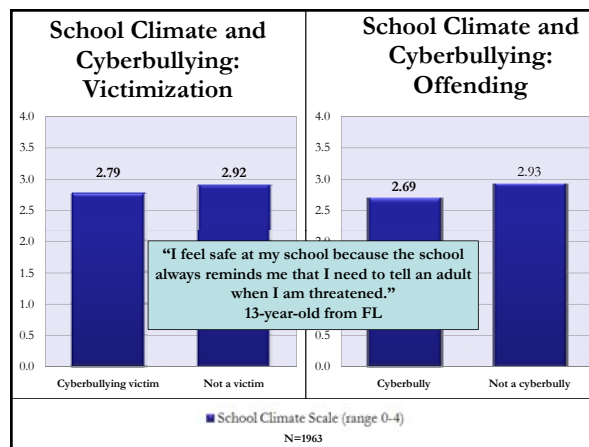
Culture and Climate

- Promote a Safe and Orderly Culture
 - Anti-bullying curriculum
 - Intervene in all bullying incidents
- Facilitate Interaction and Relationships
 - Use smaller teacher-student ratios
 - Provide for small-group activities
- Promote a Positive Affective Climate
 - Assure that every student has an active connection to at least one adult in the school
 - Provide professional development for staff on bullying

Adapted from Best Practice Briefs: "School Culture and School Climate" Michigan State University, 2004

Factors that Contribute to Culture and Climate

- Environmental factors
- Social factors
- Sense of welcome
- Sense of community
- Sense of order and predictability
- Sense of fairness
- Style of leadership
- Personal skills of leader
- Balance of productive and nurturing factors



Respect Policy

“Respect is the cornerstone of our relationships with each other. We are committed to respecting the dignity and worth of each individual at North High School and strive never to degrade or diminish any member of our school community by our conduct or attitudes. We benefit from each other. Our diversity makes us strong.”



Prevention: Advice for Parents



Communication is Key

- Go online with your kids
 - See where they are going
 - They can teach you!
 - Enter their world
- The earlier the better
- Watch your own words
 - Don't say mean things
 - Call it out when others are mean (offline, online)



Communication is Key

- Questions to ask...
 - What web sites do you usually go onto?
 - What sites are your friends into these days?
 - What is "Bullying boils down to communication. Teach your kids to communicate with you about the small stuff and they'll tell you about the big stuff too."
 - Do you... Mother from Minnesota
 - Have you... What did they want? What did you do? How did you respond?
 - Have you ever received a text message from someone that made you upset? How did you respond?
 - How do you keep yourself safe online?

Become their "Friend" on Social Networking Sites

Demonstrate nonjudgmental interest!

- Ask which social networking sites they use
- Ask if they know all of their "friends" in real life
- Ask if they will help you set up your own page and become their "friend"
- Keep casual tabs on the content of their page
- Ensure their privacy settings are properly set!

Apply what you learned in Parenting 101!

Do's:

Educate/Train
Discipline

Don't's:

Abdicate
Delegate
Relegate
Mitigate



Google Them!

Use Kid-Friendly Sites



Family Internet Use Contract

Sameer Hinduja, Ph.D. and Justin W. Patchin, Ph.D.

Child Expectations	Parent Expectations
1. I understand that using the family computer is a privilege and therefore, will not take it for granted.	1. I understand that it is my responsibility to protect my child and I agree to monitor the use of what the computer is used for.
2. I will respect the privacy of others when using the computer.	2. I will be responsible for the child's online activities and will be available to discuss any concerns.
3. I will not use the computer to do anything that is illegal or that could get me in trouble with the law.	3. I will be responsible for the child's online activities and will be available to discuss any concerns.
4. I will not use the computer to do anything that is harmful to others.	4. I will be responsible for the child's online activities and will be available to discuss any concerns.
5. I will not use the computer to do anything that is harmful to myself.	5. I will be responsible for the child's online activities and will be available to discuss any concerns.
6. I will not use the computer to do anything that is harmful to the family.	6. I will be responsible for the child's online activities and will be available to discuss any concerns.
7. I will not use the computer to do anything that is harmful to the community.	7. I will be responsible for the child's online activities and will be available to discuss any concerns.
8. I will not use the computer to do anything that is harmful to the world.	8. I will be responsible for the child's online activities and will be available to discuss any concerns.

After signing, post visibly by the computer.

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Family Cell Phone Contract

Sameer Hinduja, Ph.D. and Justin W. Patchin, Ph.D.

