

**MARC Research  
Results  
First Report  
March, 2010**



# Girls & Cyber-bullying

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## Topics Covered in the Study

- Bullying & cyberbullying victimization
- Bullying & cyberbullying behaviors
- Perceptions about school climate, prevention programs & problems at school
- Parental supervision & perceived parental attitudes towards cyberbullying
- Afterschool activities & perceptions about adult behavior during those activities

## Study

- September 2009 – March 2010
- 213 subjects, college freshman
- 156 females & 57 males (comparison group)



## This presentation

We studied...

- Cyberbullying victimization rates
- Characteristics of cyberbully victims
  - Girls
  - Reporters
- Characteristics of cyberbullies
  - Girls versus boys
  - Girl Cyberbullies versus All Girls
- How girls perceive school climate & bullying prevention programs



## Finding #1: Cyberbullying Victimization

- A. High rates of general victimization online
- B. Some types of online victimization clearly more common than others – no one type dominates
- C. Not strongly associated with the word “bullying” or “cyberbullying”




**What kinds of victimization did we study?  
Messaging, Online, Photos, Online Gaming**

- Instant, Text
- Threats
- Rumors, Gossip
- False Stories, Lies
- Stalking
- Humiliation; Demeaning
- Photos

**What kinds of victimization did we study?  
Messaging, Online, Photos, Online Gaming**

- Facebook, SN sites
- Fake profiles
- Cruel comments
- Revealing secrets
- Lies, False Stories
- Spreading Rumors
- Stalking
- Revealing Information

**What kinds of victimization did we study?  
Messaging, Online, Photos, Online Gaming**

- 
- Sexting
  - Coercion
  - Distribution

**What kinds of victimization did we study?  
Messaging, Online, Photos, Online Gaming**

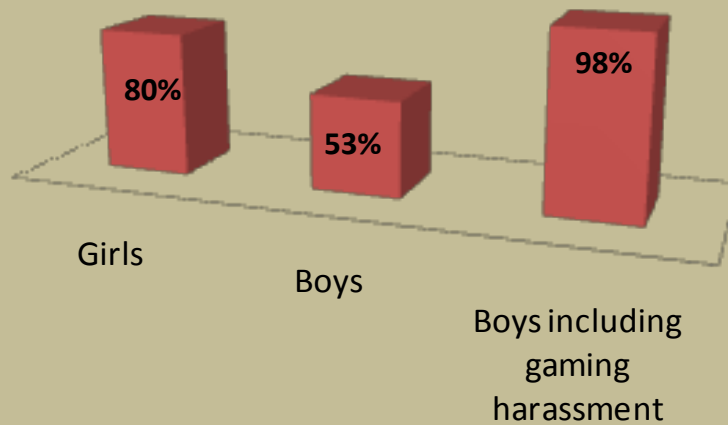
- 
- Threats
  - Stalking
  - Bullying, Harassment

A “Fishing Expedition” .....OR  
More accurate data?

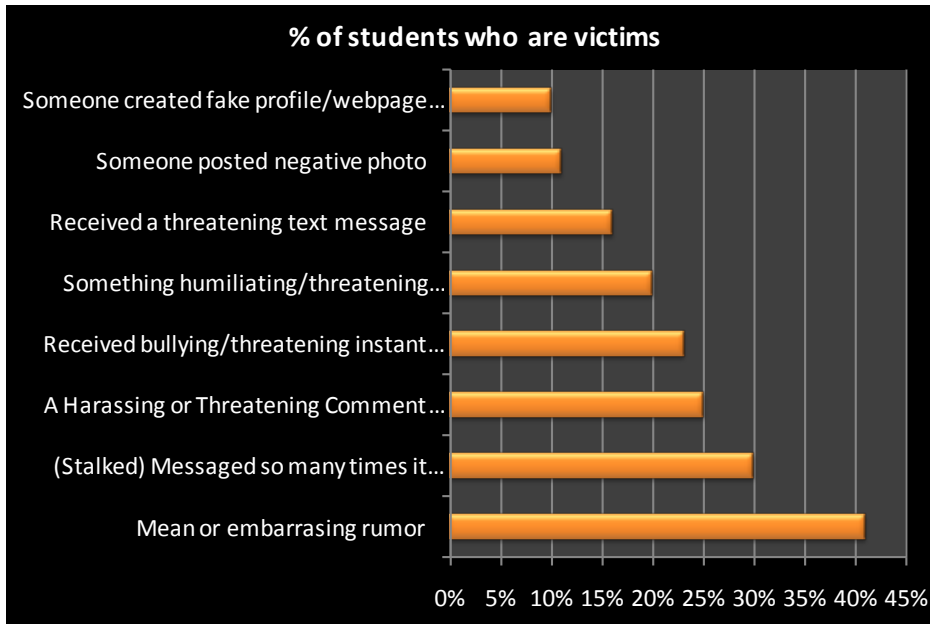


## Finding #1a: Overall high rates of victimization online

**% of subjects endorsing at least one type of cyberbullying**



## Finding #1b: No one type prevailed



## Finding #1c:

Victims don't identify well with the words "Cyberbullying" or "bullying"

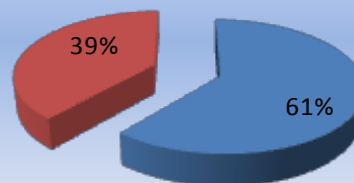
Male victims asked: "Were you a victim"?

■ Yes ■ No



Female victims asked, "Were you a victim"?

■ Yes ■ No



## Finding #1: The Lessons

- A. High rates of general victimization online
  - B. Some types of online victimization clearly more common than others – no one type dominates
  - C. Not strongly associated with the word “bullying” or “cyberbullying”
- Victimization is seen as normal – not unusual
  - Focus on most common types: rumors, threats, stalking (gaming for boys)
  - Don’t use these terms in surveys

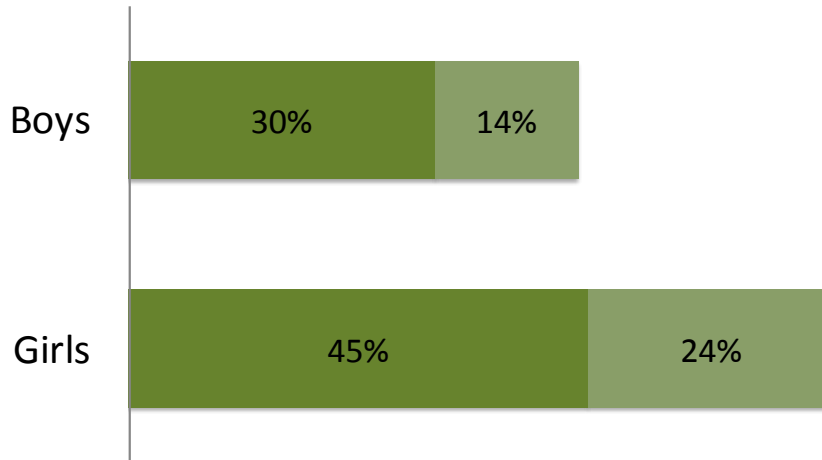
## Finding #2:

Girls are victimized  
online more in  
*some* ways but not  
in *all* ways



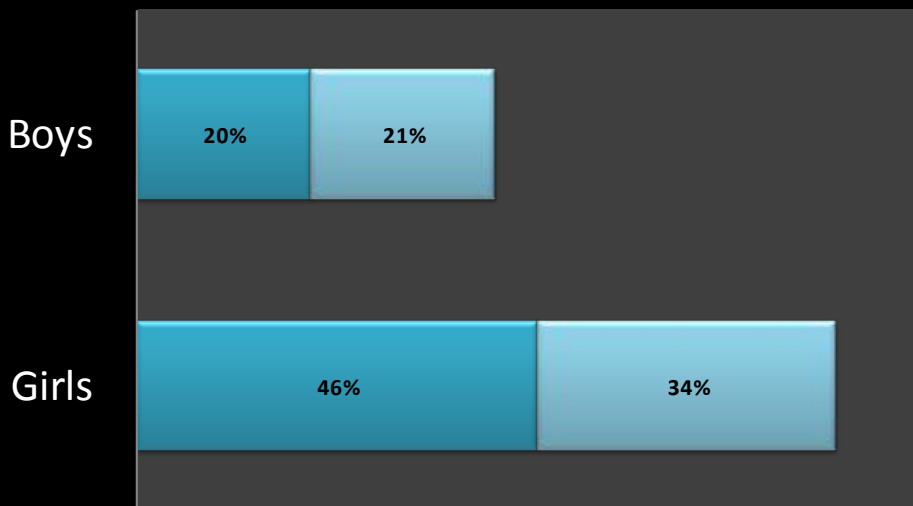
### Victimization by Rumors & Lies (All Methods)

■ Mean/Embarrassing Rumors ■ Lies/False Stories



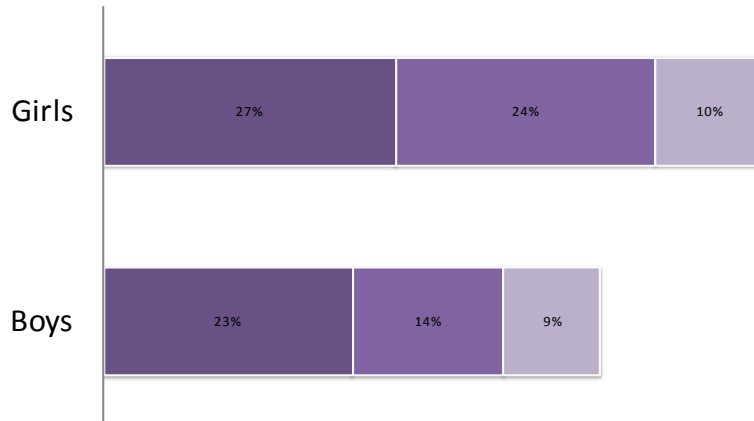
### Threats & Stalking Victimization

■ Threats via Messaging ■ Electronic Stalking



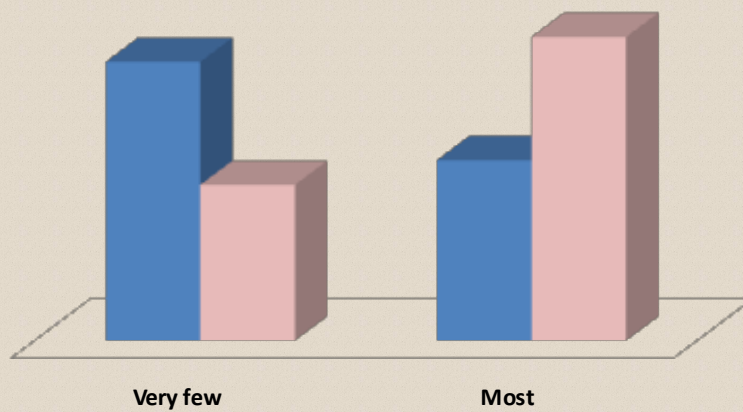
### Facebook/Social Networking Problems

- Harassment/Threat on Facebook Wall
- Lies/False Stories on their own profile
- Created fake derogatory profile about you

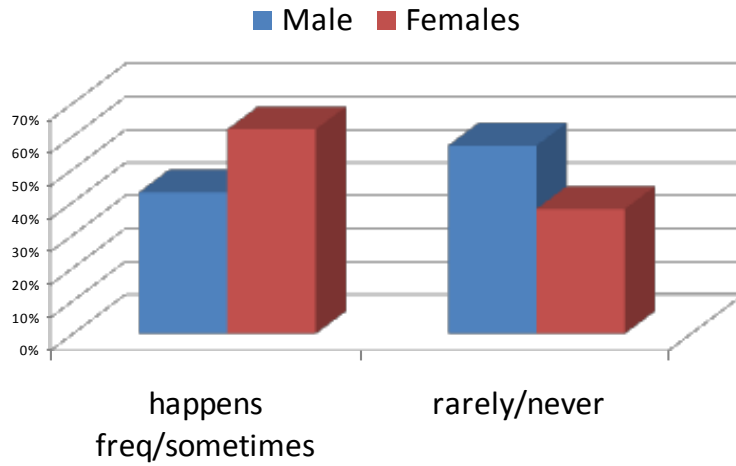


### How many of your same-gender friends were cyberbullied?

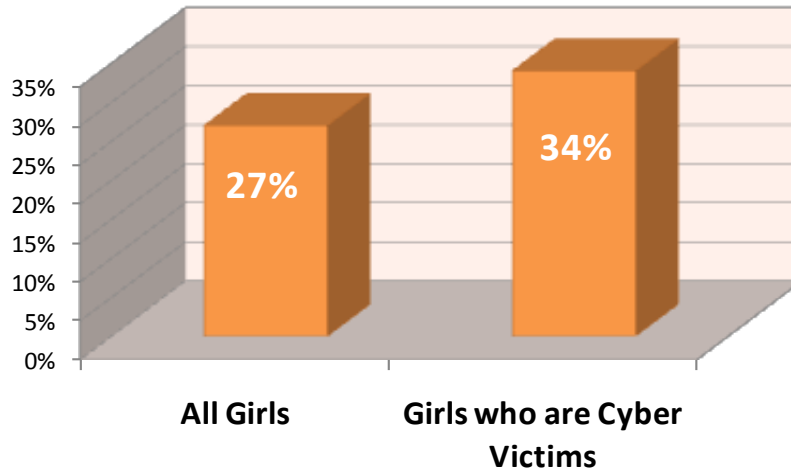
- boys
- girls



In your experience, how frequently are nude pictures used to blackmail or humiliate someone?

