

**Preventing and Responding to Cyberbullying:
Why Collaborative Efforts Matter and What's Getting in the Way**

Ryan Broll, PhD
Department of Sociology and Anthropology
University of Guelph
rbroll@uoguelph.ca
Twitter: @ryanbroll

Outline

- ✓ Define cyberbullying and explore its key characteristics
- ✓ Consider how youth cope with cyberbullying
- ✓ Understand how parents, teachers, and the police prevent and respond to cyberbullying
- ✓ Identify barriers to collaboration and discuss solutions

92% of teens report going **online daily**
– including **24%** who say they go
online “almost constantly”

Amanda Lenhart, 2015

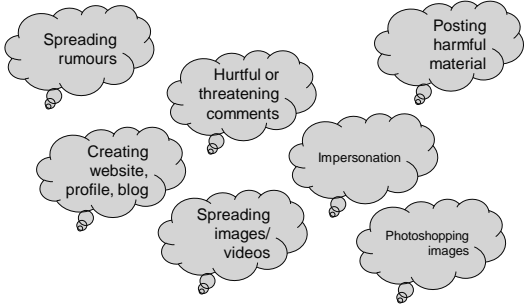
PewResearchCenter

What is cyberbullying?

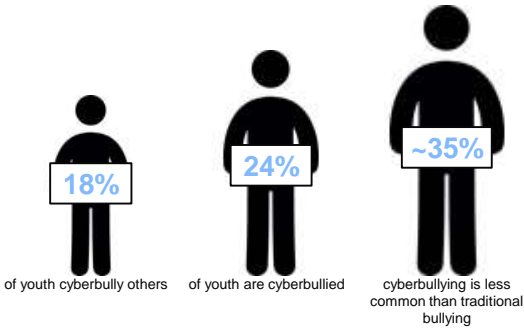
Repeated behaviours performed by one or more people through electronic media for the purpose of harming a less powerful individual.



Cyberbullying may be...



How common is it?

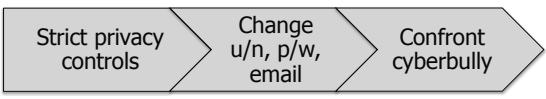


Youth who are cyberbullied are **2 times** more likely to have **attempted** suicide

Youth who cyberbully others are **1.5 times** more likely to have **attempted** suicide

How do cyberbullied youth cope?

Nearly **half** of youth **do not tell anybody** when they are cyberbullied



Telling an adult?

26% tell a parent **13%** tell a teacher

Why **don't** young people an adult?

1. They believe it will stop on its own
2. Seeking help is something "kids" do, they want to be an adult
3. They are worried they will lose access to technology
4. They do not think they will be taken seriously

How do three groups of adults – parents, teachers, and the police – **prevent** and **respond** to cyberbullying?

Do they work **together**? Why or why not?

What do parents do?

- Strategies:**
- ✓ Be friends
 - ✓ Restrict and monitor technology

- Challenges:**
- x Lack technological savvy
 - x Difficulty controlling others' behaviour



“Information Router”

What do teachers do?

- Strategies:**
- ✓ Prevention and awareness campaigns
 - ✓ Codes of conduct

- Challenges:**
- x Lack technological savvy
 - x Must remain 'nurturing'



What do the police do?

Strategies:

- ✓ Low-tech
- ✓ Existing laws (when necessary)
- ✓ Resource
- ✓ 'Scare' cyberbullies

Challenges:

- x Resource deficiencies
- x Jurisdictional issues
- x Legal-structural constraints

“Knowledge Brokers”



Barriers to collaboration

- △ Desired **outcomes** differ
- △ **Definitions** of cyberbullying vary
- △ **Mistrust** exists
- △ Disagreement about **timelines** to resolution
- △ Contested **role of parents**

What can we do?

1. Focus on **prevention**.



What can we do?

2. Create opportunities for continued professional development and education.



What can we do?

3. Remain mindful of others.



What can we do?

4. Consider other relevant partners where appropriate (expand the network).



What can we do?



???

Thank you ☐

Ryan Broll, PhD
University of Guelph
Email: rbroll@uoguelph.ca
Twitter: @ryanbroll
