

Addressing Youth Victimization Cyber-Bullying Kid's New Reality

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Presented by

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KidsHelpPhone.ca

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«Cyber-Bullying: Our Kid's New Reality»
A Kids Help Phone Research Study of Kids Online, April 2007
Internet experiences posted on Kids Help Phone's website

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About Kids Help Phone

- **1989** The phones went live on May 16
- **1996** <http://www.kidshelpphone.ca/> goes live, giving young people access to information about issues important to youth
- **2002** Online counselling is introduced. "Ask a Counsellor" allow the kids we've been helping by phone, to reach out through their medium of choice
- **2006** building our capacity for online counselling and offering significantly more detailed and age-appropriate information online
- **Next step: online counselling (chat) one-on-one**

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Knowledge Mobilization

- Extensive external and internal research on 50 topics
 - chosen based on identified counsellor needs, needs of the youth who use our service, and emerging trends in youth culture.
- Subject Matter Experts review the documents to ensure clinical soundness, accuracy, and depth
- Children Writer adapts clinical content into language that embodies the voice of the counsellor and speaks directly to kids and their needs.

Attention Deficit Hyperactivity Disorder

Anger

Employment and Finances

Grief and Loss

Leaving Home

Nutrition

Puberty

Self Care

Sleep

Trauma

Age and the Law

Emotions & Sadness

Family Abuse

Hope and Hopelessness

Mental Health Resource Access

Pregnancy and Options

Racism and Ethno-Cultural Diversity

Sexual Harassment

Tattoos

Suicide

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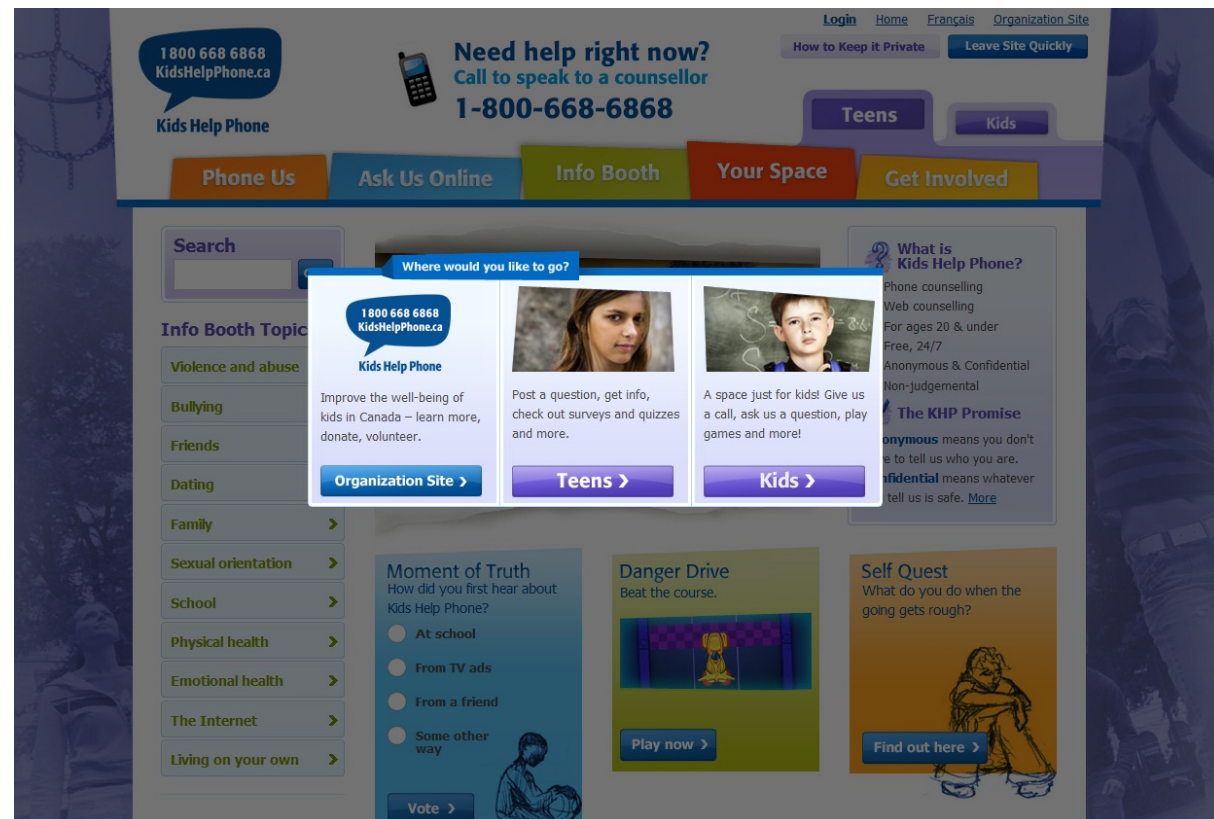
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About Kids Help Phone

