

Preventing Cyberbullying through School Climate and Youth Kindness Initiatives



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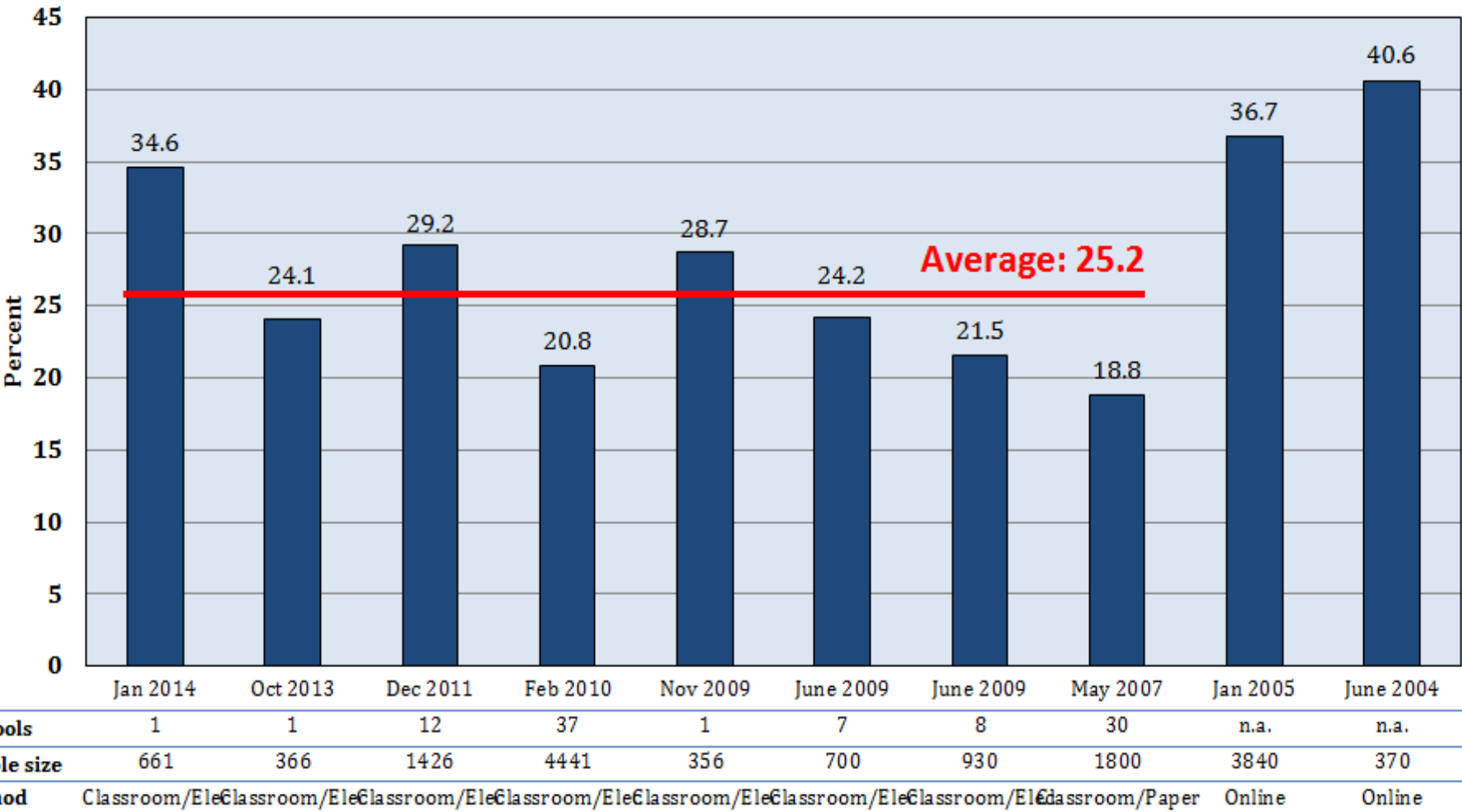
What is Cyberbullying?

