Tips on How To

BEAT THE CYBERBULLY

November 2012

> Children, particularly 12-15s, are prolific social networkers with large numbers of friends - an average of 92 friends for 8-11's and 286 for 12-15s.
>
> *Ofcom (Oct 2012) Children & Parents: Media Use and Attitudes Report*

Contents

" For the first time, this report contains indicative data on the media habits of 3-4 year olds.
Ofcom (Oct 2012) Children & Parents: Media Use and Attitudes Report

Introduction

Technology and the Internet have changed the way Children & Young People interact and communicate with each other. With this explosive shift in communication and use of technology, bullying has moved to a whole new playing field.

As many young people, educators and parents try to come to terms with cyber bullying and its many forms and types, it is in recent years, due to access to technology, and in particular mobile technology, that this has led to cyber bullying becoming a major concern throughout the UK & Ireland.

In my opinion 'real' action is now needed; In terms of how as parents and educators we tackle issues connected with cyber bullying. Unless we begin creating a program of awareness throughout all levels and stages of education to tackle this spiralling problem, this will undoubtedly become a real problem within our society and communities affecting many more children and young people.

Immediate Action Is Now Needed..

Within this e-book my quest is to reach out, not only to young people but also to educators and parents with advice and tips which can help those experiencing cyber bullying, those involved in it or parents or educators struggling to get a handle on what they can do or what they need to be on the look out for within this ever-changing online environment.

My message throughout is that we need to teach our children and young people appropriate methods of online communication. Education & awareness is fundamental to tackling this growing problem. Teaching respect and positive use within an online world is paramount for young people to play their part and stand together to help beat the cyber bullies.

I'm offering to help with a Cyber Bullying Policy within your schools framework for AUP's and overall code of behaviour.

Wayne Denner has spent over 15 years in the rapidly changing digital Landscape. In the age of Cyber-Bullying Wayne talks about it's impact and gives sound advise on awareness and strategies for prevention. He shares his ideas and experiences on how today's amazing technology can be used as a tool for lifelong learning and positive engagement in all paths of life.

🐦 **@wayne**denner

In summary, what's needed is a mix of simple common sense and organisationally led policy. Creating a positive and supportive atmosphere with clear channels of communication will help Beat The Cyber Bully.

Wayne Denner

What is Cyber Bullying?

CyberBullying is bullying using electronic communications via the internet, mobile phone or other electronic device.

With the explosive growth of Social Media and online communities such as Facebook & Twitter, BBM & Instant Messaging, as well as developments and enhancements in technology particularly over the past number of years, online and mobile are the top choice for children and young people for communicating with each other.

And it's not only social media platforms that are being used. Remember many children and young people connect through Gaming with Xbox, Wii and PlayStation connected devices.

Historically when we think of Bullying we imagine this behaviour taking place in schoolyards etc. The fact is bullying extends much further than the school playground. For many it's now taking place within young people's homes, on the bus, in the car, in fact pretty much anywhere a young person is connected via technology in the form of a smartphone or via the internet.

There are many different types of behaviour, which contribute towards bullying, and it can range in its extremes, but one thing is for sure. For many involved and experiencing bullying, cyber bullying can be particularly cruel. Over 90% of victims who experience cyber bullying

WILL NOT inform a parent or a trusted adult of their abuse.

Tips For PARENTS

Parents now worry more about their childrens online activity than about alcohol, drugs or police contact.

DON'T Bar the Internet or confiscate mobiles. You may be punishing your child for being bullied.

DO Encourage your child to talk.

DO Identify if this is bullying behaviour ie is it repetitive, causing child/young person to be upset, miss school etc or is it a once off incident?

If it is Bullying

- Get in touch with the school or organisation

- Contact the Platform Service Provider

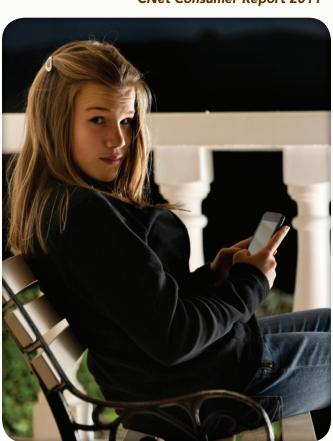- If serious, contact the Police

Who is the Cyber Bully?

7.5 million Facebook users are under the Age of 13. Among this group of minors using Facebook, more than 5 million were aged 10 and under.

CNet Consumer Report 2011

Shockingly, the Report revealed that these children's accounts were largely unsupervised by their parents, exposing them to serious threats such as predators and bullies.

Cyber Bullying presents itself in many different forms online. It can remain hidden and for many victims takes place over a extended period of time, affecting every aspect of the young persons life, mainly because of just how 'connected' we have all become. So for many victims the bully can be with them 24 hours a day. The Bully is in their pocket and can reach them through a number of different channels and can be more than one person. Research carried out by Child psychologist Dr Shane Gallagher has found that children who are victims of cyber-bullying are more likely to use technology to pick on people themselves. His research also highlighted that girls were more likely to bully others using texts or the internet than boys.

Tips For EDUCATORS

Educating young people on the safety and welfare of themselves and their peers.

