Cyber Friendly Schools: Three-years of robust empirical evidence to guide school-based strategies to reduce cyberbullying

A future with no secrets?
Can you translate?

O.o
*_*_
~~,~
<i:o
=-)(=-
=-)*
(-)}{-)
Some help...

O.o confused
*._* dazed
~,~ napping
<:i:o partying
=-)(-= married
=-)* kiss
{-}{-} kissing
Cyber Friendly Schools Project

- 3 year RCT - 35 WA non-govt schools
- Longitudinal cohort Grade 8 at baseline
- < 3,000 students their parents & teachers
- Student leaders – catalysts for program
- Web-based resources and training for:
  - Student leaders
  - Pastoral care teams
  - Teachers
  - Families

CFSP Web-based intervention

- Multi-media created by students
- Student leader web-based resource
- Classroom teacher – student activities
- Whole school manual (hard copy)
- Cues to action – newsletters, data reports
- Family website
CFSP Module Content

- **Contexts**
  - Social network safety
  - Types of online environments accessed
  - Taking control

- **Contacts**
  - Positive cyber relationships “netiquette”
  - Social decision making
  - Social competence

- **Confidentiality**
  - Digital reputation
  - Managing privacy
  - Internet privacy and protection

- **Conduct**
  - Self management/help seeking
  - Social responsibility/bystander action
  - Positive communication

- **Content**
  - Legal issues and reporting online
  - Nature and prevalence of cyberbullying
  - Conflict resolution
Welcome to the cyber friendly website

**sign up to get access**

**OR LOGIN**

Username: 
Password: 
Login

Thank you for your willingness to help us develop the best possible resource for young people, their families and the schools they attend. As this site is currently open for feedback and as such your access to it will end on 31 May 2010.

Upon logging out of the website a feedback form will be provided for you to complete. Additionally each page of the website has a feedback form at the bottom which allows you to give more specific feedback about each page of the site. We appreciate your comments and hope you have enjoyed exploring our Cyber Friendly website.

Subscribe to our Newsletter

Your Email

Interest Group
- Young People
- Parents
- Researcher
- Practitioner

Sign up

cyber leader login
My online Status
Have you ever thought about how you show up online?

...and what is your status?

your name here

Search Google Images

or search here: pipl wink PeekYou NetTrace dogpile

screen name: khadwen
location: ECU, Perth
birthday: 16 | 8 | --

update your profile

Have your Shout

now!
Bullying victimization (all forms)

Yr 8
- 1-2 a term: 33%
- Every few weeks+: 14%

Yr 9
- 1-2 a term: 26%
- Every few weeks+: 10%

Yr 10
- 1-2 a term: 21%
- Every few weeks+: 9%
Perpetration of bullying behaviours (all forms)

Yr 8: 20% (1-2 a term), 3% (Every few weeks+)
Yr 9: 16% (1-2 a term), 3% (Every few weeks+)
Yr 10: 12% (1-2 a term), 2% (Every few weeks+)
Cyberbullying victimisation

- **Yr 8**: 16% 1-2 a term, 5% Every few weeks+
- **Yr 9**: 14% 1-2 a term, 5% Every few weeks+
- **Yr 10**: 12% 1-2 a term, 6% Every few weeks+
Perpetration of cyberbullying behaviours

- Yr 8: 8% (1-2 a term), 1% (Every few weeks+)
- Yr 9: 6% (1-2 a term), 1% (Every few weeks+)
- Yr 10: 5% (1-2 a term), 1% (Every few weeks+)
Analyses

• Two random effects growth models fitted simultaneously with correlated random effects linking the two parts (Olsen & Schafer, 2001)

• First, the **odds of being involved in bullying behavior** were modeled as a binary outcome using a logistic growth model.

• Second, **the extent of that involvement or severity** (as a continuous outcome, excluding zero-scores) was modeled for involved individuals using a linear growth model.