No matter the question, you can talk to us!

- › 24/7/365
- › Free
- › Confidential
- › Anonymous
- › Bilingual
- › Professional counsellors

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www.kidshelpphone.ca



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Connecting Online

Info Booth

Allows kids to quickly scan for information on the topic important to their own situation

The screenshot shows the Kids Help Phone website's 'Info Booth' for 'Cyberbullying'. At the top, there's a navigation bar with links for 'Login', 'Home', 'Français', and 'Organization Site'. A search bar is on the left. The main content area features a large image of a person sitting on the floor with a laptop, overlaid with the text: 'My name and picture were posted all over... I felt horrible.' Below this, there's a section titled 'What's the big deal?' explaining that cyberbullying can happen anytime and anywhere, and that many teens are afraid to report it. A sidebar on the left lists various resources like 'Tools and Games', 'Find Out More', and 'Related Topics'. The page is designed with a clean, user-friendly layout using a color palette of blues, greens, and oranges.

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Need help right now?
Call to speak to a counsellor
1-800-668-6868

How to Keep it Private Leave Site Quickly

Teens Kids

Phone Us Ask Us Online Info Booth Your Space Get Involved

Home Info Booth Bullying Cyberbullying

Search [input] Go >

Cyberbullying

What is cyberbullying?
Are you a target?
Helping a friend
Are you cyberbullying?
How to block cyberbullies

Tools and Games
No Signal
Danger Drive
Letter Builder

Find Out More
Books
Links

Related Topics
Bullying
The Internet

Cyberbullying

My name and picture were posted all over...
I felt horrible.

Have you ever laughed at embarrassing photos of someone online? Ever received an upsetting text from someone you don't know? These are examples of cyberbullying. Let's take a closer look.

What's the big deal?

Cyberbullying can happen day or night. You might turn off your phone and computer, but the hurtful messages will be waiting for you the moment you turn them back on. Being a target is scary and isolating. Many teens are afraid to tell anyone they're being cyberbullied because they're afraid they will lose their online privileges. It doesn't have to be that way. You can choose to be safe.

In this section, you will learn more about [cyberbullying](#), [what to do](#) if it happens to you, [how to avoid doing it](#), and ways to [help a friend](#). You'll also find out [how to block senders](#) from your email or phone, and [links](#) to other helpful resources.

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Ask Us Online > Bullying: Message