From: "Bullying Beyond the Schoolyard: Preventing and Responding to Cyberbullying"

Child Expectations	Parent Expectations
1. I acknowledge that using a cell phone is a privilege and, therefore, will not take it for granted.	1. I will be responsible for the child's cell phone use and will be available to discuss any concerns.
2. I will not give out my cell phone number to anyone unless I first get it from my parents.	2. I will be responsible for the child's cell phone use and will be available to discuss any concerns.
3. I will always answer calls from my parents. If I miss a call from them, I will call them back immediately.	3. I will be responsible for the child's cell phone use and will be available to discuss any concerns.
4. I will not bring my cell phone to school if it is prohibited. If allowed at school, I will keep it in my backpack or locker and turned off before the first and last bell.	4. I will be responsible for the child's cell phone use and will be available to discuss any concerns.
5. I will not use my cell phone for any purpose other than what my parents have approved.	5. I will be responsible for the child's cell phone use and will be available to discuss any concerns.
6. I will not use my cell phone to do anything that is illegal or that could get me in trouble with the law.	6. I will be responsible for the child's cell phone use and will be available to discuss any concerns.
7. I will not use my cell phone to do anything that is harmful to others.	7. I will be responsible for the child's cell phone use and will be available to discuss any concerns.
8. I will not use my cell phone to do anything that is harmful to myself.	8. I will be responsible for the child's cell phone use and will be available to discuss any concerns.
9. I will not use my cell phone to do anything that is harmful to the family.	9. I will be responsible for the child's cell phone use and will be available to discuss any concerns.
10. I will not use my cell phone to do anything that is harmful to the community.	10. I will be responsible for the child's cell phone use and will be available to discuss any concerns.
11. I will not use my cell phone to do anything that is harmful to the world.	11. I will be responsible for the child's cell phone use and will be available to discuss any concerns.

After signing, post visibly by the computer.

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Scripts

Cyberbullying Fact Sheet: Scripts

Parent: Why?

Teenager: Well, with all of the news stories about kids harassing each other using email, I want to know if this is happening to you. Have you ever been bothered or annoyed or mistreated by anyone via email?

Parent: There were a few times where people I don't know sent me weird emails, trying to make me upset. I'm not sure how they got my email address because I don't know them, but they did.

Parent: OK. I'm proud of you for telling me about this, and I want to help you so that you don't have to deal with this anymore. It is possible that these people got your email address from a friend of yours, or from one of the social networking sites you use? Have you ever posted any personal information like your email address or anything like that online?

Teenager: No, I don't think so. I mean, I sometimes put my email address in messages I post on my friend's pages so it's easy for them to get back to me. But I post those messages so everyone can see them, so maybe that's how they got my information.

Parent: Well, even if you did post your email address in those messages, you don't deserve to be harassed or

Cyberbullying via Cell Phone Text Message

Parent: I heard your cell phone beeping a lot the other day. Are you having any problems with it?

Teenager: No, it was just some people sending me text messages and they wouldn't stop.

Parent: What do you mean, they wouldn't stop? Are these your friends or someone else?

Teenager: It's no big deal. It's just some people from school who think it's funny to flood my phone with stupid text messages.

Parent: I'm so glad you told me about this. That must be pretty annoying.

Teenager: Yeah. It's frustrating because I want to turn off my phone so I don't have to deal with it, but then my friends can't reach me.

Scenarios to Stimulate Discussion...

Scenario 1

Lindsay has just moved to town from Oregon and enrolls in the local middle school. Very pretty, outgoing, and funny, she quickly wins the attention of a number of the school's football players—much to the chagrin of the school's cheerleaders. Bonnie, the head cheerleader, is concerned about Lindsay stealing away her boyfriend Johnny, who plays quarterback. With the help of her cheerleader friends, Bonnie decides to create a "We Hate Lindsay" Web site, where girls can post reasons why they hate Lindsay and why they think she should move back to Oregon. Soon, the entire school becomes aware of the site's Web address, and many others begin to post hurtful sentiments about Lindsay. Desperately wanting to make friends in a new town, Lindsay is crushed and begins to suffer from depression and a lack of desire to do anything aside from crying in bed.

If you were her mom or dad, what would you do? What might the school do to help Lindsay? If you were her best friend, what might you say or do to help?

Informally Monitor Their Activities

- Most parents (73%) keep the home computer in an open family area
- 62% of children "I would never bully online because it hurts. Also, if the kids had half a brain they would consider that a parent is monitoring it like mine do."
- 64% of children "13-year-old girl from Massachusetts"
- Youth need to understand that using their computer is a privilege
- Tell them that you are doing these things and why (use discretion when secretly spying)

(Lenhart et al., 2005)

Formally Monitor Their Activities

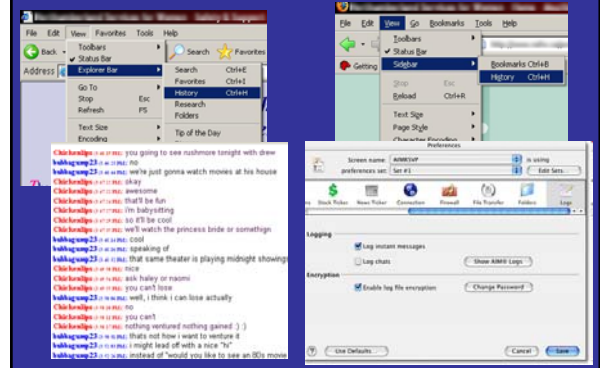
- 54% of parents use some type of Internet filter
- Some software blocks access to certain sites/venues; others logs all keystrokes
- Useful in recording cyberbullying evidence
- Don't violate trust relationship unless significant cause for concern
- Tell your kids you've installed monitoring software to deter them
- Research has shown that filtering software is not significantly related to a decreased chance of online victimization
- Short-term solution!