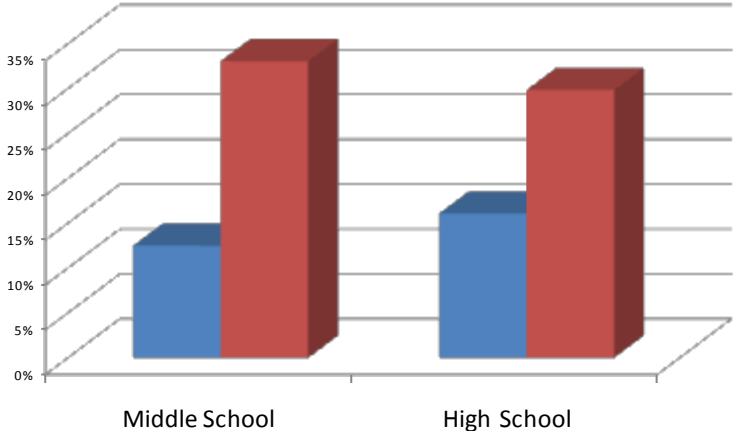


**% of girls who have been coerced into sexting**

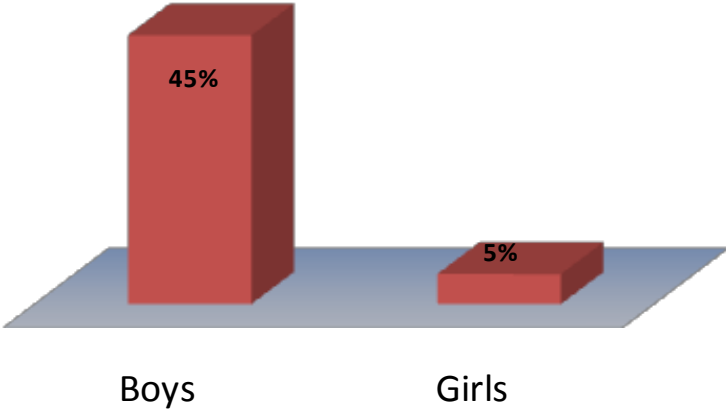


### Bullying by IM in MS vs HS

Boys Girls

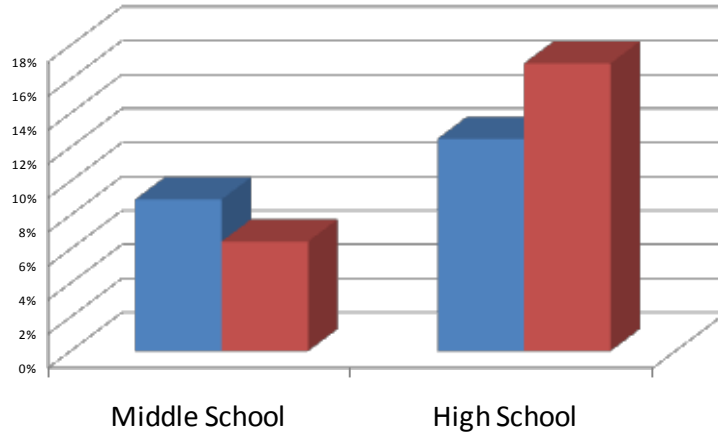


### % bullied, harassed, threatened during gaming?



### Bullying via SN sites in MS vs HS

■ Boys ■ Girls



## Finding #2: The Lessons

Girls are  
victimized online  
more in *some*  
ways but not in  
*all* ways

- Girls' education needs to focus on rumors, spreading lies, casual use of threats
- Girls need to be taught about sexting & coercion
- Education needs to begin *before* MS

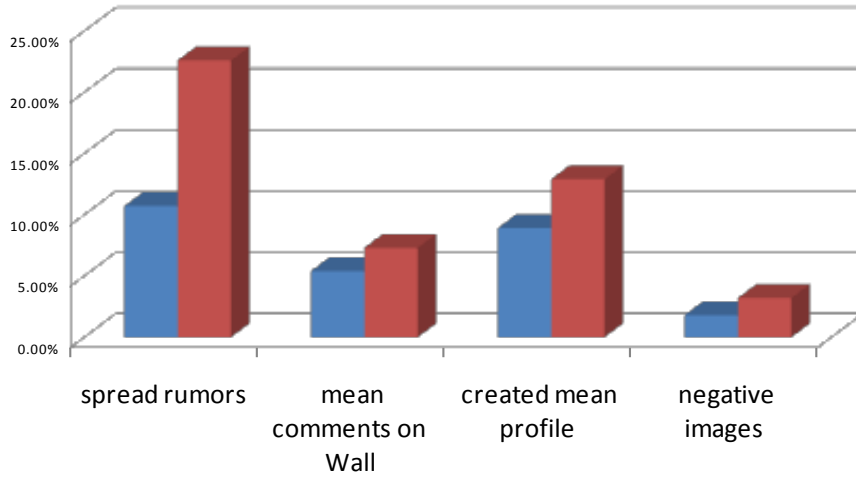
## **Finding #3:**

- \* Cyberbullying victims are also Cyberbullies (sometimes)**
- \* but male and female victims differ in the type of cyberbullying they tend to do**



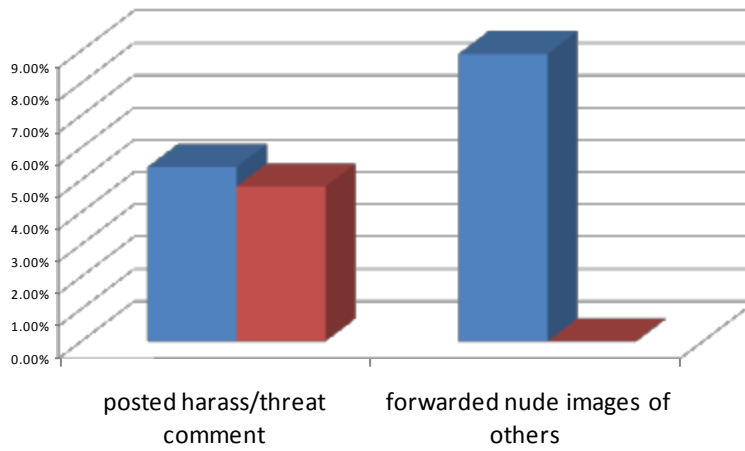
### Female Victims are Cyberbullies too

Male Female



### Male Cyber Victims are Cyberbullies too

boys girls



## Finding #3:

Cyberbullying victims are also Cyberbullies sometimes;

but male and female victims differ in the type of cyberbullying they tend to do

### The Lessons

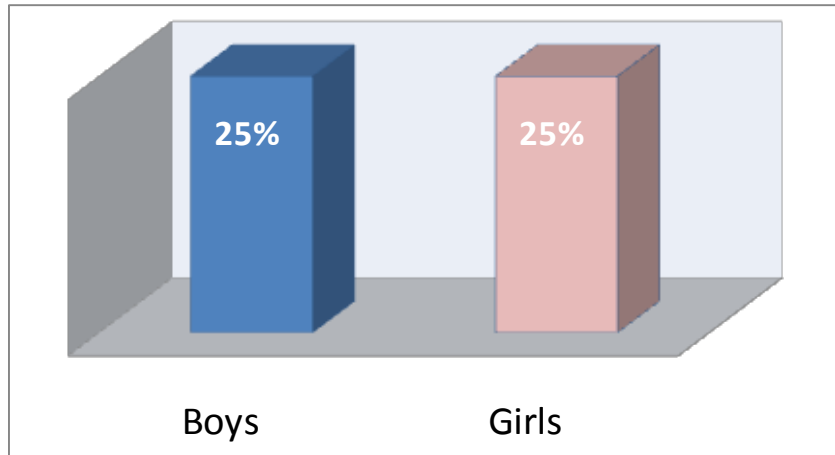
- Girls who are victims still need coaching on empathy
- Their cyberbullying education needs to focus (again) on rumors, lies, etc.
- Boy-victims are much more likely to be forwarding nude images or making threats

