

CYBERBULLYING

A conversation guide for parents and kids.

All illustrations done by cyberbullying victims aged 11 to 18.



*Sad, freak, ugly, stupid, lonely, unloved, cry baby, lame, broken, disgrace, loser, emo, fake, worthless, dumb, pathetic, stupid,

I'M FINE,
not enough, useless, mistake, psycho, nobody, gross, alone, coward, hated, unwanted, depressed, horrible, disaster, idiot, moron.



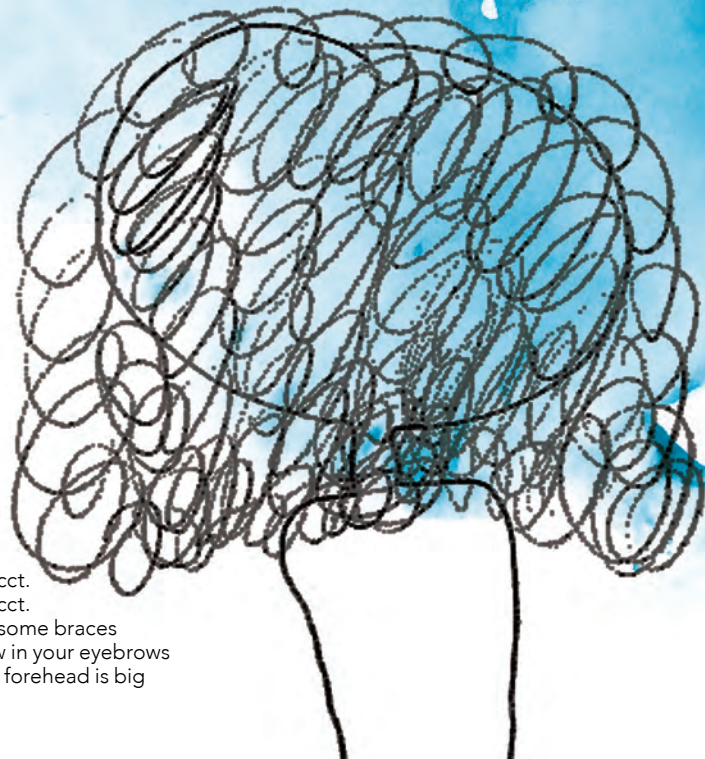
— TABLE OF —
CONTENTS

<u>What is Cyberbullying?</u>	<u>3</u>
<u>Forms of Cyberbullying</u>	<u>5</u>
<u>Recognising the Signs</u>	<u>7</u>
<u>Starting a Conversation</u>	<u>8</u>
<u>Is it Cyberbullying?</u>	<u>12</u>
<u>Cyber Slang</u>	<u>14</u>
<u>Resource Links</u>	<u>15</u>

— WHAT IS —
CYBERBULLYING?


Bullying victims today face threats beyond physical violence or face-to-face encounters. These days, bullying has evolved and has spread across every corner of the digital world. Each year, cyberbullying becomes a larger force. In the UK, fifty per cent of adolescents have been bullied - Six out of 10 of those bullied were victims of cyberbullying.¹ The best way to protect your child is to know what you're protecting them from.

Cyberbullying occurs when a bully targets a victim using electronic communication. The bully may be a friend of your child, but as many platforms don't require identity verification, bullies are often able to harass their victims anonymously. If your children use devices, websites or social media networks, there is a strong possibility they could be, or have already been, exposed to cyberbullying.



roastacct.
roastacct.
1. Get some braces
2. Draw in your eyebrows
3. Your forehead is big

¹The Annual Bullying Survey, 2016., pages 11 and 30,
www.ditchthelabel.org/research-papers/the-annual-bullying-survey-2016/



Cyberbullying can cause victims to react in various ways. Across Europe, 77 per cent of children who were victims of online bullying spoke to somebody after a bullying episode, 46 per cent blocked the sender of unwelcome messages, while 41 per cent simply deleted the message.² Unfortunately, cyberbullying's effects don't necessarily stop when the harassment does. Twenty per cent of cyberbullied adolescents reported that fear of the bullies made them reluctant to go to school, 19 per cent experienced reduced confidence and self-esteem³ and 14 per cent did not feel safe. At the more extreme end of the spectrum, 5% self-harmed and 3% reported attempting suicide as a result of their experience of cyberbullying.