“Willful and repeated harm inflicted through the use of computers, cell phones, or other electronic devices” (Hinduja & Patchin, 2015)

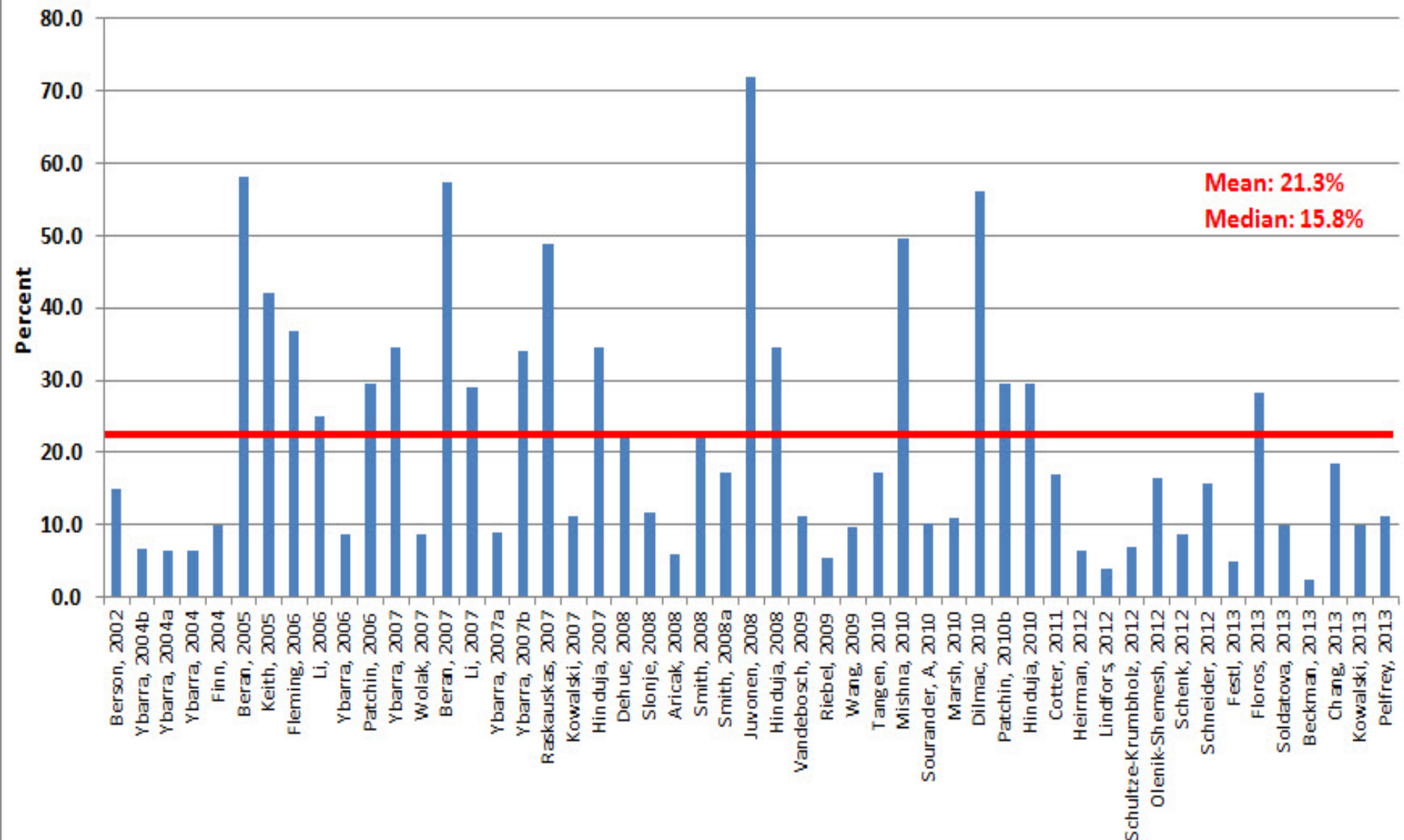
“Bullying and harassment, most often by peers, are the most frequent threat that minors face, both online and off...” (Berkman Center’s ISTTF Force, 2009)