## Finding #4

- A. Boys and girls cyberbully at similar rates
- B. Boys and girls do different types of cyberbullying and have different motives
- C. Girls & Boys use different devices when they cyberbully

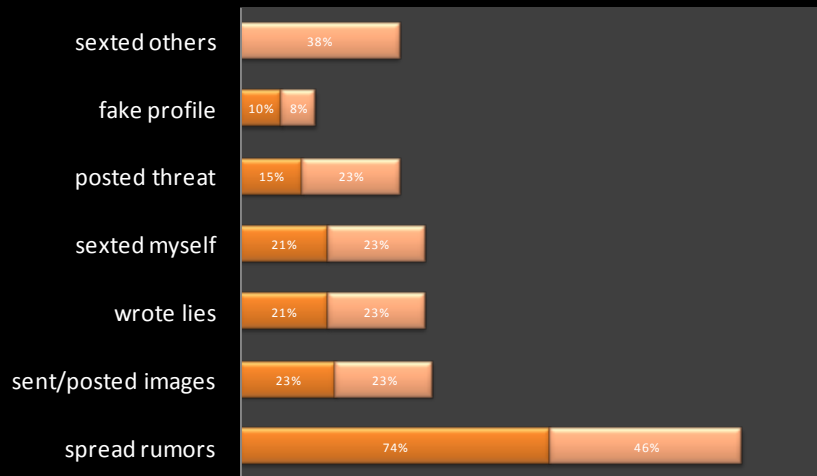


### Finding #4a: Boys & Girls Admit to Being a Cyberbully at similar rates



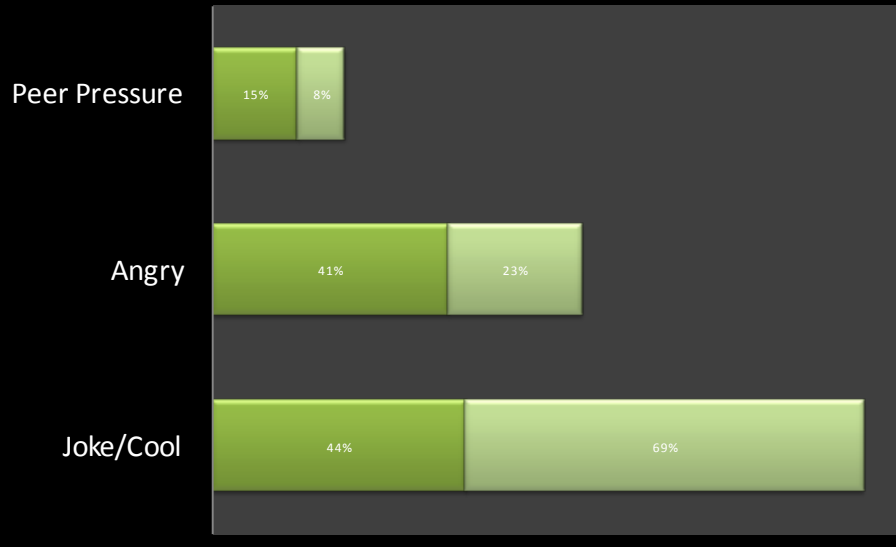
### #4B: What did you do?

■ girl cyberbullies ■ boy cyberbullies



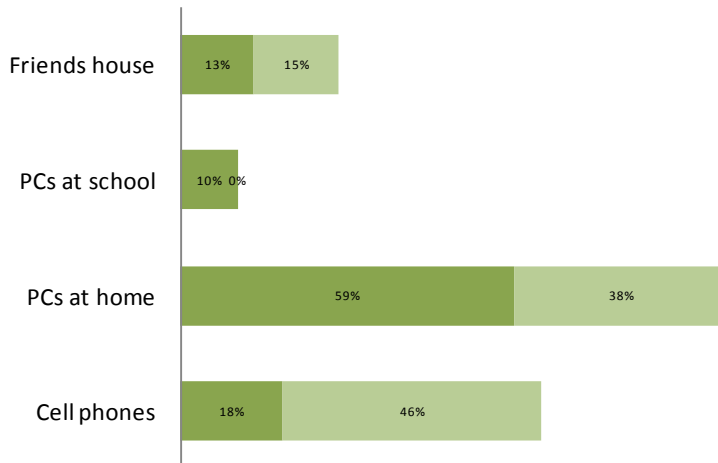
## #4B: Motives for Cyberbullying

■ girl cyberbullies ■ boy cyberbullies



## #4C: Devices used in cyberbullying

■ girl cyberbullies ■ boy cyberbullies



## Finding #4

- A. Boys and girls cyberbully at similar rates
- B. Boys and girls do different types of cyberbullying and have different motives
- C. Girls are more likely to use PCs to cyberbully, both at home and at school

### The Lessons

- Girls and boys both need education re: cyberbullying
- Girls' education needs to focus on:
  - Rumors
  - Misusing images
  - Not going online when you're angry
  - That it's not *cool*
  - Friends should not pressure each other to cyberbully
- Girls cyberbullying may happen more at home, but also is more likely to be done on school equipment

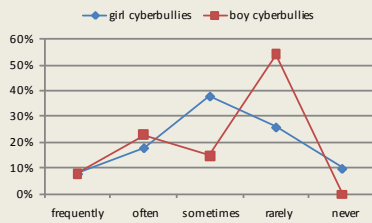
## Finding #5: Nature of female cyberbullying

- A. Female cyberbullies see cyberbullying as more rewarded & less dangerous
- B. Female cyberbullying more often targets friends or ex-friends
- C. Female cyberbullies are more vulnerable to being victims of bullying cyberbullying
- D. Female cyberbullies like anonymity & not seeing the face of their victims

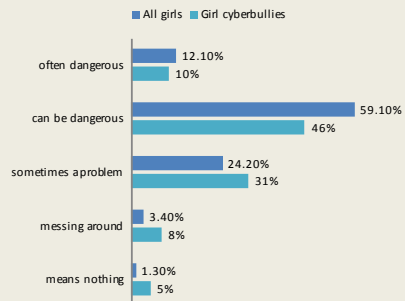


### Finding #5a: Female cyberbullies see cyberbullying as more rewarded & less dangerous

Did other students in your school encourage or accept bullying? (cyberbullies only)

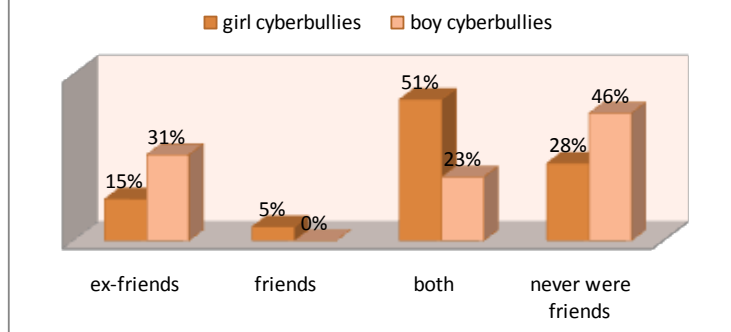


Your feelings about cyberbullying?