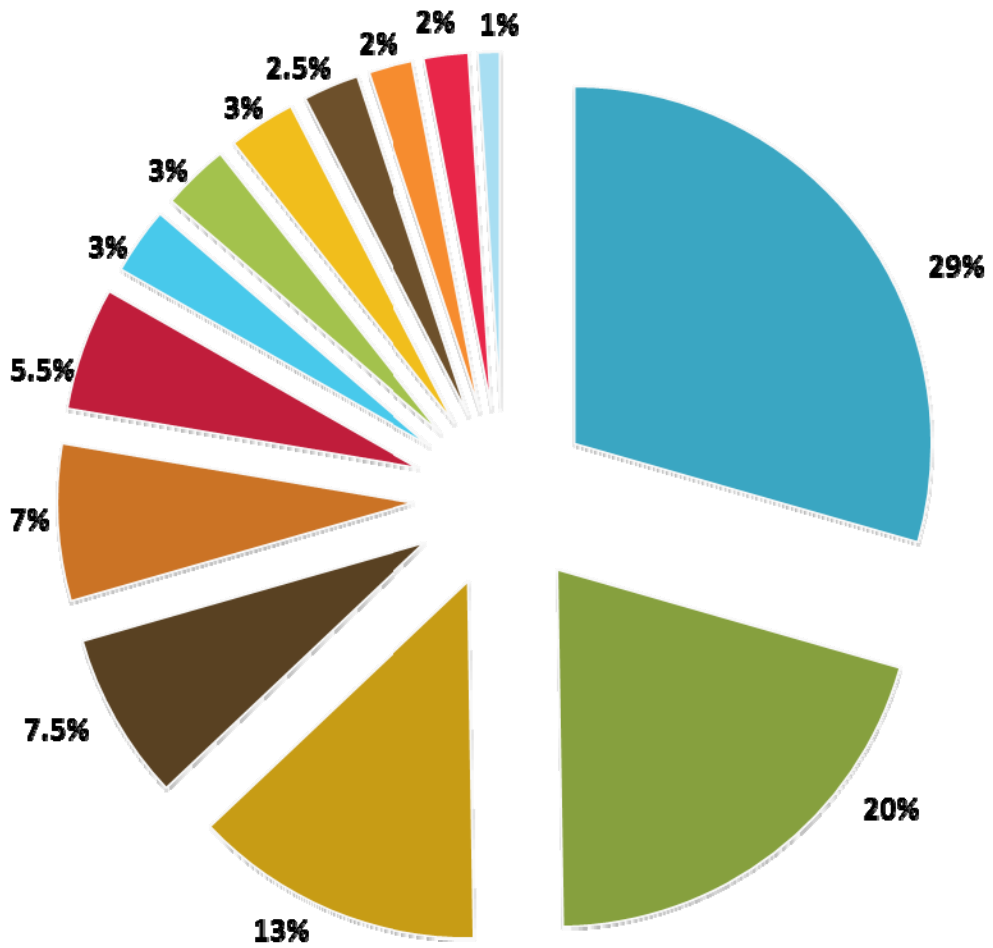
Ask Us Online
Allows kids to write a question in one of the many forums, and receive a personal answer from a counsellor

The screenshot shows the 'Ask Us Online' forum page for 'Bullying'. At the top, there is a navigation bar with links for 'Login', 'Home', 'French', and 'Organization Site'. A 'How to Keep it Private' link and a 'Leave Site Quickly' button are also present. The main header includes the phone number '1 800 668 6868 KidsHelpPhone.ca' and a call to action: 'Need help right now? Call to speak to a counsellor 1-800-668-6868'. Below this are tabs for 'Teens' and 'Kids', and a main menu with 'Phone Us', 'Ask Us Online', 'Info Booth', 'Your Space', and 'Get Involved'. The 'Ask Us Online' tab is selected, showing a search bar and a list of forum categories: 'Bullying', 'Violence & Abuse', 'Friends', 'Dating', 'Family', 'Girls' Health', 'Guys' Health', 'Emotional Health', 'School', and 'Living on your own'. The 'Posting Help' section includes 'Frequently asked questions about posting' and 'Login Or Create a Profile'. The 'Info Booth' section is also visible. The main content area displays a list of messages under the heading 'Ask Us Online: Bullying'. Each message includes an icon representing the user's mood (e.g., angry, sad, lonely, confined), the message title, the number of views, and the user's name. The messages listed are: 'The bully friend' (16 views, Posted by Sunshine_leaf), 'V.P.' (10 views, Posted by Highhawks), 'i can't take it anymore' (11 views, Posted by zoemalt), ':/' (6 views, Posted by t), 'Bullys and love' (7 views, Posted by m), and '.....' (22 views, Posted by pinkloverox). A 'Post a message >' button is located at the top of the message list. The page also features a 'Print' button and a 'Go >' button for the search bar.