Lifetime Cyberbullying Victimization Rates

Ten Different Studies 2004-2014

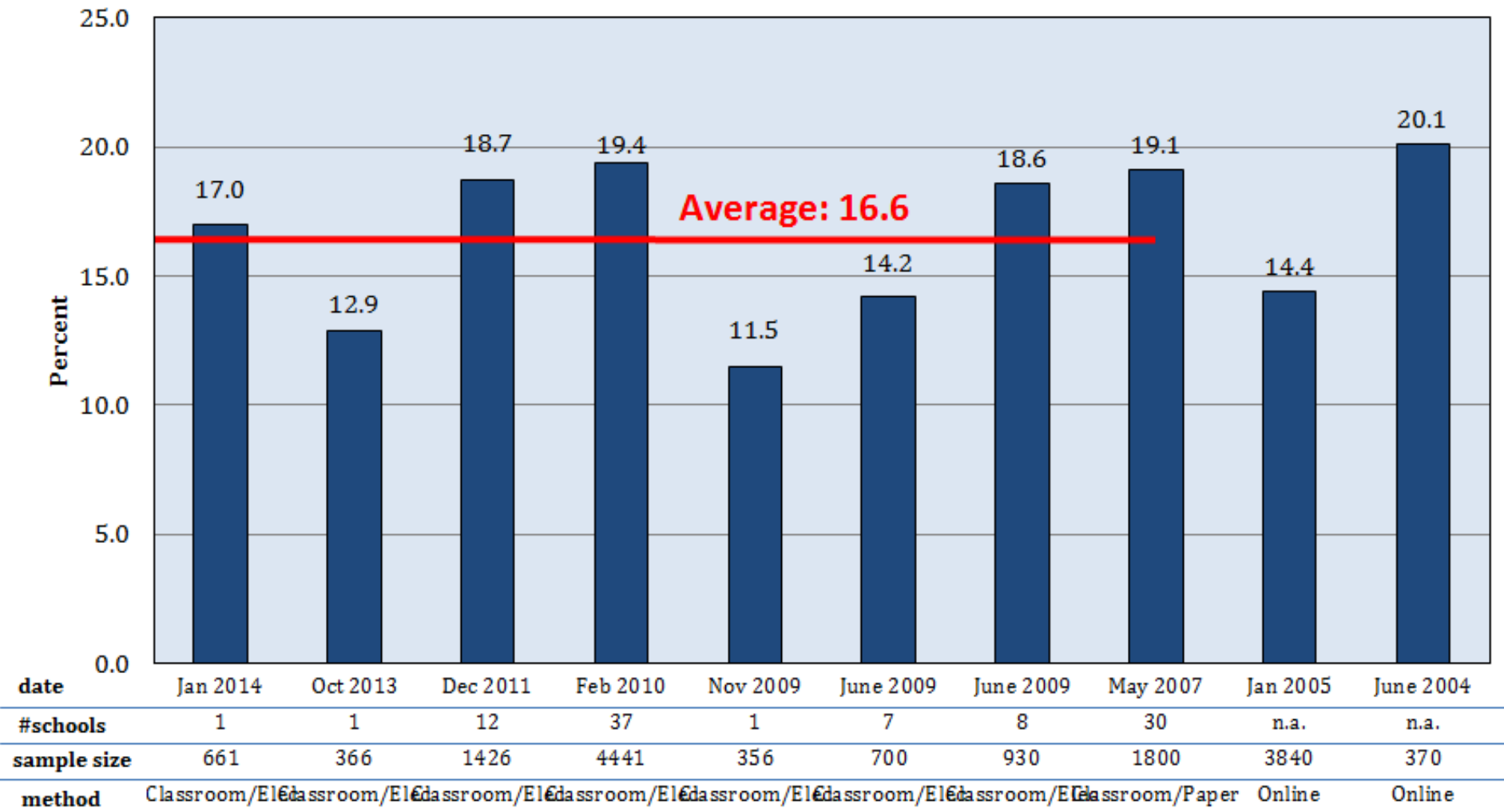


Cyberbullying Victimization Rates