² Leen d'Haenens, Sofie Vandoninck and Verónica Donoso: How to cope and build online resilience? EUKidsOnline.net, <http://eprints.lse.ac.uk/48115/1/How%20to%20cope%20and%20build%20online%20resilience%20%28%20sero%29.pdf>

³ Beat Bullying Virtual Violence II report commissioned by Nominet Trust, 2012, p.7, www.cybersmile.org/wp-content/uploads/Virtual-Violence-IIBeatBullying.pdf

— FORMS OF — CYBERBULLYING

Harassment in the digital world extends across multiple channels. Bullies have learned to use the entire scope of the Internet to do far more damage than is possible in face-to-face encounters.



*Kill urself.

CHANNELS

EMAIL

Once cyberbullies get hold of a victim's email, they can engage in email attacks. This occurs when the bully sends large numbers of harassing messages from anonymous accounts. They may also sign the email up for explicit email lists, which flood the account with inappropriate material in order to get children in trouble with their parents.

MESSAGES AND TEXT WARS

Cyberbullies engage in "text wars" by recruiting a group with the purpose of spamming a victim's phone with hundreds of harassing messages. The messages may be sent via SMS, online messengers, texting apps, instant messenger or a combination of mediums.

BLOGGING WEBSITES

Utilising the fact that blogging websites are both public and widely shared, cyberbullies can directly call out their victim by tagging them in a blog or blog comment. They then spread the post throughout the blogging community and other connected social channels.

SOCIAL MEDIA

Cyberbullies attack their victims on social media by publically posting or privately sending harassing messages. They may also create a fake account of the victim (impersonation), or use a fake account of a made-up persona to tease the victim. With so many channels to do damage, cyberbullies have more ways to harass their victims than ever.

METHODS

OUTING

Taking advantage of the public nature of many websites, cyberbullies post private, sensitive, or embarrassing information about their victim with the aim of publically humiliating them.

FRAPING

A cyberbully can easily impersonate a victim on social media by creating a duplicate account and posting incriminating photos or information. Fraping is especially dangerous because once something is posted in the victim's name, it can be impossible to undo the damage to their reputation.

DISSING

Cyberbullies can sometimes be friends of the victim. Dissing occurs when one of these "friends" posts personal information (such as photos, videos or screenshots) online to ruin the victim's reputation or friendships with others.

TROLLING

Cyberbullies often attempt to get a response by provoking and insulting a victim online. Usually, these trolling attacks are personal and are meant to cause frustration and anger, leading the victim to lash out.

TRICKERY

One of the ways a cyberbully gains information is by getting close to the victim and pretending to be a friend. The cyberbully then publically posts any secrets or embarrassing information they learn.



*Kill yourself.
Slit your wrists.
No-one likes you.

— RECOGNISING —

THE SIGNS

One of the most dangerous things about cyberbullying is that it doesn't stop when your child leaves school. **As long as your child is connected to their device, a bully can connect to them.** If you think your children are being cyberbullied, look for these subtle signs. If you notice any, it may be time to have a conversation about cyberbullying. You can make sure there is no personal information about them online by performing a quick Google search of their name.

- They appear nervous when receiving a text/online message or email.
- Habits with devices change. They may begin avoiding their devices or using them excessively.
- They make excuses to avoid going to school.
- They become defensive or secretive about online activity.
- They withdraw from friends and family.
- They have physical symptoms such as trouble sleeping, stomach aches, headaches, and weight loss or gain.
- They begin falling behind in school or acting out.
- Their grades start declining.
- They appear especially angry, frustrated or sad, particularly after going online/checking devices.
- They delete social media or email accounts.





— STARTING A — **CONVERSATION**

Over a third of the victims in the UK (37%) have never told their parents/guardians that they have been cyberbullied.⁴ There are many reasons for the silence, with the most common being a fear of losing access to devices and the Internet. Others worry that their parents will overreact by contacting the bully's parents or the school. Some don't realise how common cyberbullying is, and believe the abuse is their fault.

If you see any sign of your child's involvement in cyberbullying, the first step is communicating.

Cyberbullying is a sensitive subject, and starting a conversation can be difficult. The following tips can help guide your dialogue and make an open discussion easier for both you and your child.

*I got cyberbullied!
I'm so sorry. Those people are so mean.

⁴YouGov/Vodafone Cyberbullying Study 2015, page 9,
https://d25d2506sfb94s.cloudfront.net/cumulus_uploads/document/exmp4xjmd9/Results-for-Vodafone-CyberBullying-160915.pdf

DISCUSS THE PROBLEM

The most important thing for your children to know is that you will be there for them if they are being cyberbullied. By stressing that you will keep all conversations private, and not intervene unless necessary, you are addressing fears your child may have had about coming forward.

When talking to your children, keep in mind that asking upfront questions such as, "Are people harassing you?" may make them panic. Instead, ask casual questions about their day-to-day lives such as, "What did you do online today?" Additionally, try to reference isolated stories (such as ones recently on the news) when bringing up the topic, rather than specific incidents directly relating to your child or their friends.