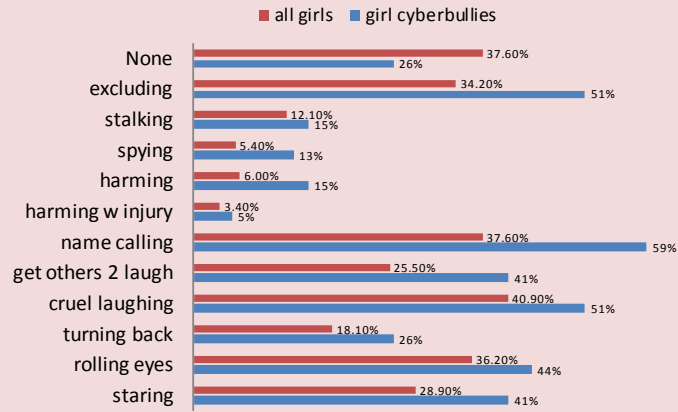
### Finding #5b: Female cyberbullying more often targets friends or ex-friends

Bullying takes place between....



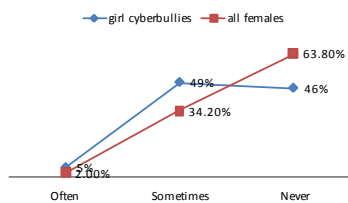
## Finding #5c: Female cyberbullies are more vulnerable as victims of bullying

Female cyberbullies are victims of bullying more often

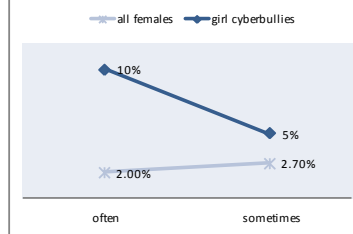


## Finding #5c: Female cyberbullies are more vulnerable as victims of cyberbullying

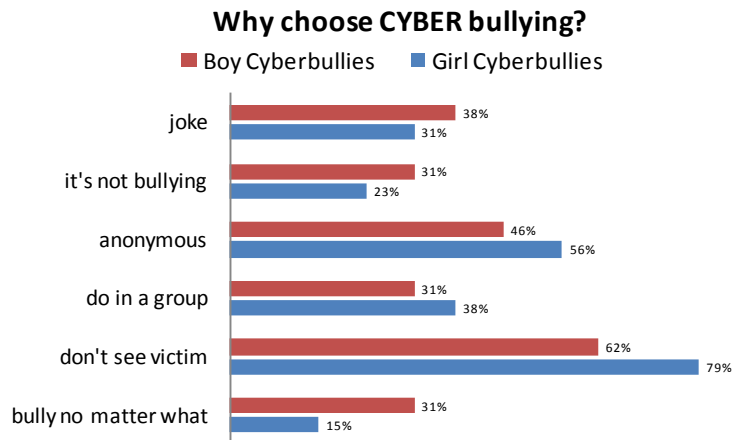
Someone spread a mean rumor about you electronically?



Someone forwarded your nude image to others?



## Finding #5d: Female cyberbullies like anonymity & not seeing the face of their victims



## Finding #5

- A. Female cyberbullies see cyberbullying as more rewarded & less dangerous
- B. Female cyberbullying more often targets friends or ex-friends
- C. Female cyberbullies are more vulnerable to being victims of bullying & cyberbullying
- D. Female cyberbullies like anonymity & not seeing the face of their victims

- School climate must disparage cyberbullying
- Cyberbullying between girls involves relationships
- Vulnerability is broad – if they're victims online, there's a good chance that they're victims in school too
- Education needs to push girls to confront the consequences of their own actions

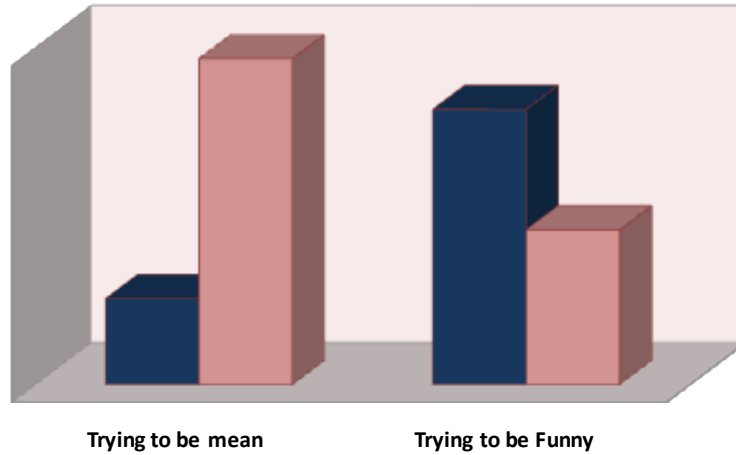
## **Finding #6: Boys & Girls differ on their interpretations of bullying online**

- A.** Girls more likely to view cyberbullying as hostility
- B.** Girls less likely to view victims as deserving it
- C.** Boys more likely to brush off cyberbullying during gaming
- D.** Girls bully & cyberbully over similar issues

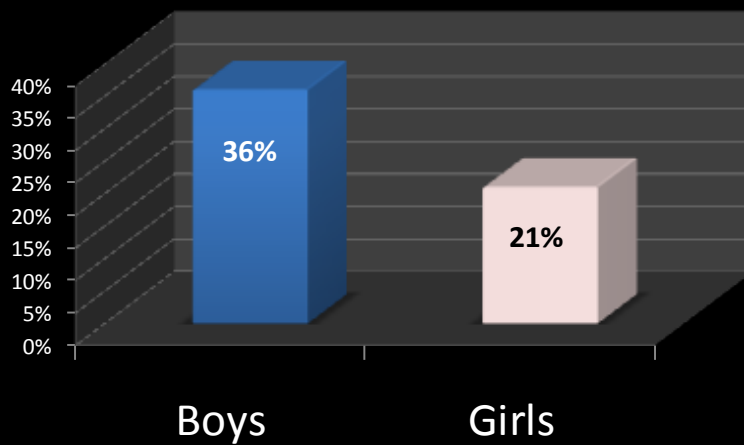


### #6A: Why did the cyberbully do this to you?

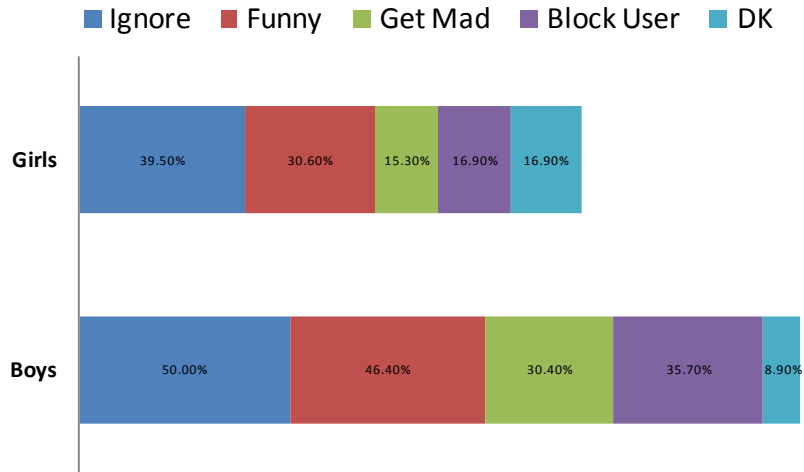
■ Boys ■ Girls



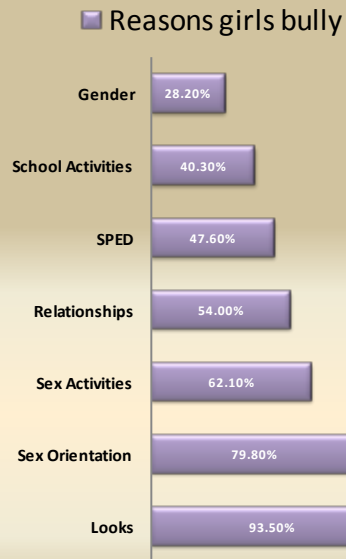
### #6B: Victim of Cyberbullying sometimes or often deserves it



