MEDIA USE IS...

“Like the air they breathe, the water they drink and the food they eat.”
Sen. Bill 179
"David's Law"

Significant changes as a result of SB 179:

• The definition of bullying was broadened and now clearly includes cyberbullying
• Increased campus jurisdiction in addressing incidents of bullying
• Mandated a method for anonymous reporting
• Earlier notification to parents of a bullied student
• Expansion of DAEP placements or expulsions in severe cases
• Injunctive relief
• Criminal penalties
Cyberbullying is bullying that is done through the use of any electronic communication device, including through the use of a cellular or other type of telephone, a computer, a camera, electronic mail, instant messaging, text messaging, a social media application, an Internet website, or any other Internet-based communication tool.
KEY ISSUES SPECIFIC TO CYBERBULLYING
Words can spread faster than any infectious disease because of social media.
What happens on social media stays on google forever
ANONYMITY
ONLINE DISINHIBITION EFFECT

It's easy to be mean when you're sitting behind the screen

[Diagram: A person + a crowd = a hooded person on a computer]
<table>
<thead>
<tr>
<th>Types of Cyberbullying</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusion</td>
<td>Leaving someone out deliberately on social media, messages, or email.</td>
</tr>
<tr>
<td>Flaming</td>
<td>Sending or posting vulgar, abusive, or hostile messages intended to “inflame” the emotions of others to incite an online “fight.”</td>
</tr>
<tr>
<td>Outing</td>
<td>Revealing sensitive or personal information about someone without his/her consent for purposes of embarrassment or humiliation.</td>
</tr>
<tr>
<td>Trickery</td>
<td>Befriending someone so he/she will share personal information with the intent of outing.</td>
</tr>
<tr>
<td>Fraping</td>
<td>Using someone’s social networking account or device to post inappropriate content with under guise of his/her name.</td>
</tr>
</tbody>
</table>
Types of Cyberbullying

**Dissing**
spreading cruel information about someone through public posts or private messages to damage his/her reputation or relationships with other people.

**Masquerading**
assuming another identity to anonymously cyberbully or harass someone else.

**Harassment**
sustained and constant pattern of malicious messages using an electronic device or social media with the intention of doing harm.

**Cyberstalking**
continually harassing or dising someone through posts or messages with threats of harm.

**Happy-Slapping**
Recording someone being bullied or harassed in a way that usually involves physical abuse, then posting the video online for public viewing.
59% of U.S. teens have been bullied or harassed online, and over 63% believe it's a major problem for people their age.

The percentages of individuals who have experienced cyberbullying at some point in their lifetimes have nearly doubled (18% to 34%) from 2007-2016.

67% of teens who are online almost constantly have been cyberbullied, compared with 53% of those who use the internet several times a day or less.

23% of students who reported being cyberbullied notified an adult at school about the incident.

90% of teens who report being cyberbullied have also been bullied offline.

160,000 kids per day skip school for fear of being bullied.
Most elementary students experience cyberbullying while playing online games.

Face-to-face bullying is more common in elementary school than cyberbullying, but progressively increases at each grade level.

Anonymity in cyberbullying is more common in elementary school.

Among high school students, 15.5% are cyberbullied.
GENDER AND CYBERBULLYING

- In a 2017 study conducted by the U.S. Department of Education, three times as many girls reported being harassed online or by text message than boys.

- The types of cyberbullying differ between genders; Girls report a higher rate of name calling and being the target of false rumors and boys report higher rates of receiving online threats.

- Girls are more likely than boys to be both targets and cyberbully others. 15% of teen girls have been the target of at least four different kinds of abusive online behaviors, compared with 6% of boys.
• Becomes upset, sad or angry during or after being online or using his/her phone
• Withdrawal from family or friends
• Sudden change in friends
• Uneasy or unwilling to attend school
• Indirect comments about bullying
• Change in device usage
• Reluctance to let parents near device
• Unwilling to discuss or share information about online accounts and activity
• Somatic symptoms
EFFECTS OF CYBERBULLYING

- Feelings of humiliation, embarrassment, or shame
- Increased emotional distress
- Absenteeism
- Decline in academic performance
- Low self-esteem
- Social anxiety
LEGAL ISSUES

TEXAS PENAL CODE § 42.07 - HARASSMENT

TEXAS PENAL CODE § 33.07 - ONLINE IMPERSONATION
FREEDOM OF SPEECH

• We have a right to free speech, but legislation creates boundaries.

• *Tinker* test:
  • Did the cyberbullying cause a substantial interference in the school? OR
  • Could a substantial interference be reasonably forecasted?
  • Did the speech interfere with or deny rights of others?
IMPACT OF CYBERBULLYING AT SCHOOLS
A campus administrators' perspective
Establish open lines of communication and trust

Electronic Device Contract

Learn how social networking sites and apps work

Stay involved in your child's cyber-world

Talk about cyberbullying and what to do
Before you...

THINK!!

T = is it True?
H = is it Helpful?
I = is it Inspiring?
N = is it Nice?
K = is it Kind?

DELETE

CONTROL

ALT

YOUR ACTIONS
RESPONDING TO CYBERBULLYING

Do not engage with the person(s) cyberbullying.

Block the person(s) on all social media accounts and change privacy settings to private.

Save the messages or posts.

Tell a trusted adult.
HOW KATY ISD IS ADDRESSING CYBERBULLYING?

- Policies on bullying and cyberbullying
- Mandatory Trainings
- Professional development for all administrators
- SpeakUP
- National Bullying Prevention Month
- Digital citizenship lessons
- Student survey
- Bullying Prevention Parent Advisory Council
- School counseling offered
- Parent workshops and resources
ANY QUESTIONS?
RESOURCES

• https://cyberbullying.org/2019-cyberbullying-data
• https://www.pacer.org/bullying/resources/stats.asp
• http://www.bullyingstatistics.org/content/bullying-and-suicide.html
• http://www.bullyingstatistics.org/content/cyber-bullying-statistics.html
• https://meganmeierfoundation.org/statistics
• https://www.bullying.co.uk/cyberbullying/effects-of-cyberbullying/