



Cyber bullying

Lets fight it together

*"I don't know how to say it.
It was like she'd hit someone,
but in a different way."*

(Girl, 15, on witnessing cyber bullying)

Aim

- ▶ To raise awareness and understanding of cyber bullying and it's impact on learners.

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Objectives

By the end of the session you should;

1. Have a raised awareness of what cyber bullying is.
2. Recognise the forms cyber bullying can take and the technologies used.
3. Recognise the impact that cyber bullying can have on people
4. Be aware of how to respond to and report disclosures of cyber bullying.
5. Provide information advice and guidance to learners with regards to cyber bullying.

Activity

Cyber bullying how much do you know?

- ▶ In groups use the flip chart paper provided to answer the following questions.
- ▶ 1. What is bullying?
- ▶ 2. What is cyber bullying and What forms can it take?
- ▶ 3. What are the differences between cyber bullying and other forms of bullying?

Bullying	Cyber bullying	Differences
<p>“Behaviour by an individual or group, usually repeated over time, that intentionally hurts another individual or group either physically or emotionally.”</p>	<p>Cyber bullying is the use of information and communications technology (ICT), particularly mobile phones and the internet, deliberately to upset someone else. Like other forms of bullying, cyber bullying can include a wide range of unacceptable behaviours, including harassment, threats and insults. And, like face-to face bullying, cyber bullying is designed to cause distress and harm.</p>	<p>Cyber bullying has possibly a much bigger audience, no closure and no escape from the bully, and the other people involved may not realise the impact and contribution they make.</p>

Cyber bullying is understood by the DCSF to be;

‘The use of Information and Communications Technology, particularly mobile phones and the internet, deliberately to upset someone else’

(DCSF 2007)



Cyber bullying– who is at risk

- ▶ Cyber bullying takes place between children; between adults; but also across different age groups. Young people can target staff members or other adults through cyber bullying: there are examples of school staff being ridiculed, threatened and otherwise abused online.

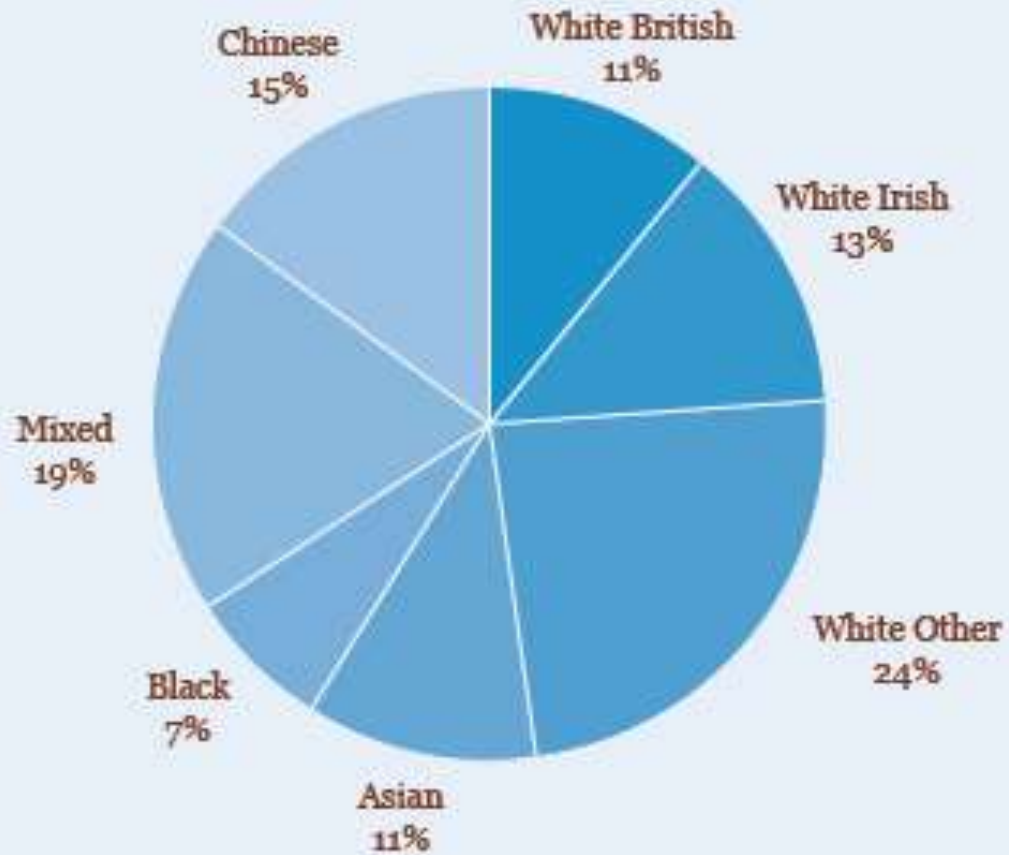
Quote from a head teacher:

One of my staff members was recently the victim of cyber bullying – some of the students created a web site about them which contained nasty comments and accusations...As a direct result the member of staff suffered from depression and stress, and was actively planning to leave the school. I can honestly say that this episode nearly destroyed this man”


Statistics

- ▶ 18–34% of young people have experienced cyber bullying
- ▶ Girls are twice as likely as boys to experience persistent cyber bullying
- ▶ one-in-three 11–16 year olds have been deliberately targeted
- ▶ Children/young people with Special Educational Needs, (have a learning difficulty or disability) are 16% more likely to be persistently cyber bullied over a prolonged period of time.
- ▶ Children and young people experiencing deprivation, limited social mobility, poverty and educational under-achievement are 13% more likely to be persistently cyber bullied over a prolonged period of time.
- ▶ White non-British ethnic background all reported a higher incident of this intense form of cyber bullying.

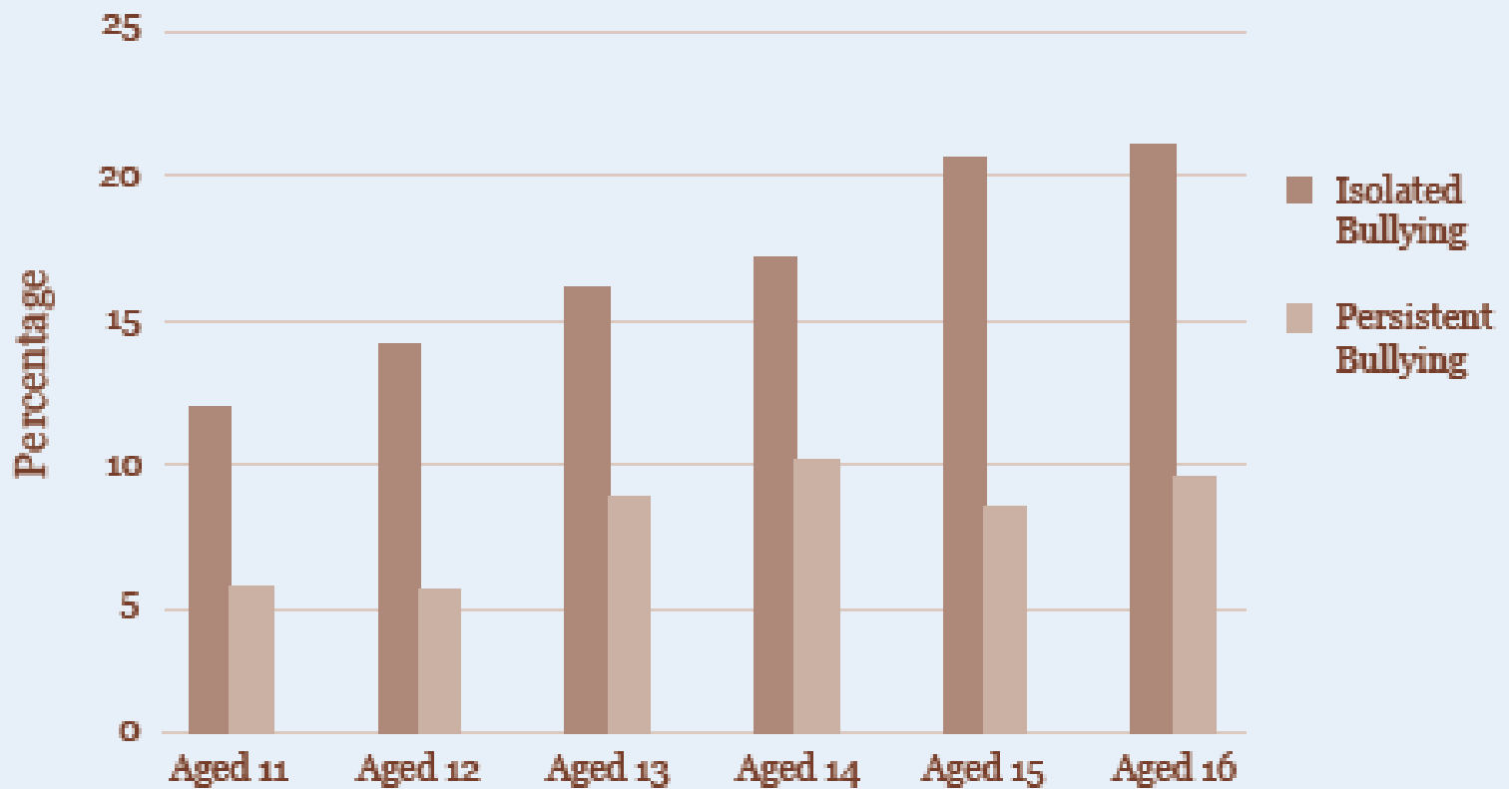
Young People Persistently Cyberbullied by Ethnicity