Encouraging responsible and positive communication online

Creating a supportive atmosphere for discussion

Offering clear channels of Communication for cyberbullying

Implementing a Cyberbullying Policy within the current Framework for Behaviour and AntiBullying

Types of Cyber Bullying

Types of CyberBullying include but are not limited to:

- Cyberstalking
- Instant Messaging (IM)
- Flaming
- Chat rooms
- Email
- Outing
- Masquerading
- Sexting

Tips For
YOUNG PEOPLE

- Don't Reply
- Save messages
- Block Sender
- Tell someone you Trust

If this is happening to someone else

- Teach your child not to stand by or join in hurting someone else.

The Big Question is...

'Do we really know where our young people go when they're online?'

When your children go outside to play you want to know where they are playing, who are they playing with? When they go online, do you know where they are?

For many reading this, it leaves an eerie feeling, and many questions. But for young people, parents and educators, awareness and education is key to ensuring our children are as safe as possible, and having a positive experience online and when using technology. As Parents & Educators we have a Duty of Care to ensure young people are protected when using technology to communicate and engage online. Helping our young people understand appropriate online behaviour and the risks associated can reduce the implications and consequences of cyber bullying.

What Can We Do?

Let's encourage responsible and positive communication online

An Ofcom study carried out in 2011 found that 91% of children live in a household with internet access, but only half of parents of 5-15 year olds supervise their children's internet usage.
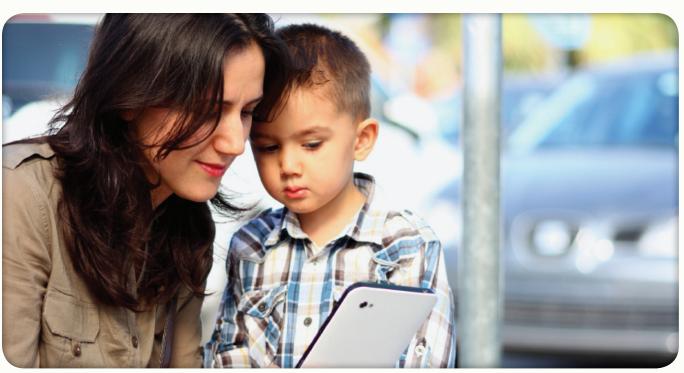
A further 3 million children aged 8-15 have a smartphone, according to a YouGov survey published in January 2012.

By speaking to young people about appropriate communication and behaviour online and the effects of negative or inappropriate behaviour we are taking the first steps in stamping out cyber-bullying. For many of our young people social networking & digital conversation are their preferred method of communication and frequently they can't seem to work out the blur between offline and online relationships.

When I speak about online and offline relationships, many people struggle to understand as they can mean different things. On the same note many relationships online can be an extension of their offline relationship and in some cases the online relationship can be easier but this is not always the case. One thing which we can be sure of is that online relationships in many cases do not replicate human interactions

which as humans we all need. Older generations may feel that in online relationships many aspects of the traditional relationship formations, such as face to face communication and visual and verbal cues are missing. Despite these being the cornerstones of communication and building relationships as we have known them the reality it that online communication is the norm for this and future generations.

Understanding the Influence

As more and more conversations move online, it is younger users who are at the greatest risk. 'Children are not just using more media, they are also adopting some forms at a very young age. This highlights the challenge that some parents face in keeping up with their children when it comes to technology and in understanding what they can do to protect children' Ofcom consumer group Director Claudio Pollack.

Confidence is not always accompanied by due caution, particularly in relation to online social networking.

Is this going to continue to have an even greater impact on the way our children and young people form and maintain relationships both in an online and offline space?

I heard a story recently which for me instils just how important education and awareness is towards online communication particularly among our children and young people. Recently a parent told me that their child had been really upset on the day of their birthday, not because of the number of cards or the gifts which they received but because of the small number of 'Likes' for their Happy Birthday message on Facebook from their friends. This is a clear message to me of the impact which social communication is having on children and young people. The annual Ofcom Report again reinforces this view as it 'uncovers the rapid pace at which new media is growing in influence over young people's lives'. This example is of course not as extreme as other tragedies which have been highlighted recently in the media involving young people who had been bullied.

The internet continues to play an important role in all our lives and an ever increasing role in how our children and young people communicate with each other. It's essential as parents and educators that we become familiar with the online space in which they are learning and socialising and that we take the correct steps to educate them towards appropriate, responsible and empathetic behaviour. The internet is a wonderful place and very much a part of modern childhood but when it is used to cause pain and hurt amongst children and young people we need zero tolerance.

So when we see Cyberbullying, Lets Fight It.

Contact Info

t. 028 9581 6717

e. help@**beat**the**cyber**bully.com

w. www.**beat**the**cyber**bully.com

🐦 @waynedenner

Wayne Denner

Thought Leader & Entrepreneur

Wayne's Bio

Wayne Denner is a sought after Speaker, Lecturer and Thought Leader on Digital and Social Media, Mobile and Generally Making Good Choices Online.

Wayne speaks about social media, entrepreneurship, leadership and emerging technologies, exploring the new frontiers of communications made possible by the Internet. He specialises in youth interaction online and has planned and developed successful campaigns for clients across Ireland including Independent News Media, Diageo, Invest NI, Orange and O2.

Wayne teaches, runs his own Communications Agency and speaks at a wide variety of events. He is also currently contributing to his first book 'Inspiring Young Minds'.

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