Across Peer Reviewed Journal Articles N=51

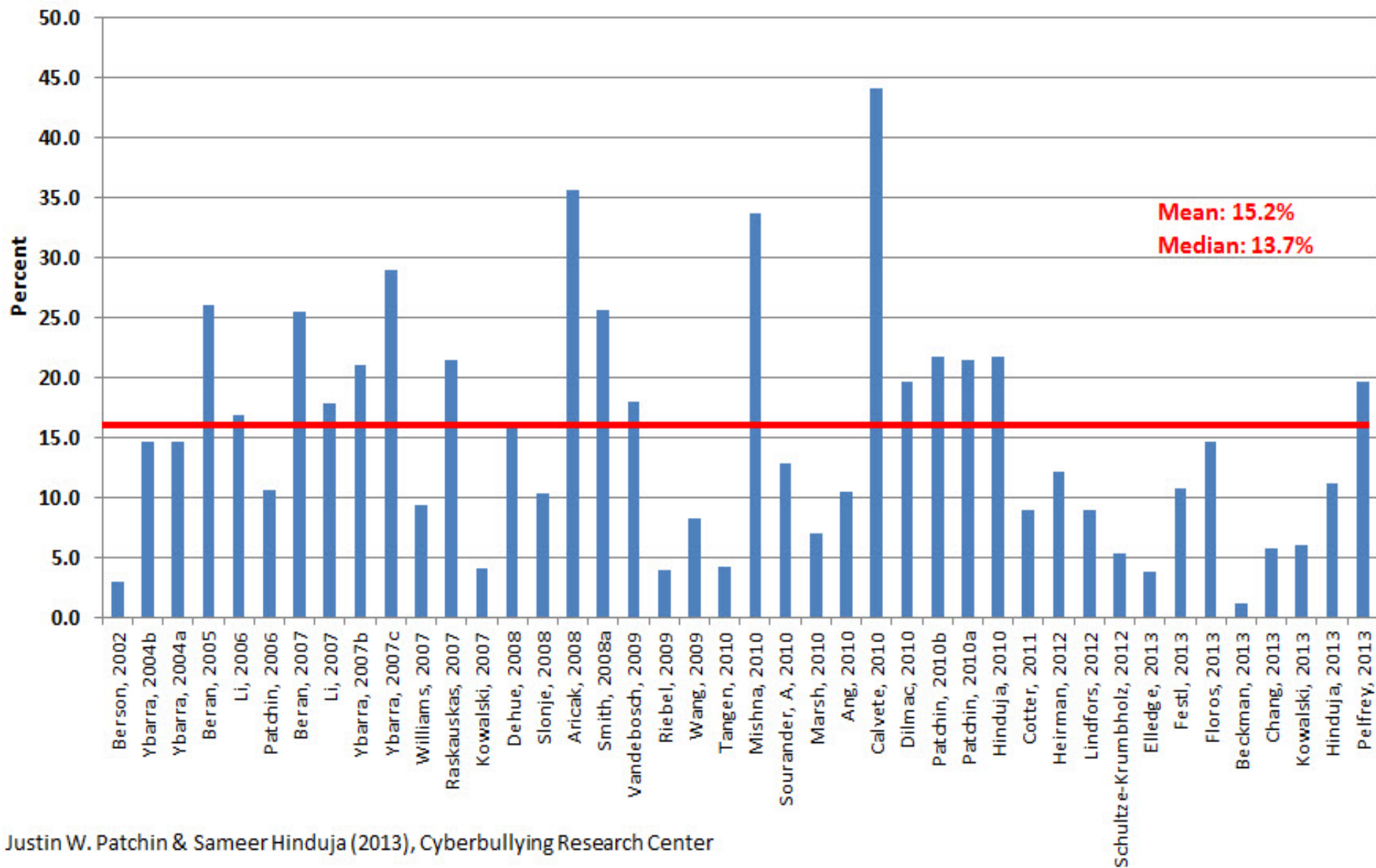


Lifetime Cyberbullying Offending Rates

Ten Different Studies 2004-2013