Venerable Groups

- ▶ **Children who experience family difficulties and are brought up in “chaotic” family/home environments.**
 - ▶ **Children with disabilities** – they may suffer from chronic physical ill –health, have physical, learning disabilities or special educational needs
 - ▶ **Children with emotional/behavioural difficulties** – these children maybe bullied offline and are then more likely to be vulnerable online
 - ▶ **Children who experience “exclusion of access”** – these children experience “system neglect” in the sense that they are unable to access services that are universally available to other children. They belong to the more marginalised groups within society such as travellers, asylum seekers, trafficked and migrant communities.
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Young People Reporting a Case of Cyberbullying



Activity

understanding the technologies of cyber bullying

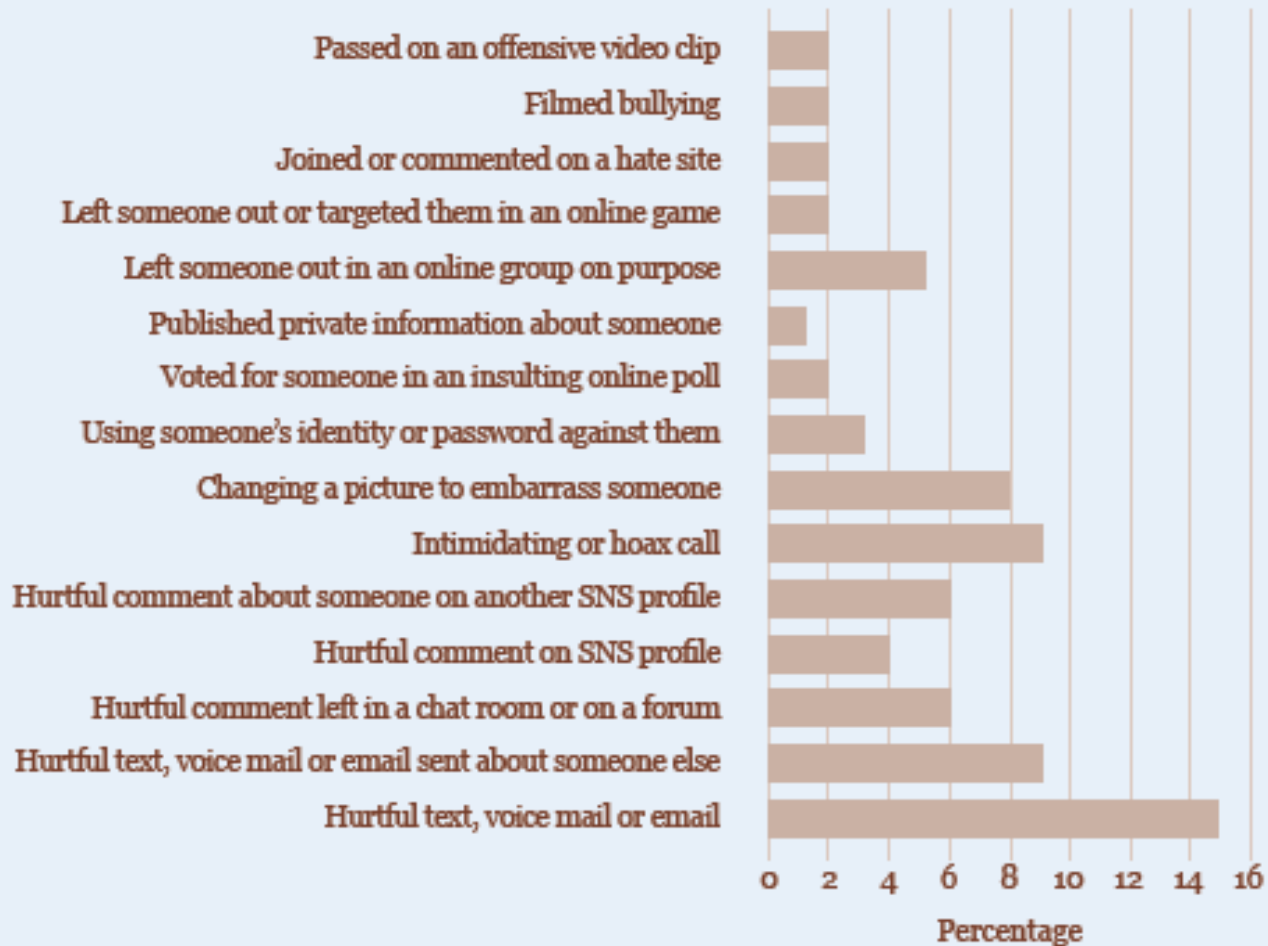
- ▶ Please watch this video and share your thoughts....
- ▶ <http://www.youtube.com/watch?v=fNumIY9D7uY>



