

Cyberbullying

Dealing with Online Meanness, Cruelty and Threats.

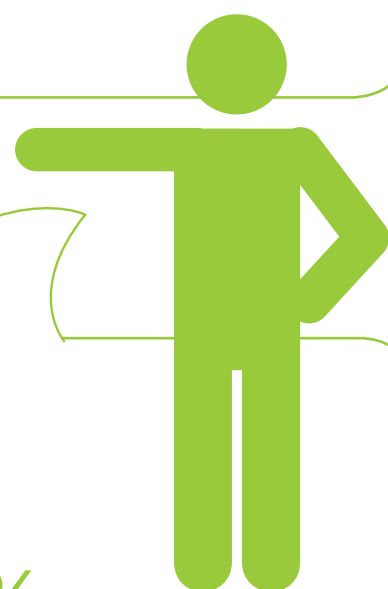
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PEOPLE WHO REPORT BEING CYBERBULLIED

37% Experienced meanness or cruelty

31% Have been threatened



PEOPLE WHO REPORT THEY'VE CYBERBULLIED

23% Have been mean or cruel

9% Have made threats

IMPACT

70% of students who say that someone has said something mean or cruel about them online or who have received threats online do not see this as a serious problem. **BUT** it is a serious problem for **1 in 10** students.

MOTIVATIONS

55% of students who participate in mean or cruel online behaviour say they were "just joking around".

Retaliation is another common reason:

48% said it was because someone said something mean or cruel about them first.

32% said it was because someone said something mean or cruel about one of their friends first.

RESPONSES TO CRUEL OR MEAN BEHAVIOUR AND THREATS

Ask parent(s) for help	50%
Ignore it and hope it will go away	42%
Ask friends for help	38%
Ask a teacher for help (9th on a list of 11 options)	17%

Students are more willing to rely on face-to-face communication to deal with conflict.



BYSTANDERS AND INTERVENERS

65% of students have done something to help someone who is being picked on online. Students who have been cyberbullied and those who have cyberbullied others are both more likely to step up and help.

SCHOOL CULTURE, RULES AND INTERVENTIONS



There is little correlation between having school rules and whether or not a student has engaged in or been the recipient of cyberbullying. However, having a rule at home that you must treat people online with respect correlates with lower levels of mean or threatening behaviour.



LEARNING ABOUT CYBERBULLYING

62% of students have learned about cyberbullying from teachers

43% from their parents.

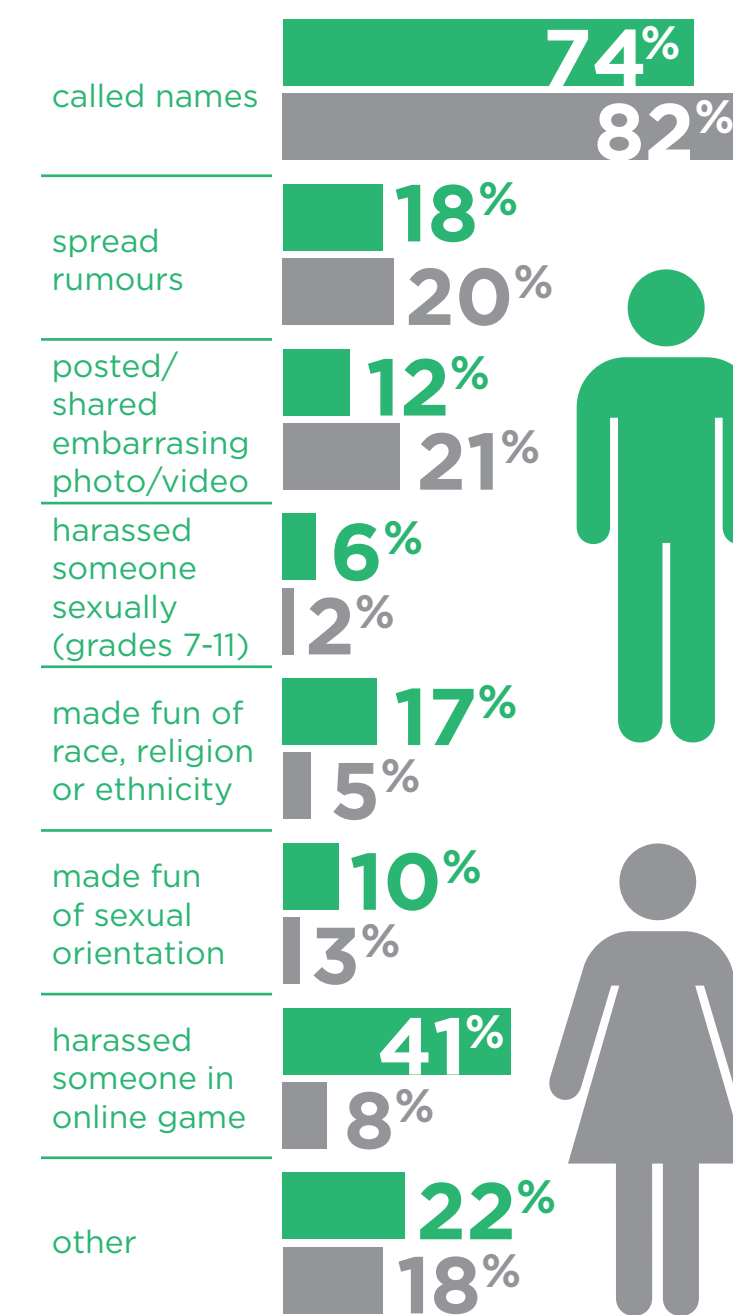
MYTH BUSTERS

Mean Girl Myth: Boys (26%) are more likely than girls (20%) to be mean online.

Of those who have been mean online (23% of all students):



Boys (13%) are also more likely than girls (7%) to pretend to be someone else online so they can do mean things without getting into trouble.



Girls (54%) are more likely than boys (40%) to have a household rule about treating people online with respect.



Child's Play? Harassing someone in an online game increases in the later grades even though gameplay actually decreases from Grade 5 onwards.

BULLIES VS VICTIMS MYTH:

39% of students report being both a recipient and deliverer of mean or cruel online behaviour.

METHODOLOGY

Conducted February to June of 2013

5,436 Canadian students in grades 4-11 in 10 provinces and three territories

41% boys 46% girls 13% no indication

126 English 14 French

140 schools in 51 school boards