Cyberbullying Offending Rates Across Peer Reviewed Journal Articles N=42



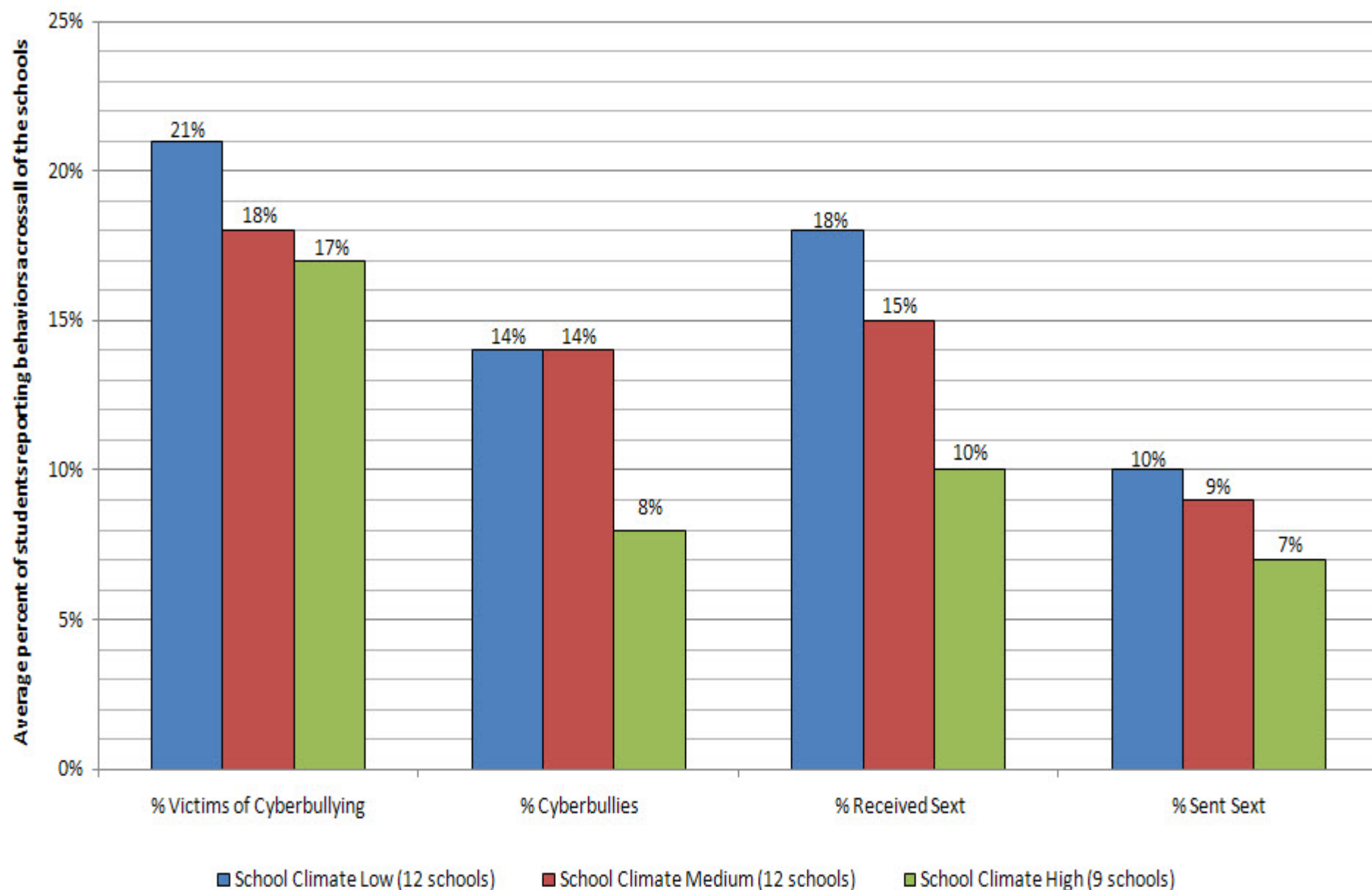
The Effects of Cyberbullying...