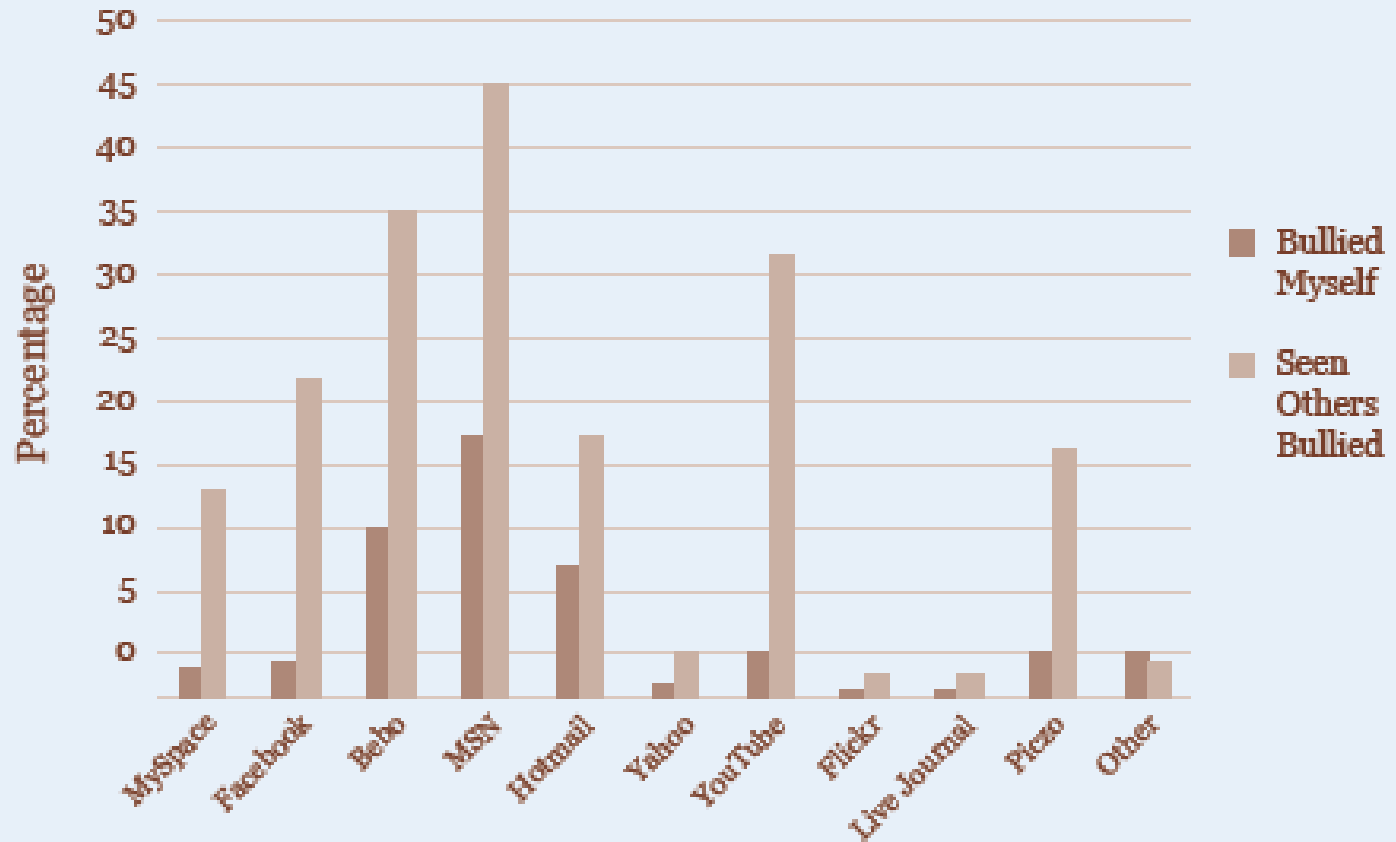
Technology	Possible cyber bullying
Mobile phones	<ul style="list-style-type: none"> * Sending nasty calls or text messages, including threats, intimidation, harassment. * Taking and sharing humiliating images. * Videoing and sharing acts of bullying
Instant Messaging	<ul style="list-style-type: none"> * Hacking into another's account and sending unpleasant messages. <ul style="list-style-type: none"> * Sending nasty messages or content.
Chat Rooms	<ul style="list-style-type: none"> * Sending nasty or threatening anonymous messages. <ul style="list-style-type: none"> * Ignoring individuals. * Persuading people to give out private information for purposes of exploitation.
Email	<ul style="list-style-type: none"> * Harassing someone by repeatedly sending unwanted messages. * Sending unsuitable images/video clips. <ul style="list-style-type: none"> * Forwarding someone else's personal emails. * Sending computer viruses
Webcam	<ul style="list-style-type: none"> * Producing inappropriate content after persuading/threatening children to act or talk in a provocative way, leading to further manipulation

Technology	Possible cyber bullying
Social networking sites	<ul style="list-style-type: none"> * Posting nasty comments, humiliating images/video. * Hacking into another's account and sending unpleasant messages. * Rejecting or excluding peers by refusing to return or acknowledge messages; blocking contact by deleting people from their friendship lists or using 'ignore' functions. * Creating a fake profile to pretend to be someone else, e.g. to bully, harass or get the target into trouble.
Video hosting sites	<ul style="list-style-type: none"> * Posting embarrassing, humiliating video of someone.
Virtual learning environments (VLE'S)	<ul style="list-style-type: none"> * Posting inappropriate messages or images. * Hacking into another's account to post inappropriate comments or delete work.
Gaming sites, consoles and virtual worlds	<ul style="list-style-type: none"> * Name-calling. * Abusive/derogatory remarks. * Picking on weaker or less experienced users, repeatedly killing their characters. * Forwarding unwanted messages to other devices in the immediate vicinity.

