

# Cyberbullying

May 2015



# bul·ly·ing

/bŭlēiNG/

**A form of repeated aggression that is directed by one or more people towards another person.**

SOURCE: No Bully; [www.nobully.com](http://www.nobully.com)

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# Bullying occurs in many forms

**1. Physical**

**2. Verbal**

**3. Relational**

**4. Cyber**



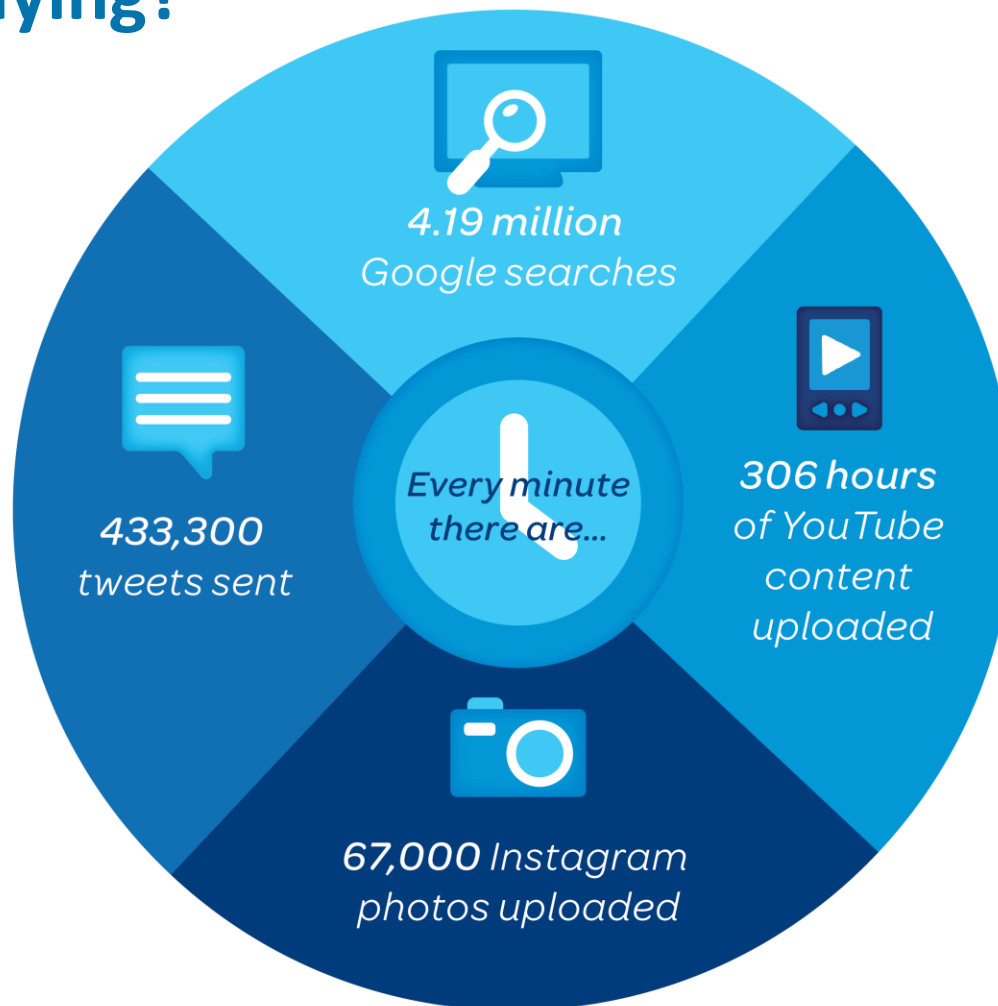
# cy·ber·bul·ly·ing

/sībər'bo̩lēiŋg/

The use of digital media tools, such as the Internet and cell phones, to **deliberately** and **repeatedly** hurt, harass, or embarrass someone else.



# Why is it so important to specifically address cyberbullying?



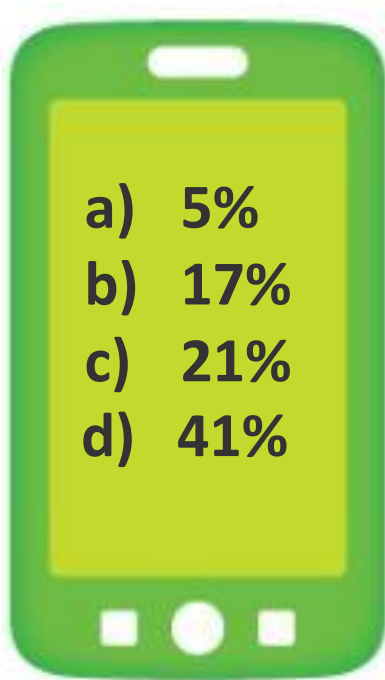
SOURCES: <http://www.adweek.com/socialtimes/internet-minute-2013-2014/504301>; TechSpartan.co.uk.)