- Victims
- Offenders
- Bystanders
- Families
- Schools

School Climate

- Environmental factors
- Social factors
- Sense of welcome and community
- Sense of belongingness and connectedness
- Sense of order and predictability
- Sense of fairness
- Mutual respect
- Sense of safety
- Sense of shared responsibility
- Balance of productive and nurturing factors

School Climate and Online Problem Behaviors



Note: low, medium, and high school climate scores are only relative to this particular sample.
On a scale that ranges from 0-3, the average score for each category was: low (1.55), medium (1.71), and high (1.90).

Social Norming Messaging Strategies

DID YOU KNOW

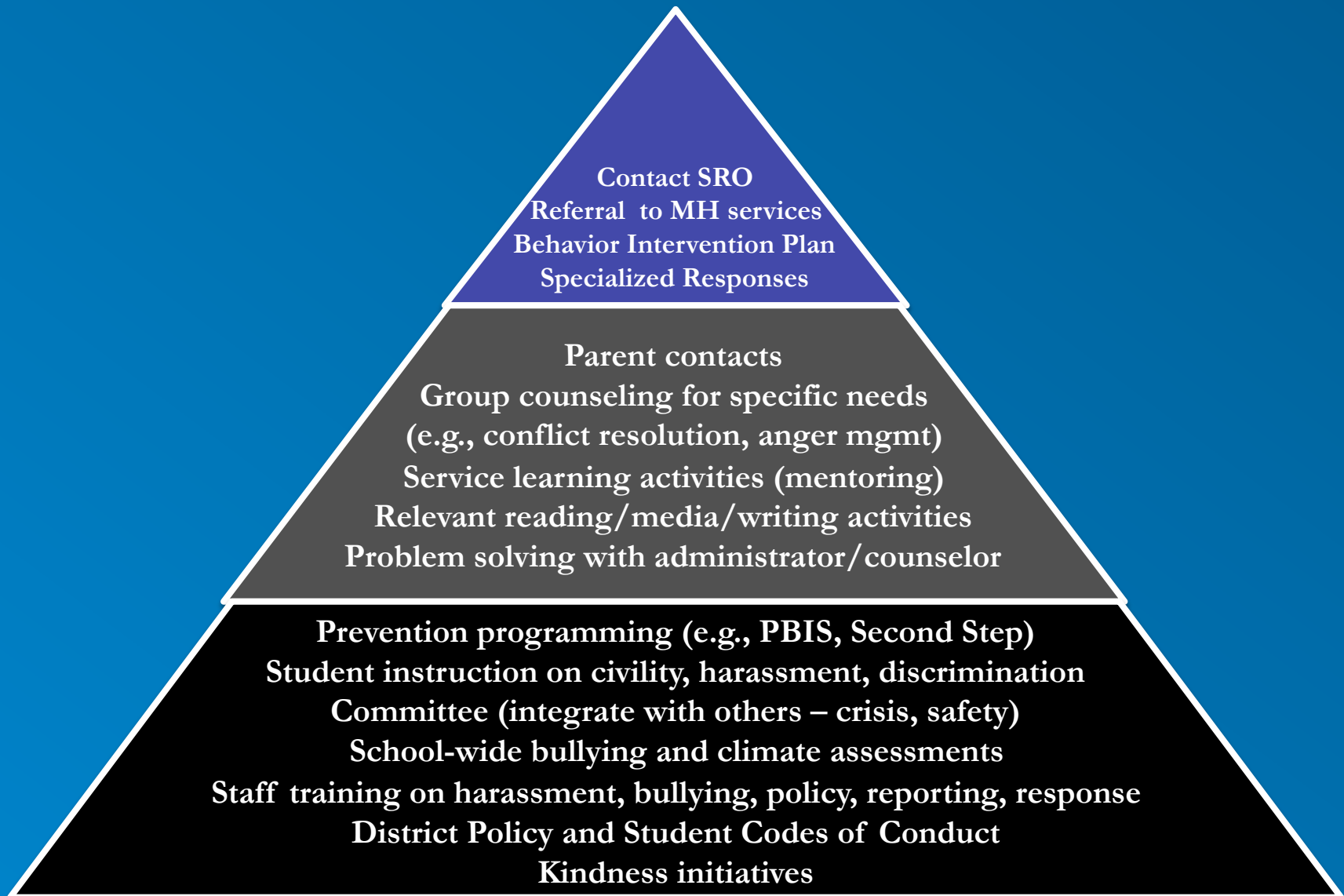
81% of us would
tell a teacher or
counselor if we
were being bullied