DANGER!

Software Solutions

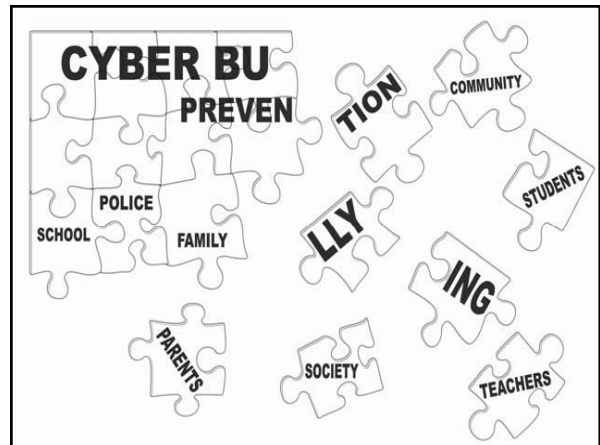


Software Solutions



Role of Community Members

- Parents and teachers alone cannot prevent it
- Prevention is a community responsibility
- Organize community discussions
 - Churches
 - Libraries
- Involve law enforcement
 - Education
 - Intervention
- Digital Street Workers (boyd, 2008)



WARNING SIGNS:

A child may be a victim of cyberbullying if he or she...

- Unexpectedly stops using the computer
- Appears nervous or jumpy when an instant message or email appears
- Appears uneasy about going to school or outside in general
- Appears to be angry, depressed, or frustrated after using the computer
- Avoids discussions about what they are doing on the computer
- Becomes abnormally withdrawn from usual friends and family members

WARNING SIGNS:

A child may be cyberbullying others if he or she...

- Quickly switches screens or closes programs when you walk by
- Uses the computer at all hours of the night
- Gets unusually upset if he/she cannot use the computer
- Laughing excessively while using the computer
- Avoids discussions about what they are doing on the computer
- Using multiple online accounts or using an account that is not their own

Be a “Cyberbullying Trustee”

- For your students, your children, and other youth
- Listen respectfully
- Maintain open line of communication
- Deal with cyberbullying as you’d deal with any other bullying
- Be proactive in learning about the Internet
- If you are unsure about how to deal with a particular situation, get help
- www.cyberbullying.us



BEHOLD
CYBERBULLYING
VICTIMS

Talk to me if you or someone you know
is being electronically harassed or threatened!
I care about your online experience and can help!

Why is this Important?

Ryan



“We have no doubt that **bullying and cyber bullying** were significant environmental factors that triggered Ryan’s depression.”

John
Halligan

Jeff



“Young children are killing themselves because taking their own lives is preferable to the pain of continuing.”

Debra
Johnston

Rachael



“If Rachael had taken her life with bullets and guns I had in the house, I’d be in jail. But they did it with a computer and are walking free.”

Mark
Neblett

Megan



“I had this God-awful feeling and I ran up into her room and she had hung herself in the closet.”

Tina
Meier

Summary: Response

Understand:

- The reality and consequences of cyberbullying
- The responsibility of schools to respond
- Courts tend to follow and uphold legal precedent
- The importance of proactive and reactive steps
- Teachers, parents, bystanders, youth, and others all have a role to play
- That civil and criminal remedies are available

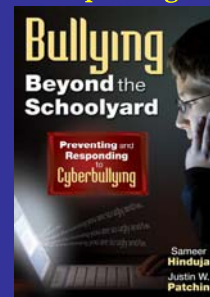
Summary: Prevention

Needs:

- Assess the scope of the problem
- Educate the school!
- Set rules and restrictions
- Foster peer respect and a positive school climate
- Communication is key!
- Know when monitoring is necessary
- Recognize warning signs
- Be a Cyberbullying Trustee

Bullying Beyond the Schoolyard

Preventing and Responding to Cyberbullying



For more information, visit:
www.cyberbullyingbook.com

www.cyberbullying.us

Cyberbullying Basics Fact Sheet
Emotional and Psychological Consequences Fact Sheet
Victimization of Adolescent Girls Fact Sheet
Cyberbullying Victim and Offender Warning Signs
Cyberbullying Legal and Policy Issues Fact Sheet
Safe and Responsible Use of Social Networking Sites Fact Sheet
Cyberbullying Scripts
MySpace: Personal Information of Adolescents on the Internet Fact Sheet
Cyberbullying Word Find
Cyberbullying Crossword Puzzle
Glossary of Cyberbullying Terms
Common Chat Abbreviations
How to Preserve Cyberbullying Evidence Through Screenshots
Viewing Cyberbullying Email Headers
Internet Use Contract for Parents and Children/Teenagers
Cell Phone Use Contract for Parents and Children/Teenagers
Cyberbullying Scenarios for Discussion
Cyberbullying Report Card for Schools
Cyberbullying Incident Tracking Form
Cyberbullying Trustee Designation