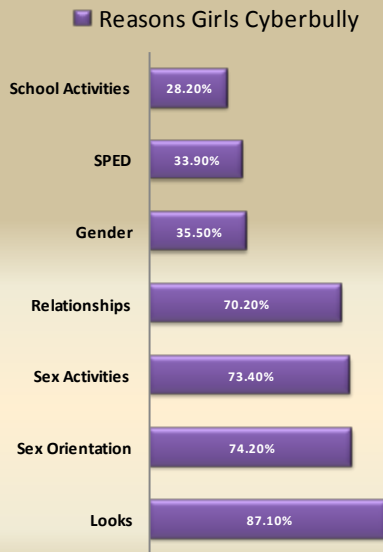
### #6c: What happens when gamers harass, stalk each other?



### #6D: What is the focus of girls' bullying?



### #6D: What is the focus of girls' bullying?



## Finding #6:

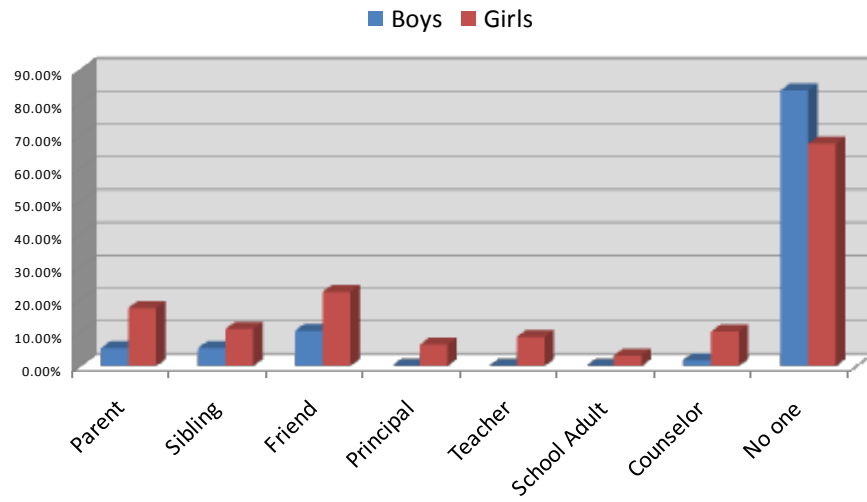
- A. Girls more likely to view cyberbullying as hostility
  - B. Girls less likely to view victims as deserving it
  - C. Boys more likely to brush off cyberbullying during gaming
  - D. Girls bully & cyberbully over similar issues
- We're already halfway there with the girls (more receptive re: harm caused)
  - Boys may have attitudes re: gaming that we can utilize in education
  - Education for girls needs to emphasize issues such as superficiality of looks; equality for GLBT students; etc.

## Finding #7: Reporting Behaviors (& Factors that may affect reporting)

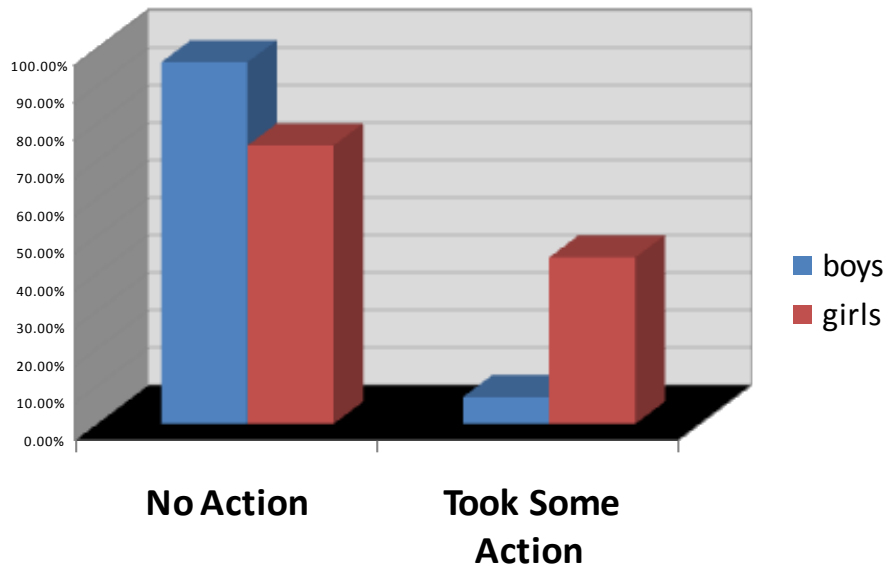
- A. Few report, but girls report more
- B. Reporting is not happening to school adults
- C. Adults are much more likely to take action when girls (vs boys) report
- D. Reporters found support
- E. Cyberbullies were less likely to report
- F. Girls see adults as usually intervening more in bullying
- G. Girls understand better that cyberbullying “can be dangerous” (encouraging reporting)



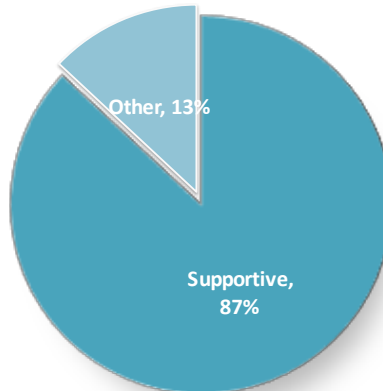
### #7A & 7B: Did you report to anyone?



### #7C: When you reported, what did they do?

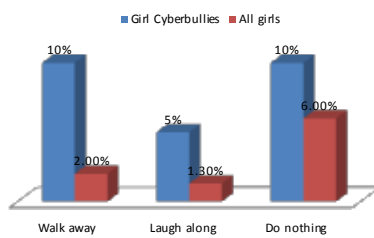


## #7D: The Good News – Reporters found supportiveness

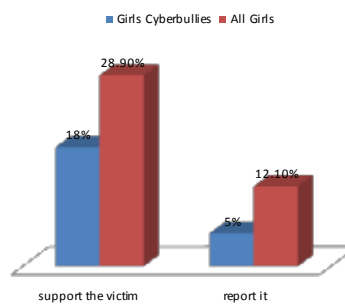


## #7E: Female Cyberbullies are less likely to report

If you saw bullying, what would you do?