ESTABLISH ONLINE ETIQUETTE

Another way to protect your child from cyberbullying is to establish a set of guidelines and rules for how they use technology, also known as online etiquette. These guidelines may include how much time your child spends online, which websites they use, or what language they use when chatting.

Online etiquette is crucial knowledge for any teen; it's as simple as **expecting them to behave online the way they would in real life.**



*The darkness was fading.



ETIQUETTE EXAMPLES


- Never use another person's mobile phone or computer without permission.
- Don't communicate with anonymous or unrecognisable screen names.
- Never interact with people online unless they're friends in real life.
- Always keep social profiles private.
- Don't give out personal information to anyone.
- Don't share passwords, use secure passwords, and don't reuse passwords.
- Be mindful about what you post about yourself and others online.

EXPLAIN WHY THIS IS IMPORTANT

It's important to treat your child like an adult when explaining online etiquette. Make sure to cover the consequences (both for your household and in the world at large) of breaking the rules, and stress that these measures are for their own safety. Additionally, teach your child how to block individuals who are harassing them, so they are not tempted to break etiquette rules to confront their bully.

SHOW EMPATHY THROUGH THE CONVERSATION

Throughout the conversation, reassure your child that anything they say will be kept private, and you'll only intervene if it's absolutely necessary. If they mention knowing someone who is being cyberbullied, encourage them to talk to the victim about reporting the incident to the school office. Remember to emphasise that being a victim of cyberbullying is nothing to be ashamed of. Don't threaten to ban Internet usage or devices. If your child needs help, remind them that you, teachers, and other adults will always be there for them.





Cyberbullying is a growing issue that can happen to any child. Many children faced with this issue want to get help, but they might not know how to get it. **The best way to respond to cyberbullying is by being proactive with communication.** You can help them by educating yourself about the signs of cyberbullying, and by learning how to establish an open line of communication with your child.

Even if you don't see the signs mentioned in this book, it's still a good idea to start talking now. Having these talks will help you pave the road to establishing both trust and comfort between you and your child. If you **start these conversations before the problem arises,** you are opening the door for your child to feel safe enough to come to you with any problems in the future.



— IS IT —
CYBERBULLYING?

Part of the problem with cyberbullying is that kids often don't even know when they're doing it, or where the line is on what's right or wrong. When they are the victims, they think they're individual targets, not part of a larger problem. When they're the bullies, they think they're just joking around. This section is designed to help you open up conversations with your child and to help you better understand how your child perceives the issue and initiate a conversation.

We created questions to help you start these conversations with your children. You can start by asking them if they have had experience with any of the scenarios listed below. If they answer yes to any of the questions you ask, you can open up the conversation even more by asking some of the "Conversation starter" questions.

1. Do you know anyone that has pretended to be you or someone else online? Have you done something like this?

YES NO

Conversation starter: Sometimes people will do things online that they may think are funny or not a big deal. Since they are not on the receiving end of this, they may not realise exactly how harmful their words can be to another person. Are you aware that it can actually hurt someone? Have you been hurt by this?

2. Has anyone sent you harmful or mean comments on a social network or via texting? Do you know someone that has done this to another person?

YES NO

Conversation starter: Sometimes people can say things online that they normally wouldn't say to someone's face. They may not realise exactly how harmful their words can be to another person. How does that make you feel?

3. Do you know anyone who has posted a photo of you or someone else that's embarrassing without his or her permission?

YES NO

Conversation starter: We all do embarrassing things sometimes in our lives. Sometimes it's funny for others to see that. Do you think it's OK for others to see those funny things about us without our permission? Would you like it if someone did that to you? Would you do that to others?

4. Have you or any of your friends intentionally rejected someone from a group, an online group or a game?

YES NO

Conversation starter: Are all your friends in your online group? Did you miss anyone? Was that person excluded on purpose or was it mistake? Have you ever had a friend who acts differently so someone in the group suggests that particular friend should be excluded? Would you like it if your group did that to you?

5. Has anyone ever subscribed you or someone you know to receive spam emails that contain inappropriate or adult content?

YES NO

Conversation starter: Sometimes when we are in groups it's very funny to jokingly sign up friends to offensive or age inappropriate websites just to get them in trouble with parents or teachers. Has that ever happened to anyone you know? Do you think that joke was funnier than the harm it caused that kid?

6. Have you or any of your friends ever forwarded someone else a private IM conversation or text without the permission of the other person?

YES NO

Conversation starter: Do you know that it's not OK to send a private message to someone else without asking for permission first? Do you think it makes sense? Private conversations are called private for a reason. Some people do it without realising that this is wrong.