• Models accounted for skewed distribution.
% involved in cyberbullying: exposed or perpetrating

<table>
<thead>
<tr>
<th>Year</th>
<th>Exposed - Phase 1</th>
<th>Exposed - Phase 2</th>
<th>Perpetrated - Phase 1</th>
<th>Perpetrated - Phase 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yr8</td>
<td>30%</td>
<td>27%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Yr9</td>
<td>26%</td>
<td>25%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Yr10</td>
<td>24%</td>
<td>23%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

Odds of being bullied: $p = 0.028$

Odds of bullying others: $p = 0.012$
In summary

• The CFSP intervention was associated with steeper declines from grade 8 to grade 9 in the odds of
  – being cyberbullied (p=.028) and
  – cyberbullying others (p=.012)
• No differences from grade 9 to grade 10 or for severity
• Implementation dose low
Most common cyberbullying behaviours

• Nasty message while chatting on the Internet
• Nasty or threatening comments on own SNS or other websites
• Deliberately ignored / left out on Internet
• Nasty texts / calls to mobiles
• Images...
Prevalence?

• N=2,000+ year 10, 11 and 12 students

• 50%+ reported receiving a sexually explicit message

• 25% reported sending a sexually explicit photo of themselves

• 50% of sexually active students reported sending sexts and 70% reported receiving them
Potential harms

• Social and emotional consequences
  – Loss of privacy
  – Damage to friendships and relationships
  – Bullying
  – Sexual harassment
  – Blackmailing
  – Humiliation
  – Emotional distress

• Damage to future relationships and employment opportunities

• Legal repercussions
Cyber Savvy Project (2014-2018)

In partnership with young people:
Develop and test a viable and authentic online resource to reduce harms from electronic image-sharing behaviours.
**Project phases**

- **Stakeholder engagement**
  - Phase 1
  - 2014 - 2016

- **Formative**
  - Phase 2
  - 2014 - 2015
  - • Student survey
  - • Student development of online resources

- **RCT** - Phase 3
  - 2016
  - • Booster Summit
  - • Online resource implementation
  - • Intervention trial
  - • Quantitative online survey
  - • Process data collection

- **Translation**
  - Phase 4
  - 2016/17
  - • Process data analyses
  - • Dissemination of findings
  - • Adaption and dissemination of online resources

- **Building community advisory committees to enhance validity and translation**
- • Focus groups teachers and parents
- • Student summit and focus groups
Phase 2 - Formative Research

Qualitative resource development

- How ...engaging with cyber technologies? (esp. image-sharing)
- Why ...engaging in these behaviours?
- What aspects of these behaviours cause young people the most concern?
- How ...keeping themselves safe?
- What support ...want/need to deal with associated harms?
- How ...seeking help when experiencing difficulties?
- What strategies would empower ... when deciding to sharing images?
Cyber Ambassador Summit 2014 (n=68)

- **Student and Staff focus groups** - explored how young people use online digital media, share images of themselves and how this impacts on their relationships with others.

- **Design Thinking Challenge** - designing 10 paper based APPs (for electronic devices or social media platforms) to reduce the harms of electronic image sharing and enhance the benefits.
Focus Group Findings

Most concerning negative impacts of image sharing:

- Permanency
- Privacy/security
- Bullying and harassment
- Negative comments/judgement
- Reputation and digital footprint
- Loss of control over images
- Lack of consent
- Legal consequences
- Private made public: nudity, embarrassment
- Misrepresentations/misunderstandings
Design Thinking Challenge

• Engage young people in a group design process to explore issues related to electronic image sharing
• Collectively prioritise the most important issues
• Propose a solution/redress to one key issue in the form of an APP
Design Thinking Challenge

**DESIGN THINKING PROCESS: ‘Double Diamond’ Diagram**

- **DISCOVER**
  - Creating Choices
  - Discover an opportunity or problem
  - Gather inspiration
  - Understand through research
  
- **DEFINE**
  - Making Choices
  - Evaluate output of Discover phase
  - Synthesise findings
  - Reach group decision
  