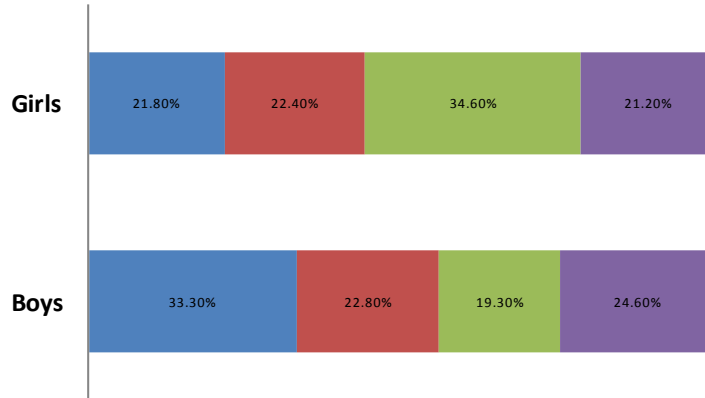


If you saw bullying, what would you do?

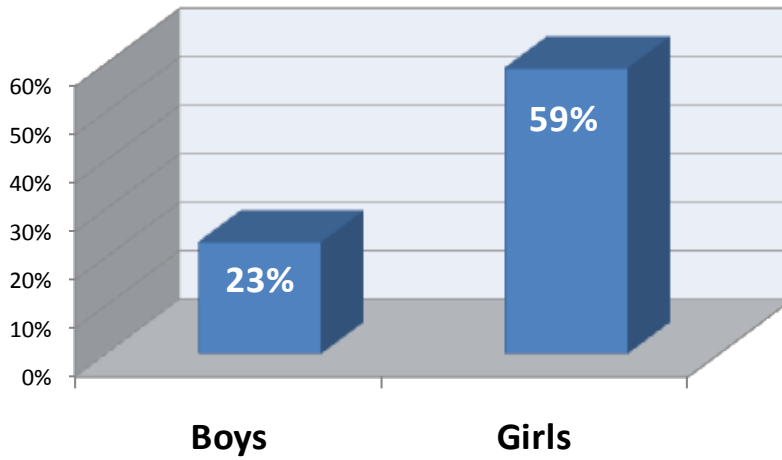


**#7F: How often did adults intervene in SUBTLE bullying?**

- Intervened 20%
- Intervened 35%
- Intervened 55-65%
- Intervened 80%+



**#7G: agreeing that cyberbullying "can be dangerous"**



## Finding #7: Reporting Behaviors (& Factors that may affect reporting)

- A. Few report, but girls report more
- B. Reporting is not happening to school adults
- C. Adults are much more likely to take action when girls (vs boys) report
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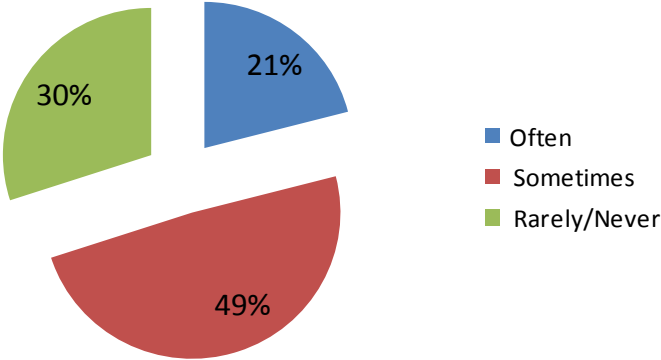
- Consider methods for engaging all students – even cyberbullies – in talking to school adults
- Consider in advance how to respond when a report is made, so response behaviors are consistent
- Intervene openly and discuss if possible to underline
- Education needs to focus on the dangers of cyberbullying (in a genuine manner)

## Finding #8: How do students perceive school climate?

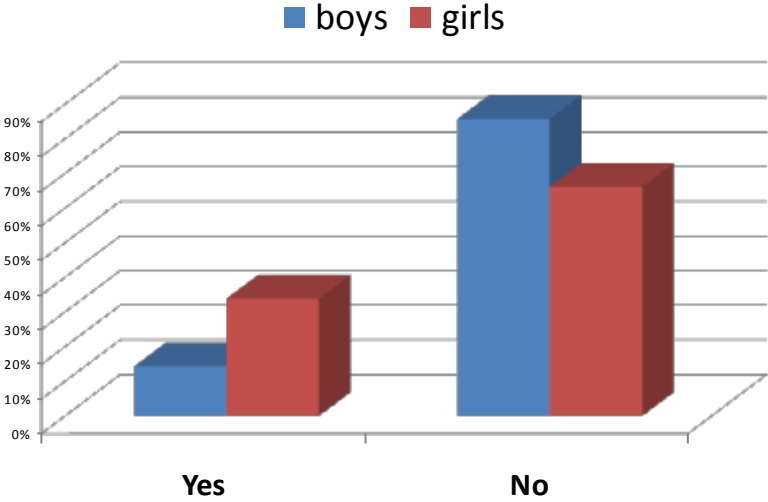
- A. Other students encourage bullying too often
- B. Girls more likely to see Cyberbullying as a problem
- C. Girls more likely to see the adults as liking bullies – bullies are seen as popular with kids AND adults
- D. Both genders see adults as supportive of reporters
- E. Both genders generally unaware of any bullying prevention programs in their schools – less than thought programs had any impact



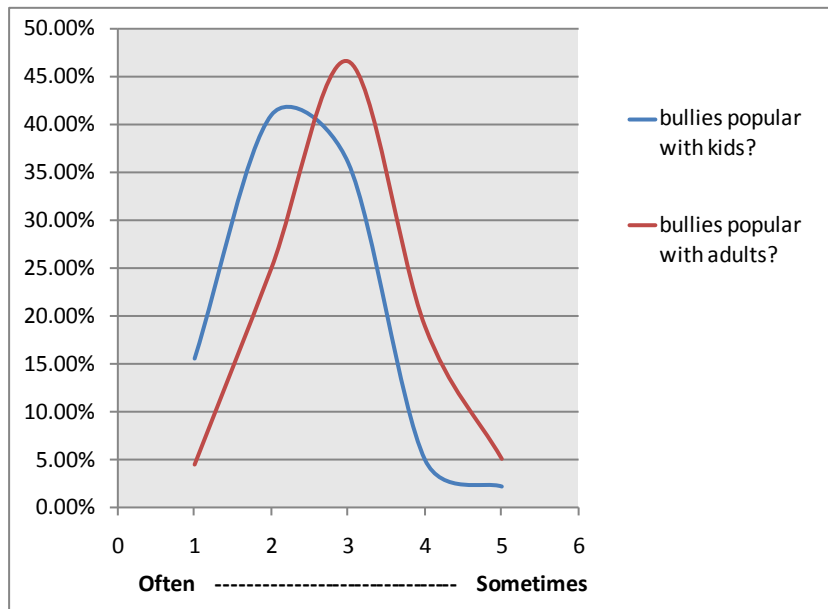
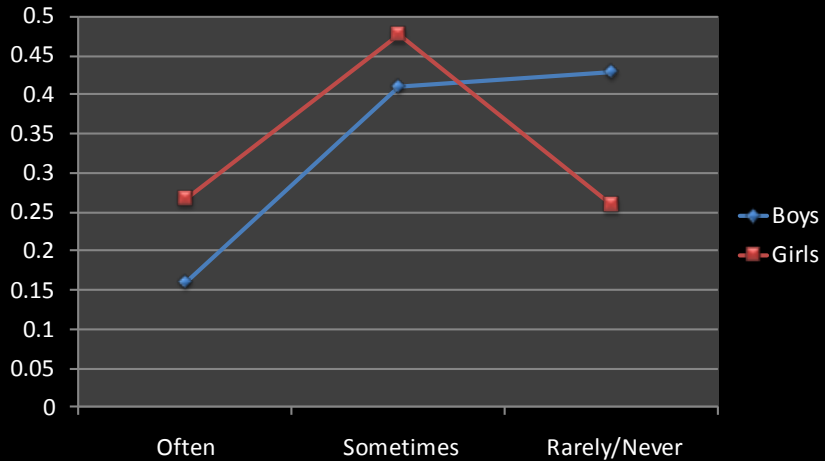
**#8A: Did other students in your school encourage or accept bullying?**



