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

- 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

• 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

Girls: 80%
Boys: 53%
Boys including gaming harassment: 98%
Finding #1b: No one type prevailed

<table>
<thead>
<tr>
<th>% of students who are victims</th>
</tr>
</thead>
<tbody>
<tr>
<td>Someone created fake profile/webpage...</td>
</tr>
<tr>
<td>Someone posted negative photo</td>
</tr>
<tr>
<td>Received a threatening text message</td>
</tr>
<tr>
<td>Something humiliating/threatening...</td>
</tr>
<tr>
<td>Received bullying/threatening instant...</td>
</tr>
<tr>
<td>A Harassing or Threatening Comment...</td>
</tr>
<tr>
<td>(Stalked) Messaged so many times it...</td>
</tr>
<tr>
<td>Mean or embarrassing rumor</td>
</tr>
</tbody>
</table>

Finding #1c:
Victims don’t identify well with the words “Cyberbullying” or “bullying”

Male victims asked: "Were you a victim"?
- Yes 50%
- No 50%

Female victims asked, "Were you a victim"?
- Yes 39%
- No 61%
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)

Girls
- Mean/Embarrassing Rumors: 45%
- Lies/False Stories: 24%

Boys
- Mean/Embarrassing Rumors: 30%
- Lies/False Stories: 14%

Threats & Stalking Victimization

Boys
- Threats via Messaging: 20%
- Electronic Stalking: 21%

Girls
- Threats via Messaging: 46%
- Electronic Stalking: 34%
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?

- Very few
- Most

Boys

- 23%
- 14%
- 9%

Girls

- 27%
- 24%
- 10%
In your experience, how frequently are nude pictures used to blackmail or humiliate someone?

- Male
- Females

<table>
<thead>
<tr>
<th>Happens freq/sometimes</th>
<th>Rarely/never</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>20%</td>
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<td>30%</td>
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<td>40%</td>
<td>40%</td>
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<tr>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>70%</td>
<td>70%</td>
</tr>
</tbody>
</table>

% of girls who have been coerced into sexting

- All Girls: 27%
- Girls who are Cyber Victims: 34%
Middle School vs High School Bullying by IM:

- **Boys:**
  - Middle School: 15%
  - High School: 15%

- **Girls:**
  - Middle School: 30%
  - High School: 25%

% bullied, harassed, threatened during gaming:

- **Boys:** 45%
- **Girls:** 5%
Bullying via SN sites in MS vs HS

- Boys
- Girls

Middle School vs High School
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

- Spread rumors
- Mean comments on Wall
- Created mean profile
- Negative images

Male Cyber Victims are Cyberbullies too

- Posted harass/threat comment
- Forwarded nude images of others
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

<table>
<thead>
<tr>
<th></th>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread rumors</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Sent/posted images</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Wrote lies</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Sexted myself</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Sexted others</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Fake profile</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Sent/posted images</td>
<td>25%</td>
<td>25%</td>
</tr>
</tbody>
</table>

#4B: What did you do?

- girl cyberbullies
- boy cyberbullies

- Sexted others: 15% (girls) vs 10% (boys)
- Fake profile: 15% (girls) vs 10% (boys)
- Posted threat: 15% (girls) vs 25% (boys)
- Sexted myself: 25% (girls) vs 25% (boys)
- Wrote lies: 25% (girls) vs 25% (boys)
- Sent/posted images: 25% (girls) vs 25% (boys)
- Spread rumors: 75% (girls) vs 45% (boys)
#4B: Motives for Cyberbullying

- **Peer Pressure**
  - Girl cyberbullies: 15%
  - Boy cyberbullies: 8%

- **Angry**
  - Girl cyberbullies: 41%
  - Boy cyberbullies: 23%

- **Joke/Cool**
  - Girl cyberbullies: 44%
  - Boy cyberbullies: 63%

#4C: Devices used in cyberbullying

- **Friends house**
  - Girl cyberbullies: 13%
  - Boy cyberbullies: 15%

- **PCs at school**
  - Girl cyberbullies: 10%
  - Boy cyberbullies: 0%

- **PCs at home**
  - Girl cyberbullies: 59%
  - Boy cyberbullies: 38%

- **Cell phones**
  - Girl cyberbullies: 18%
  - Boy cyberbullies: 46%
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 or cyberbullying

D. Female cyberbullies like anonymity & not seeing the face of their victims
Finding #5a: Female cyberbullies see cyberbullying as more rewarded & less dangerous

Finding #5b: Female cyberbullying more often targets friends or ex-friends
Finding #5c: Female cyberbullies are more vulnerable as victims of bullying