- **CREATE & DEVELOP**
  - Creating Choices
  - Develop initial brief into product/service
  - Design detailed aspects of product/service
  
- **DELIVER**
  - Making Choices
  - Make prototypes
  - Get feedback from endusers
  - Share lessons
  
- **EVOLVE**
  - Track learnings
  - Adapt

**Four Rounds**
- **Round 1 & 2** Generate image-sharing issues
- **Round 3 & 4** Evaluate, prioritise and select 1 issue
- **Round 5** Generate APP approaches to chosen issue
- **Rounds 6 & 7** Evaluate, select and prototype 1 APP
Design Thinking Challenge

• Trained 12 young adult table based facilitators - 10 groups of 8 students
• Trained 10 researchers to observe design processes using observation guide
• Students developed and presented 10 paper-based Apps to address the major concern they have about electronic image-sharing.
2014 Summit winner – “Leash”
App Features Voting Task

After the Summit:

• Cyber Ambassadors with teacher support developed an action plan for disseminating the safe image sharing message in their schools.

• Cyber Ambassadors canvassed the views of students in years 7, 8 and 9 at their schools to determine preferred features profiled in the original 10 APPs
Cyber Ambassador Booster Summit 2015

n=60 students

• Key activities:
  – Feedback on 2x mobile app ideas
  – Feedback on intervention resources
  – Leadership skill development
Other data collection

- Cross sectional survey of students (n=273 stage 1 data collection)
- Parent interviews and workshops
Cyber Savvy Intervention Development

Intervention components

Whole School
Staff
Student Cyber leaders

Curriculum
Year 8s

Parents
Online and Facebook

Mobile App
“Image Up” App

An Apple and Android version app that enables users to:

- share photos to a number of social media services, after viewing targeted cyber safety messages.
- view a history of photos shared, or decided not to share
- delete those images from social media services
- access support resources if they’ve sent images they regret or other issues related to online interaction

The App has undergone two phases of Beta Testing, including testing by the Cyber Ambassadors in 2015.
Settings & info

Accounts
- Connected
- Connected
- Connected

Info
- App instructions
- Send this instead
- Get help
- About the Cyber Savvy Team

My photos
- 21 November 2015, 6:01 AM
- You decided not to post this
- 21 November 2015, 5:58 AM
- 20 November 2015, 1:06 PM
- 19 November 2015, 5:20 PM
- 19 November 2015, 10:23 AM
- 18 November 2015, 8:16 AM

Send This Instead
- Come on, pretend you're better than this. We both know you're not, but let's pretend.
- Sorry, no camera. So I drew it instead.

Save all images to camera roll
Other web resources

Curriculum - Year 8 students
4 modules: 7 learning activities (student and teacher)

1. Reality Bites (the Law)
2. Reputation Management
3. Helping Me, Helping You
4. Critical Thinking
Parents’ online resources

Information, tutorials and relevant videos about:

- Young people’s typical online behaviour X age group
- Developing knowledge (social media, cybersafe practices)
- Parenting online
- Communicating with your child
- Top tips for technology
- Technology topics for discussion
- Family agreements
- Legal facts about sexting
- How to support your child

![Screen shot of Parenting Online website](image_url)
Cyber Savvy Facebook Page

https://www.facebook.com/CyberSavvyPerth

Communication objectives for using Facebook is to:

- establish an online presence on Facebook - focusing on the importance of image sharing via social media
- connect with new and existing users that we would otherwise not have connected with via the online website
- provide the Facebook community valuable information around image sharing via articles, links, images, statistics
- update audience with Cyber Savvy news, events, publications etc.
- engage audience by allowing users to comment, like, and share our posts
- encourage discussion surrounding image sharing and its consequences
Next steps...

• RCT 2016 n= 20+ schools
• Process evaluation - especially App and online resources
• Online forum with cyber leaders
• Continued engagement with young people and other stakeholders
• Dissemination of findings