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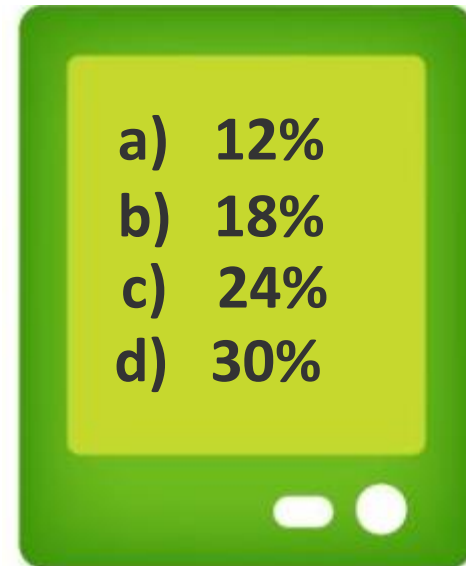


# Why is it so important to specifically address cyberbullying?

How many teens describes themselves as “addicted” to their cell phones?



How many social media users surveyed say they “often” encounter racists, homophobic, sexist, or anti-religious types of derogatory speech online?



SOURCE: Social media, Social Life: How Teens View Their Digital Lives, 2012

<https://www.common sense media.org/research/social-media-social-life-how-teens-view-their-digital-lives>

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# How is cyberbullying different?

- **Anonymous**
- **Disinhibited**
- **Public**
- **24/7**
- **Uncontrollable**
- **Inescapable**
- **Permanent**

Among those who have ever used social media, how many admit to saying something bad about someone online or through texting that they wouldn't have said in person?

- a) 13%
- b) 25%
- c) 30%
- d) 35%



SOURCE: Social media, Social Life: How Teens View Their Digital Lives, 2012,  
<https://www.common sense media.org/research/social-media-social-life-how-teens-view-their-digital-lives>

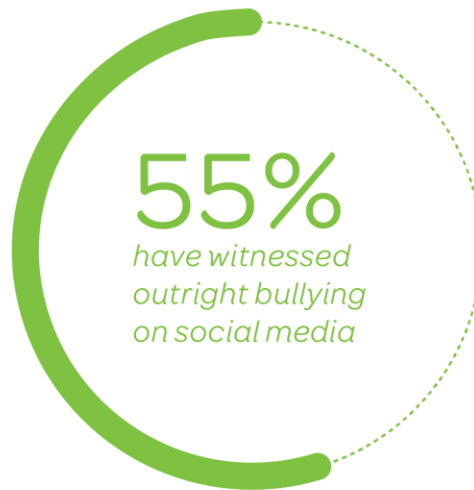


# Where does cyberbullying occur?

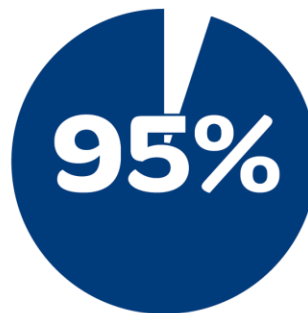




# How big of a problem is cyberbullying among young people?



*say that they never confide in their parents when cyberbullying happens to them.*



*who witnessed bullying on social media report that others, like them, have ignored the behavior*

SOURCE: No Bully, 2014; nobullying.com/cyber-bullying-statistics-2014



# What are some of the effects of cyberbullying?

**Emotional**

**Physical**

**Psychological**



# Apps to help you work through tense moments



# What can you do if you're a victim of cyberbullying?

**1. Save the evidence**

**2. Log off**

**3. Tell someone**



# What else can you do to help when it comes to bullying?

**Offer  
support**

**Stand up**

**Be a  
sympathetic  
ear**

**Talk to a  
trusted  
adult**

**Stand with  
the target**



# Be an #upstander!

Join @ATT and take the pledge to help create a safe, responsible and respectful digital world:

[digitalyou.att.com](http://digitalyou.att.com)

**“With great power comes great responsibility.”**

– Spiderman’s Uncle Ben





Find our cyberbullying resources for families at  
[www.common sense.org/cyberbullying.](http://www.common sense.org/cyberbullying)

Find our cyberbullying materials for schools at  
[https://www.common sensemedia.org/educators/cyberbullying-toolkit.](https://www.common sensemedia.org/educators/cyberbullying-toolkit)

Or browse all of our resources at  
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