Female cyberbullies are victims of bullying more often

<table>
<thead>
<tr>
<th>Behavior</th>
<th>All Girls</th>
<th>Girls Cyberbullies</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>26%</td>
<td>51%</td>
</tr>
<tr>
<td>Excluding</td>
<td>12.10%</td>
<td>15%</td>
</tr>
<tr>
<td>Stalking</td>
<td>5.40%</td>
<td>13%</td>
</tr>
<tr>
<td>Spying</td>
<td>6.00%</td>
<td>15%</td>
</tr>
<tr>
<td>Harming</td>
<td>3.40%</td>
<td>15%</td>
</tr>
<tr>
<td>Harming w/ injury</td>
<td>3.40%</td>
<td>15%</td>
</tr>
<tr>
<td>Name calling</td>
<td>1.00%</td>
<td>15%</td>
</tr>
<tr>
<td>Get others to laugh</td>
<td>21.50%</td>
<td>41%</td>
</tr>
<tr>
<td>Cruel laughing</td>
<td>10.00%</td>
<td>41%</td>
</tr>
<tr>
<td>Turning back</td>
<td>18.10%</td>
<td>44%</td>
</tr>
<tr>
<td>Rolling eyes</td>
<td>25.00%</td>
<td>44%</td>
</tr>
<tr>
<td>Staring</td>
<td>28.90%</td>
<td>44%</td>
</tr>
</tbody>
</table>

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

Someone spread a mean rumor about you electronically?

- Girls Cyberbullies
- All Females

Someone forwarded your nude image to others?

- All Females
- Girls Cyberbullies
Finding #5d: Female cyberbullies like anonymity & not seeing the face of their victims

Why choose CYBER bullying?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Boy Cyberbullies</th>
<th>Girl Cyberbullies</th>
</tr>
</thead>
<tbody>
<tr>
<td>joke</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>it's not bullying</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>anonymous</td>
<td>46%</td>
<td>56%</td>
</tr>
<tr>
<td>do in a group</td>
<td>31%</td>
<td>38%</td>
</tr>
<tr>
<td>don't see victim</td>
<td>62%</td>
<td>79%</td>
</tr>
<tr>
<td>bully no matter what</td>
<td>15%</td>
<td>31%</td>
</tr>
</tbody>
</table>
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?

Trying to be mean

Boys

Girls

Trying to be Funny

Boys

Girls

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

Boys

Girls

36%

21%
#6c: What happens when gamers harass, stalk each other?

<table>
<thead>
<tr>
<th></th>
<th>Ignore</th>
<th>Funny</th>
<th>Get Mad</th>
<th>Block User</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Girls</td>
<td>39.50%</td>
<td>30.60%</td>
<td>15.10%</td>
<td>16.90%</td>
<td>16.90%</td>
</tr>
<tr>
<td>Boys</td>
<td>50.00%</td>
<td>46.40%</td>
<td>30.40%</td>
<td>35.70%</td>
<td>8.90%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Reasons girls bully</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>School Activities</td>
</tr>
<tr>
<td>SPED</td>
</tr>
<tr>
<td>Relationships</td>
</tr>
<tr>
<td>Sex Activities</td>
</tr>
<tr>
<td>Sex Orientation</td>
</tr>
<tr>
<td>Looks</td>
</tr>
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#6D: What is the focus of girls' cyberbullying?

<table>
<thead>
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<th>Reasons Girls Cyberbully</th>
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<tr>
<td>School Activities</td>
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</tr>
<tr>
<td>Sex Orientation</td>
</tr>
<tr>
<td>Looks</td>
</tr>
</tbody>
</table>
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?

No Action

Took Some Action

#7C: When you reported, what did they do?
#7D: The Good News – Reporters found supportiveness

Supportive, 87%
Other, 13%

#7E: Female Cyberbullies are less likely to report

If you saw bullying, what would you do?
- Walk away
- Laugh along
- Do nothing

If you saw bullying, what would you do?
- Support the victim
- Report it
#7F: How often did adults intervene in SUBTLE bullying?

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

Boys
- 33.30% Intervened 20%
- 22.80% Intervened 35%
- 19.30% Intervened 55-65%
- 22.40% Intervened 80%+

Girls
- 21.80% Intervened 20%
- 22.40% Intervened 35%
- 34.60% Intervened 55-65%
- 21.20% Intervened 80%+

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

Boys: 23%
Girls: 59%
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)

• 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?

- Often: 30%
- Sometimes: 21%
- Rarely/Never: 49%

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

- Boys:
  - Yes: 30%
  - No: 60%
- Girls:
  - Yes: 40%
  - No: 60%
#8C: In your opinion, did the teachers and other school staff like the kids who were bullies?

![Graph showing the percentage of boys and girls who think teachers liked bullies](image1)

![Graph showing the percentage of bullies being popular with kids and adults](image2)
**#8D: Were school adults supportive of students who reported?**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequently</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Sometimes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Rarely/Never</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Gender</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Female</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>
% of thought programs had any impact
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 www.MARCcenter.org
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