Source: Based on a 2007-2008 school year survey of 189 New Jersey Middle School students

(Perkins, Craig, & Perkins, 2011)

Response to Intervention (RTI)





“The best way to beat a trend of negativity
is to create a trend of positivity.”



HC Compliments

✓ Friends ▾

✓ Following

Message



Timeline

About

Friends 71 Mutual

Photos

More ▾

71 mutual friends including Euda Widnie Fils and Matt Sax

Studied at Harriet L. Wilkes Honors College of FAU

Lives in Jupiter, Florida

From Jupiter, Florida
Born on January 1, 1990 (25 years old)



FRIENDS · 293 (71 Mutual)



HC Compliments

April 24, 2013 · 🌐

Sameer Hinduja is the most authentic person I know. He genuinely cares about all of us, and when I talk to him I feel like he gives me 100 percent of his attention. He is a brilliant speaker, a great professor and an even better friend.

Unlike · Comment · Share

👍 You, Babita Hinduja, Jenny Bolt Price, Joe Brittan and 25 others like this.



Zach Humphrey Extremely agree. Love you Sameer!

April 24, 2013 at 12:12am · Unlike · 👍 2



Harrison Clyde Couldn't agree more

April 24, 2013 at 12:54am · Unlike · 👍 2



Sameer Hinduja Wow, thanks so much!!! I was thinking I want to know who is behind this but then I decided I definitely don't want to ever find out 😊

April 24, 2013 at 6:00pm · Like · 👍 4

Natural Day



JUSTIN W. PATCHIN

SCHOOL CLIMATE

2.0

how's it going today? i like what you're
wearing i hate you i can't wait 4 the
concert did u watch it last night? what's
up? where 2 4 lunch? i forwarded that
picture to everyone are you going to the
football game? your nose is huge i can't
wait 4 the concert! i like what you're
wearing! what time are u going 2 the
party? movie tonight? you're ugly as
he5* i can't wait 4 the concert! i like what
you're wearing! what time are u going 2 the
party? movie tonight? what day is our
algebra test? what's up? no one likes you
are you going to the football game? get
a life 2 days til vacation i can't take
the suspense stop being a poser where
did u get that? i can't wait for the
concert! i like what you're wearing! slut
what time are u going 2 the party? movie
tonight? you're such a b85%! what time are
u going 2 the party? movie tonight? kank
you're so fake! i can't wait for the concert great
game! i wish you were dead wasn't that bad
awesome! i like what you're wearing! lol! u the

Preventing **CYBERBULLYING** and **SEXTING** One Classroom at a Time



Words

Wound

Delete

Cyberbullying and Make Kindness Go Viral

free spirit
PUBLISHING®

Justin W. Patchin and Sameer Hinduja

SECOND EDITION

Bullying

Beyond the Schoolyard

PREVENTING AND RESPONDING TO CYBERBULLYING



Completely
Revised
and
Updated

Sameer Hinduja • Justin W. Patchin

[Educators](#)[Parents](#)[Teens](#)[Reference Materials](#)[Multimedia](#)[Laws](#)[Report It](#)

www.cyberbullying.us

Holding Parents Responsible for Their Child's Bullying

Featured Resource



Cyberbullying Fact Sheet: A Brief Review of Relevant Legal and Policy Issues

[More Resources](#)

Educators



Teachers are often the first to notice victims of cyberbullying. Learn to recognize the signs of cyberbullying and how you can help.

Parents



Being a parent is tough enough. Use our resources to learn how to prevent cyberbullying and what to do if their child is a victim.

Teens



Are you a victim of cyberbullying or know someone who is? Our teen resources will show you how to help put an end to cyberbullying.