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What's important to kids today



- 29% Mental Health
- 20% Peer Issues
- 13% Family Issues
- 7.5% Sexuality
- 7% Abuse
- 5.5% Bullying
- 3% Current Events
- 3% Suicide
- 3% Addictions
- 2.5% Other
- 2% Education
- 2% Physical Health
- 1% Acculturation

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Introduction



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1958

19 year-old Madeleine

- After school, she spends all her free time with her friends and cousins
- Assignments for the evening are logged in a personal notebook
- Homework is done on the kitchen table



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1977

17 year-old Christine

- As soon as she gets back from school, she calls her friends and is on the phone all evening
- Assignments for the evening are logged in her school agenda
- Homework is done in her bedroom, listening to music



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2011

16 year-old Virginie

- She is always chatting on MSN
- Assignments can be retrieved on the school website
- Homework is done on her personal laptop, in her bedroom



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Madeleine, Christine, Virginie



Three generations, the same needs

- To belong and be part of a group
- To have and protect their personal private space
- To develop their social life

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Internet is a community



For teens, Internet is a community

- ☞ It is no longer a place they visit to get information or play games.
- ☞ The online world is their world
 - with many of the benefits and challenges of the offline world
 - with its own set of rules, behaviours and etiquettes
 - with both **positive** and **negative** effects

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Internet is a community

The 2009 « Kids Help Phone Research Study of Kids Online » received feedback from 2,500 young people across Canada. Here's what they told us:

- About 71% said that they know how to be safe online, but many of them are making choices about their online interactions that are unsafe.
- Almost half said they'd given out personal information online
- 20% said that they'd given out personal information to someone they'd never met face-to-face in order to prove that person was important to them

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Internet is a community

- About 72% have talked to their parents about online safety at least once
- Almost 50% have a computer in their bedroom
- 45% have a webcam attached to their computer.
- About 40% said their online friends are exactly the same people they're friends with offline
- Close to 17% admitted that they'd never met most of their online friends in the real world
- 27% said they had kept an online relationship secret from their friends and family.

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Internet is a community

negative effects

Cyber-bullying

... well at one point almost every one in my school hated me because these people spreading false things about me. They tried to get all my friends to hate me and for the the most part they succeeded. It made me feel helpless, alone, and worthless if the people I thought I could trust completely turned against me so quickly



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Diffamation rumours spread about them

... most of the time the people bullying me online were the same people that were bullying me in real life, but used technologie to escalate it and make the lies and rumours spread faster and farther. It's a horrible feeling knowing someone doesn't like you enough that they'd make stuff up about you to send to the entire world.



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Harassing

... when i got home they sent me texts sayin like "you suck, we have always hated you and we always will.« and they kept sending me texts and Emails and even leaving ugly messages on my phone. They know i am scared but they won't stop ...



exhausted

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Identity theft

...My computer got hacked by an old so called friend. While they were on it, they talked to poeple on my MSN and other instant messaging things. They spread lies about things i had done. people thought it was me and beleived it ... There is nothing i can do ... It is so hard i can't go back to school ...



frustrated

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Being threatened

...I was threatened by someone i knew. She sent me emails everyday saying she was going to beat me up and hurt me really bad. It was a really scary thing and i cried every time i had to go to school because she was there. But i never told anyone.



scared

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Hate page

... six months ago, a girl had a hate page on her web site and it was about me. There were many names that weren't necessary to say and so many lies. I felt she betrayed me and I felt angry I couldn't help it, then people started making fun of me at school and I had no self-confidence so I started to hurt myself



angry

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Juvenile pornography

... this may sound like an odd question but how safe are web cams? I mean, i know they can be dangerous if your randomly going into chat rooms or meeting people over the Internet and doing stuff or sending pictures of me. How safe is it? Could someone else be watching?



guilty

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Cyber-bullying

Cyber-bullying involves the use of information and communication technologies

- E-mail / cell phone / IM
- Defamatory personal web sites
- Social network sites

To support **deliberate**, **repeated** and **hostile** behaviour by an individual or group, with the intent to **harm**.