Cyberbullying Committed by Young People



Websites where Cyberbullying Takes Place



facebook home search browse invite help logout

Jane Smith's Profile Washington DC

Jane Smith Washington, DC

Sex: Birthday: Hometown:

61% send a bulletin or group message to all of their friends

82% send private messages to a friend within the social networking system

84% post messages to a friend's page or wall

76% post comments to a friend's blog

33% wink, poke, give "e-props" or kudos to friends

My Profile edit

My Friends

My Photos

My Shares

My Notes

My Groups

My Events

My Messages (22)

My Mobile

My Account

My Privacy

View More Photos

View All Friends

Send Her Message

Poke Her!

Remove from Friends

Write something on your wall

Post

Mary Jo at 10:22am

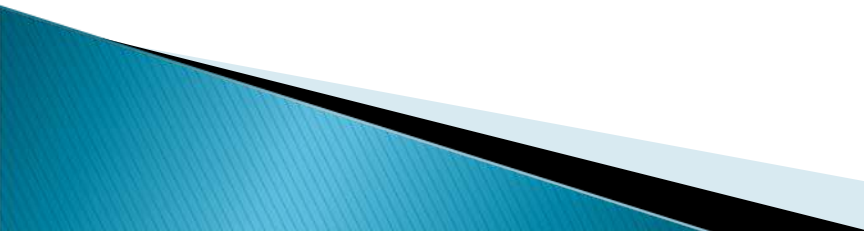
Jane, It was so great seeing you this weekend!!! I wrote about it on my blog www.mazzytsarina.com check out the last pic ;)



Benefits of social networking sites and technology.

- Educational
- Provide peer support
- Meet people

The effects of cyber bullying

- ▶ Even though cyber bullying cannot physically hurt people, it can still leave them feeling mentally vulnerable and very upset.
 - ▶ They can also feel scared, lonely and stressed and that there's no way out.
 - ▶ Escaping cyber bullying can be very difficult because anyone can get access to a mobile phone or the internet almost anywhere, it can be tough for those on the receiving end to avoid it, even in the safety of their own home.
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Effects of Cyber Bullying

- ▶ Psychological, physical, and emotional depression, anxiety and anger,
 - ▶ Education failure and avoidance
 - ▶ Suicide
 - ▶ Increases likelihood of bullying
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- ▶ Examples of this are displayed in all training centres

Teenager Hanged Himself after Being Bullied on Bebo

Sam Leeson was a bright 13-year-old who loved music, video games and football. But a campaign by internet bullies drove him to suicide after he was targeted because of his taste in music and love of wearing black clothes. Sam hanged himself in his bedroom after months of being bombarded by cruel jibes on Bebo.

His mother Sally said: "He was into his appearance and often wore his black skinny jeans. He was an alternative dresser and I think other teenagers did use to make comments about that. He was quite quiet and very thoughtful but he also had a lot of friends and we have been overwhelmed by the amount of people who have sent cards and left flowers and messages at the school."

His oldest sister Emma, 22, said: "We saw him as always happy and smiling but we now think there has been some name calling about the whole emo thing. We know some bullying has been going on and we are disgusted and angry about it."

Alongside the anonymous online bullies, his mother pins the blame for her loss on Sam hiding his anguish and refusing to discuss his troubles. She says: "If there's anything I can say to avoid another mother going through what I have, I will say it.

"If there is anything that can come from this utterly pointless death of a lovely boy we want to try and help. Whether it is a campaign or just some way of helping people to speak out. We want to help the quiet ones who are perhaps suffering and no-one knows so this tragedy doesn't happen to another family."