7. Have any friends sent inappropriate or embarrassing photos or videos of you or someone else without their knowledge?

YES NO

Conversation starter: Do the kids in school talk about someone's embarrassing photo or video? Does that person know about it? Do you think it's OK to spread such images that are embarrassing for someone? Would you forward such a thing?

8. Have you ever seen someone being bullied without saying anything about it?

YES NO

Conversation starter: Do you know that kids who get bullied need all the help and support they can get? What would you do if you saw someone getting bullied? Would you say something? Would you call someone? Who would you call? A friend? A parent? A teacher?

CYBER SLANG

One of the ways cyberbullying goes undetected is by using a different vocabulary that adults don't recognise. Below are several terms that adolescents use when talking online. Understanding them may help you recognise cyberbullying red flags.

HAPPY SLAPPING: Physical assaults that are recorded on mobile phones and then sent to other children via text messages, social networking sites or blogs

NETIQUETTE "NETWORK ETIQUETTE": The unofficial rules of accepted proper online social conduct

EXCLUSION: Intentionally and cruelly excluding someone from an online group

BASIC: Meaning boring, uninteresting, and "lame." Also used as "basic b****"

PAW: Parents are watching

POS: Parents over shoulder

AIR/PIR: Adult in room/Parent in room

UMFRIEND: "Intimate" partner

BYE FELICIA: A dismissive term said when you want an annoying or unwanted person to go away. This is a pop culture reference from the movie Friday, which came out more than 20 years ago

SUGARPIC: Suggestive or erotic photo of self

TAW: Teachers are watching

CD9: Code nine (parents are around)

FOAD: F*** off and die

143: I love you

DIAF: Die in a fire

ZERG: To gang up on someone

GNOC: Get naked on camera

53X: Sex

ASL: Age, sex, location

ASLP: Age, sex, location, picture

BOB: Back off b****

DM: Direct message

DMMGH: Don't make me get hostile

GAL: Get a life

KPC: Keeping parents clueless

LGBNAF: Let's get butt naked and f***

LMIRL: Let's meet in real life

NETFLIX AND CHILL: "Netflix and chill" has nothing to do with movies or relaxing, and everything to do with hooking up

TURNT/TURNT UP: Similar to "lit" this is in reference to a crazy party involving being drunk or high

RESOURCE LINKS

For more information on cyberbullying and how to take action, see the following resource links:

GOVERNMENT AND LAW ENFORCEMENT AGENCIES

<https://www.gov.uk/government/publications/preventing-and-tackling-bullying>

<http://www.nhs.uk/Livewell/Bullying/Pages/Cyberbullying.aspx>

<http://www.ncb.org.uk/node/202>

<http://www.report-it.org.uk/home>

NONPROFIT ORGANISATIONS

<https://www.nspcc.org.uk/preventing-abuse/child-abuse-and-neglect/bullying-and-cyberbullying/>

<https://www.cybersmile.org>

<https://www.childline.org.uk/info-advice/bullying-abuse-safety/types-bullying/>

www.bullying.co.uk

<http://anti-bullyingalliance.org.uk/resources/cyberbullying/>

<https://www.kidscape.org.uk>

<http://www.ditchthelabel.org/>

<http://www.familylives.org.uk/>

<http://www.restorativejustice.org.uk/>

<http://www.childnet.com/>

<http://www.stonewall.org.uk/>

<https://www.mencap.org.uk/>

NORTON ARTICLES

New PC or Device? Here's how to use it safely (Ebook)

https://uk.norton.com/norton-blog/2016/09/got_a_new_pc_or_mobi.html

How to become a more tech savvy parent

http://uk.norton.com/norton-blog/2015/10/how_to_become_a_more.html

What type of cyberparent are you?

http://uk.norton.com/norton-blog/2016/07/what_type_of_cyber-p.html

Pokemon Go! A parent's guide for children

http://uk.norton.com/norton-blog/2016/07/pokemon_go_a_paren.html

The comprehensive guide to keeping your kids safe online

http://uk.norton.com/norton-blog/2016/08/the_comprehensivegu.html

How to keep your kids safe while gaming

http://uk.norton.com/norton-blog/2015/09/how_to_keep_yourkid.html

6 Fun ways to teach your kids about internet safety

http://uk.norton.com/norton-blog/2015/11/6_fun_ways_to_teach.html

5 myths about online safety and kids

http://uk.norton.com/norton-blog/2016/01/5_myths_about_online.html

Social media safety – The Ultimate Guide

http://uk.norton.com/norton-blog/2016/09/social_media_safety.html

#RaiseOurVoices

uk.norton.com/cyberbullying