Like bullying of all types, cyber-bullying often happens in the context of a peer group and involves:

- Unequal power
- Hurtful actions
- Repetitive behaviours

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Cyber-bullying

Cyber-bullying unique attributes

- Bully can remain anonymous
- Bully can pretend to be another person
- Bullying can happen anywhere, anytime, given that cyber-space is everywhere all the time
 - ✓ ***No more safe space***
- Bullying can take many forms within the cyber-space
- Capacity for instant and limitless dissemination of words and images

Online tools are being used effectively to expand on, or continue offline bullying activities.

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How kids feel about being cyber-bullied?

Impacts of cyber-bullying are similar to any bullying:

- Exclusion
- Exposure
- Fear

With a greater sense of

- Powerlessness
- Betrayal
- Frustration
- No more safe space

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Consequences of cyber-bullying

- Low self esteem
- Absenteeism
- Depression
- Health problem related to stress
- Anxiety
- Social isolation
- Aggressive behavior
- Bullying
- Suicide thought

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Why bullies do what they do?

... It happens because on the computer, you don't have to face anybody and nobody know who you really are....

- No supervision and anonymous

... It was wrong. I know. I couldn't tolerate any longer as he was spreading rumors about me, and soon everyone was making fun of me

- Revenge

... I did it because my friend told me to and did it with me ...

- Peer pressure

... I bullied someone for a while. I was trying to climb the popularity chain....

- Popularity

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Bully / victim / Peers

The bully

- needs to assert their superiority by placing the victim in a position of inferiority
- needs a public that recognizes them as strong to maintain their superior status

The peers

- are direct or virtual witnesses, silent and passive
- live in fear of being in turn identified as the victim or weak

The victim

- is even more humiliated that there are witnesses to their inability to defend themselves
- because everyone seems unconcerned he won't talk to anyone

(Rose-Marie Charest psychologue)

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Bullied Kids and Teens Write to us

When they are overwhelmed

- they have been bullied for a very long time
- the intimidation gets worse
- They are afraid to ask for help
- or
- they have asked for help and haven't been adequately supported
- they are often unaware that bullying is illegal
- they are isolated
- they are experiencing a sense of helplessness and hopelessness
- they do not understand the indifference peers and adults around them show
- They are looking for a **miracle**

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Les jeunes intimidés nous écrivent

Kids Help Phone's approach:

- Restoring dignity
 - by taking them seriously and listening to them without judging
 - reframe bullying
 - helping them understand that it is not acceptable and is illegal
- Restoring hope:
 - Looking for exceptions
 - finding allies
- Empowerment:
 - Using an approach called CRSP (Concrete / Realistic / Small steps / Positive)
 - The importance of perseverance
 - Celebrating small successes or victories

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hopeful

What can kids do?



proud

Most kids won't tell people because they are afraid that it will get worse, because they feel ashamed or powerless.

- Know that cyber-space is public space
- Avoid locations that are likely to be problematic
- Protect personal information

... I simply block or ignore them

- Ignore bully

... so i printed the MSN conversation and went to the police ...

- Avoid contact and report the incident

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hopeful

What can kids do?



proud

...But i never told anyone. That was probably the biggest mistake i made. If i told someone, they could have stopped it or made me feel better. But i was scared they would laugh at me. But when i finally told my mom, she talked to the school, the girls mon and the girl and the whole thing was resolved

- Tell a trusted adult
- Know who your friends are
- Maintain a life outside of cyberspace

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Recommendations

- Learn about Internet safety
- Prevention
- Supervision
- Detect signs of cyber-bullying
- Dont minimize or overreact
- Report any illegal behavior

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Resources



- Internet Safety (formerly Internet101.ca)



- Cyberbullying , avatars and multiplayer games. Why kids cyberbully
- What uou can do if your child is a victim

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Resources



CANADA'S NATIONAL TIPLINE FOR REPORTING THE ONLINE SEXUAL EXPLOITATION OF CHILDREN

<http://www.security4kids.ch/Home.aspx>

<http://www.texted.ca/app/en/>

<http://deal.org/fr/>

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