(The Sun, 2008a; The Sun 2008b)



Why people bully

There are a number of different possible reasons why people bully others:

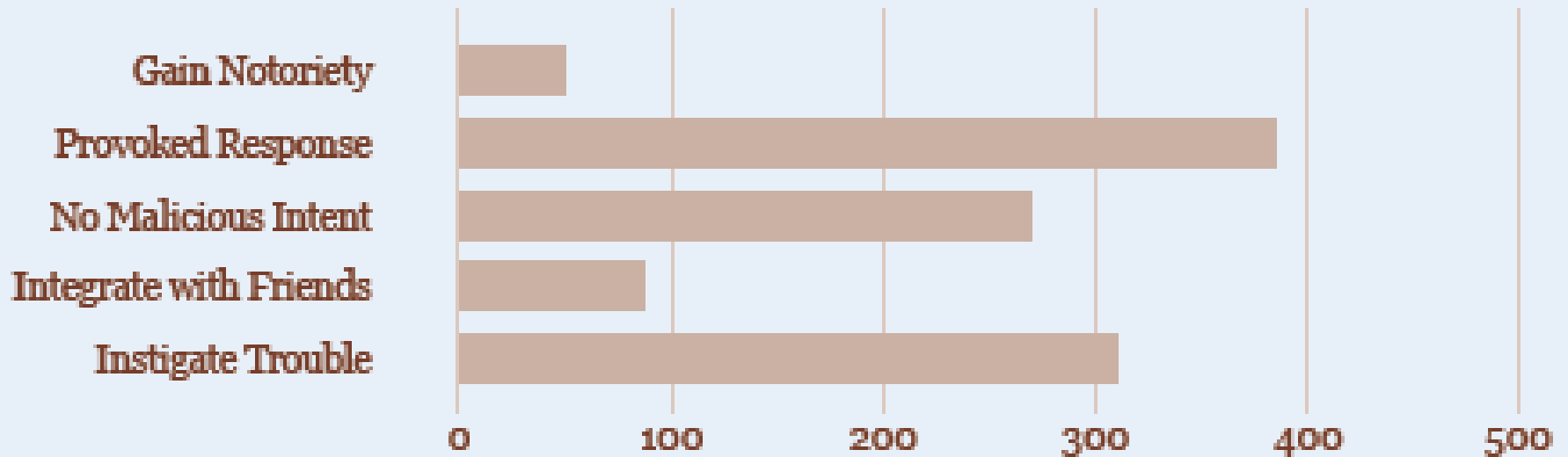
- ▶ Because they do not understand the harm they are doing;
- ▶ They are not aware that they are having an effect on others;
- ▶ They are reproducing behaviour that has been carried out on them;
- ▶ Or to be popular with other people.

Why do cyber bullies do it?

Some of the most common reasons are:

- ▶ It can be simply a case of someone being in the wrong place at the wrong time and allowing themselves to be easily intimidated .
- ▶ Think that they won't get caught .
- ▶ Jealous, angry or want to have revenge on someone, often for no reason at all
- ▶ Think it make them look cool or more popular
- ▶ As a form of entertainment or because they are bored and have too much time on their hands
- ▶ Many do it for laughs or just to get a reaction

Reasons for Cyberbullying



The bystander.

- “A person who is present at an event without participating in it.”
- For example, somebody who sees another person send a bullying text message to a target.

Accessory to a bully

‘A person who is able to help the target, who joins in the bullying behaviour either willingly or unwittingly’.

For example, someone who forwards an email about a classmate, received from a friend.