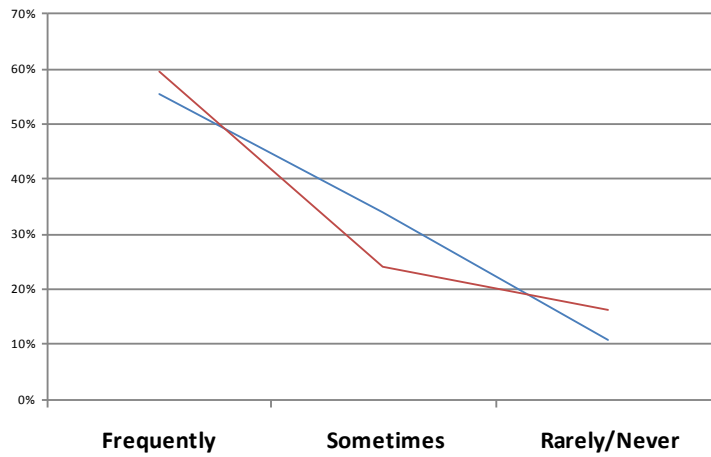
**#8B: In your opinion, was cyberbullying a significant problem in your high school?**



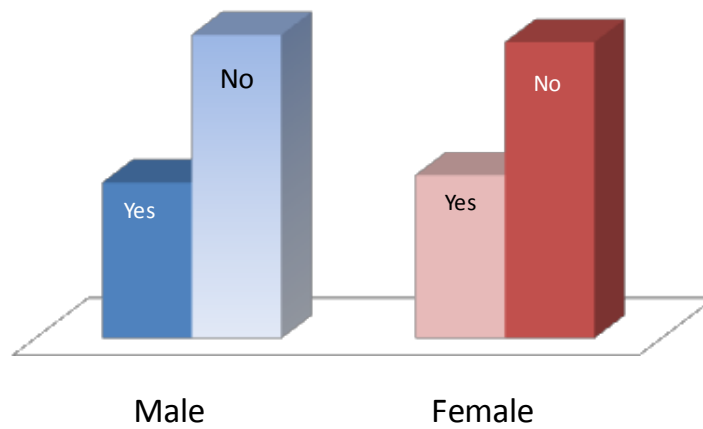
**#8C: In your opinion, did the teachers and other school staff like the kids who were bullies?**

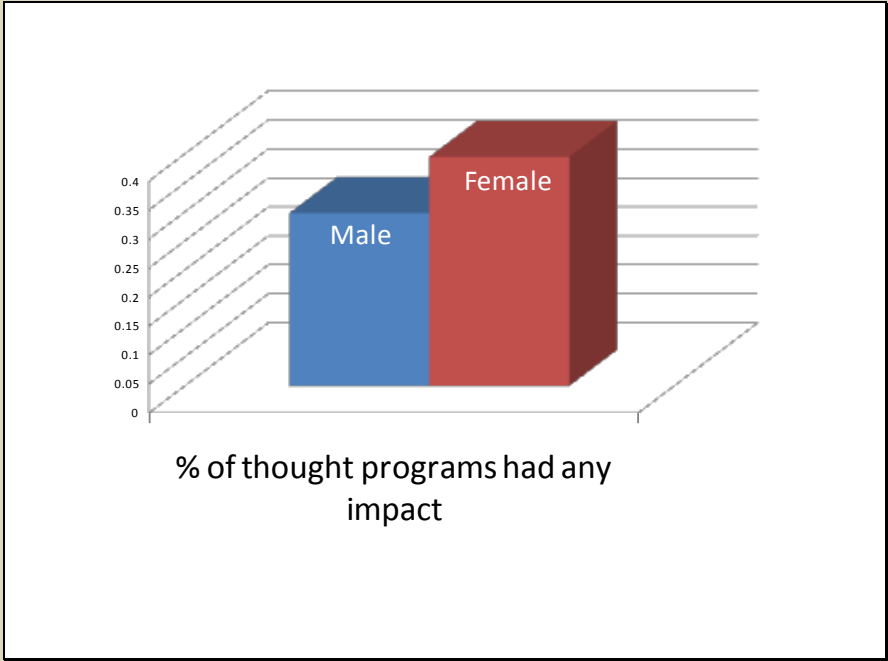


**#8D: Were school adults supportive of students who reported?**



**#8E: Were you aware of bullying or cyberbullying program in your school?**





## Finding #8: How do students perceive school climate?

- A. Other students encourage bullying too often
  - B. Girls more likely to see Cyberbullying as a problem
  - C. Girls more likely to see the adults as liking bullies – bullies are seen as popular with kids AND adults
  - D. Both genders see adults as supportive of reporters
  - E. Both genders generally unaware of any bullying prevention programs in their schools – less than thought programs had any impact
- School adults must be sensitive to perceptions that they support bullies – ie, must consider that ANY child might try out bullying behaviors, esp online
  - School programs must work at VISIBILITY – use visuals, reminders, broaden scope, etc.

## 8 groups of findings - what can we take away?

- Mild / Moderate / Occasional Victimization is very common – not unusual
- Girls are most involved with : rumors, threats, stalking
- Girls' vulnerability is broad – if they're victims or perps online, there's a good chance that they're victims in school too
- Boys are most involved with gaming harassment and forwarding nude photos
- When you survey students, don't use terms like "bullying" or "cyberbullying"

## 8 groups of findings - what can we take away?

### Girls' education needs to focus on

- rumors, spreading lies, casual use of threats
- sexting & coercion (sexual harassment)
- Direct coaching on empathy: push girls to confront the consequences of their own actions (we're halfway there)
- Not going online when you're angry – how doing that escalates conflict/bullying
- That it's not *cool* to cyberbully
- Friends should not pressure each other to cyberbully
- issues such as superficiality of looks; equality for GLBT students; etc.
- Education needs to begin *before* MS

## 8 groups of findings - what can we take away?

School Adults need to work on:

- School climate must disparage cyberbullying
- Intervene openly and discuss if possible to underline your interventions
- must be sensitive to perceptions that they support bullies
- School programs must work at VISIBILITY – use visuals, reminders, broaden scope, etc.
- Education needs to focus on the dangers of cyberbullying (in a genuine manner)
- How do we engage *all* students (even cyberbullies) in talking to school adults
- Standardize response behaviors/steps when a report is made, so response behaviors are consistent
- Girls cyberbullying may happen more at home, but also is more likely to be done on school equipment



For More info....go to

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