Legal implications of cyber bullying

Criminal and civil law:

Although bullying is not a specific criminal offence in UK law, criminal and civil laws can apply in terms of, for example, harassment or threatening behaviour, and – particularly pertinent for Cyber bullying – threatening and menacing communications

Cyber bullying and the law

- ▶ Cyber bullying could be a criminal offence under a range of different laws, including
 - ▶ The Protection from Harassment Act 1997, which has both criminal and civil provision.
 - ▶ The Malicious Communications Act 1988
 - ▶ Section 43 of the Telecommunications Act 1984
 - ▶ The Communications Act 2003
 - ▶ The Public Order Act 1986.
- The age of criminal responsibility in the UK starts at 10; therefore a person as young as 10 years old can be charged with a criminal offence.
- For more information on these specific laws relating to cyber bullying, please see the DCSF guidance document available from:
 - www.digizen.org/cyberbullying/fullguidance

Dealing with Bullying and Bullies

- ▶ From Day One any bullying (verbal or physical) is *not* tolerated in the centre
- ▶ Everyone is expected to ensure that it does not happen and has the responsibility to tell – this is not telling tales.
- ▶ Encourage discussions around bullying; what it is, what can be done, etc.
- ▶ Support each other and discuss rules for behaviour. Agree a centre set of rules.
- ▶ Encourage discussions with the young people around ways to help the bullies become part of the group.
- ▶ If bullying is happening, find out the facts, talk to the bullies and victims individually.
- ▶ If the bullying is about a particular issue (e.g. death, divorce, disfigurement), mount an education programme about the problem, but not focused on a particular person.
- ▶ Call in parents, ask their suggestions and engage their support.
- ▶ If necessary any disruptive behaviour will result in student being removed from class.
- ▶ Support the young people to be assertive.
- ▶ ***Most importantly offer them advice and guidance on how to stay safe on line***

Cyber Mentors

- ▶ Kiss FM and the Orange RockCorps Collective have teamed up with Beatbullying to recruit young volunteers to the CyberMentors website.
- ▶ CyberMentors are young people aged between 11–25 yrs old who have been trained and are volunteering their time online to listen and support other young people who have been victims of cyber bullying.
- ▶ For more information visit www.cybermentors.org.uk

Help and support for young people

- ▶ www.beatbullying.org
- ▶ www.childline.org.uk
- ▶ <http://www.there4me.com/home/index.asp>
- ▶ www.nspcc.org.uk
- ▶ http://www.nspcc.org.uk/Inform/resourcesforteachers/CHIPS/chips_wda55379.html
- ▶ www.kidscape.org.uk
- ▶ www.redballoonlearners.co.uk

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Useful resources

LET'S FIGHT IT TOGETHER

What we can all do to prevent cyberbullying

A GUIDE TO USING LET'S FIGHT IT TOGETHER

Welcome to **Let's Fight It Together**. This resource pack aims to help children, young people, teachers and parents understand the impact that cyberbullying can have on different people, and to recognise that cyberbullying is not acceptable. It aims to help prevent this behaviour from occurring, and to enable people to respond effectively if it does occur.

This toolkit is designed to help you make the most of the **Let's Fight It Together** resource. It contains important information including essential preparation and follow-up activities, as well as support materials, which should be viewed before screening the film.

Safe from Bullying

training resources

department for children, schools and families

Cyberbullying

Safe to Learn: Embedding anti-bullying work in schools

department for children, schools and families

Quiz – Effective Practice

1. Group Discussion Activity:

Look at the following questions and discuss the answers in the group. If you are unsure of any of the following points your tutor will help signpost you to the information.

Quiz – Effective Practice

1. Are you aware of an anti bullying policy within BL hairdressing.

A. Yes

B. No

C. Not Sure

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2. Is addressing bullying included your induction?

- A. Yes
- B. No
- C. Not sure

3. Is your environment safe and friendly

- A. Yes
- B. No
- C. Not sure

4. When you joined the centre are they informed of the anti bullying approach?

- A. Yes
- B. No
- C. Not sure

5. Do BLHT offer activities to support inclusion?

- A. Yes
- B. No
- C. Not sure

1. Do you know how to report incidents of bullying?

A. Yes

B. No

C. Not sure

7. Are you aware of our website and links to IAG / support website links?

A. Yes

B. No

C. Not sure