

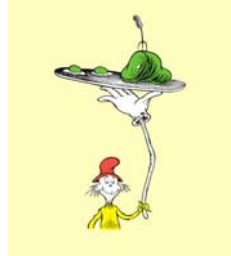
Cyberbullying, Normalization of (Sexual) Harm & Prevention



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From Dr. Seuss to Porn



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2

Countering a Culture of Cruelty & Normalization



Grand Theft Auto IV

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- Hal Halpin, president of the Entertainment Consumers Association, a nonprofit serving the needs of gamers, thinks critics are misguided.
- "These are leaps of faith that the activists are taking," he said, noting that the average gamer is 32 years old. "It's not a game meant for kids."
- Both critics and fans agree that parents are the ultimate gatekeepers and need to educate themselves on the content of their children's video games. (Star Tribune, 4/29/08)

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Whether it's prevention skills, safety tips, or building protective factors & assets; too often we send out floatation devices - or give swimming lessons - to children, teens & adults

who are trying to swim in a pool full of sexual (cyber & otherwise) toxic waste.

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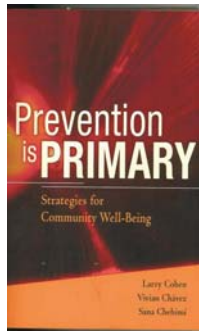
It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change

(Institute of Medicine, 2001, p.4)

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- Primary Prevention: taking action to prevent health and social problems before their onset.
- PP emphasizes the value of fostering health-supportive community environments and of making the healthy choice *the easy choice*.
- Effective prevention strategies must target not just individual behaviors but also the environment in which they occur.



- Prevention is Primary (Cohen, Chavez, Chelimi, 2007)

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"Cyberbullying involves the use of information and communication technologies to support deliberate, repeated, and hostile behavior by an individual or group, that is intended to harm others." -[Bill Belsey](#)

www.bullying.org

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“Bullying” Definitions:

- Aggressive behavior, unprovoked, intentional harm or fear, repeated over time,
- Imbalance of power within an interpersonal relationship,
- Pattern of contempt; “*arrogance in action*”
- “Learned behavior”
- Sense of entitlement
- Claim provocation; not clear empathy

B Coloroso



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Degrees of Bullying

Mild
Moderate
Severe

NOTE: What is the impact on the victim and others?



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Technology Facilitated & Face to Face

- Bullying Dynamics
 - Targets
 - Doers
 - Bystanders
 - Social Norms
 - Degree & Frequency



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Schoolyard Face-Offs Blamed on Facebook Taunts

Washington Post Sunday, April 27, 2008

- Twice this month, students at [Walt Whitman High School](#) in Bethesda have used their fists to settle disputes that arose on [Facebook](#).
- Principal Alan Goodwin asked parents to monitor their children's postings on the SN site.
- He posted on the school's e-mail list, 'which is a forum as addictive to some Whitman parents as Facebook has become to their children.'

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Bullying "+" Cyberbullying Differences

- New & Powerful Tools
- Seeming Anonymity
- Seeming Distance
- Easy to Try on Different Roles or Personalities
- Easier to Do For Those Who Wouldn't Do or Say This Face to Face but....
- Victim – Can't escape once home



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Cyberbullying = Online Amplified Version of Bullying

- Pranks
 - Gossip
 - Insults
 - Threats
 - Impersonation
 - Betrayals
 - Compromising pictures
 - Videos
 - Self published Child Porn
 - Constant Barrage of sexually charged/exploitive images
- (MySpace Unraveled, 2007)



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Cyber Places

- Email
- Chat rooms
- IM
- Blogs
- Videos
- Websites
- Interactive online games
- Social networking sites
- Cell phones
- Real World Spill Over
 - (MySpace Unraveled, 2007)



Michael Meister

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Feathers



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Frequency

- Cyberbullying most common risk to middle schooler, social networkers & chat
- Studies vary: 1-3, 1-10
- Studies indicate approximately 17% of early adolescents indicate they are victims of repeated verbal aggression or physical harassment.



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Frequency

Some kids suffer both in-person and electronic harassment, but it's more often one or the other.

- Michele Ybarra online survey of 1,588 children ages 10 to 15.
 - 64% of youths harassed online;
 - were NOT also bullied in person.

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Continued...

- 15% said they've received at least one unwanted sexual communication in the past year.
- That included solicitations for sex or conversations about sex or questions about bra size or other personal sexual information.

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Frequency

- One third (33.4%) of US teens victims of cyberbullying.
- These are the best figures we have on the noncriminal, peer-to-peer side of the social Web's risk spectrum

("Bullies Move Beyond the Schoolyard"). 2006 J.W. Patchin and S. Hinduja

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Pew Internet and American Life Project, 12/07

- 93% of American teenagers use the Internet,
- 55 % have created a profile on a social networking site,
- 47% have uploaded photos where other people can see them.

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Growing Up Online PBS



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Normalization of Harm

“The more a person is exposed to these themes & images, the more normal they become.”

Dr. Sharon Cooper

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Sexually Toxic Society

When incidents of sexual exploitation and violence are as frequent as they are; when mass media is filled with pornified images that pair sex with violence; when dominant messages sell sex void of any sense of meaning, significance or responsibility; when gender socialization continues to be destructive, and when adults are hesitant to proactively talk about sexuality, we have a sexually toxic society.

Adapted from "Talking About It", Cordelia Anderson, 2001

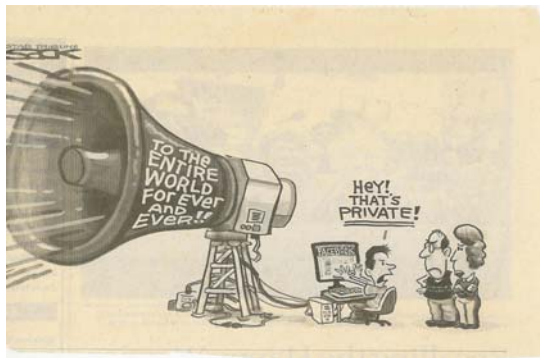
Sex & Sexuality

- Big piece of the puzzle (real or alleged orientation or behaviors gender, appearance, etc)
- Compliant Victimization
 - Groomed by individual or society
- Narcissistic
 - See me & Be seen culture
- Worth/Value as sexual object (self objectify)
 - (APA: thing for others sexual use)



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Toxic decisions seem rational in toxic environments

Dr. John Briere

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Can't take it Back



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Florida Girls Physical Assault Taped



Girls upset by MySpace posting
Pack mentality - Lured girl over
Knocked her unconscious
Beat her and videotaped it
Plan to post the assault
Girl has concussion
8 arrested, 6 girls, 2 boys
April 8, 2008 Florida

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The Problem

- The “MARKET” Supply & Demand
- Creation & “feeding” of perpetration (mostly males juv’s & adults)
- Prostituted, Pornified, Technology facilitated Trafficked, Sex Tourism
- Commercial & non-commercial motivations



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What is “Normalization”?

- The process by which an idea or behavior becomes:
 - *an accepted part of societal culture.*
 - Then considered “just the way it is” “just what people do.”
- Once indoctrinated & barriers removed, it’s viewed as beneficial or preferential & then NOT Questioned

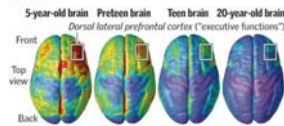
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The Brain & the Body

Judgment last to develop

The area of the brain that controls “executive functions” — including weighing long-term consequences and controlling impulses — is among the last to fully mature. Brain development from childhood to adulthood:



Red/yellow: Parts of brain less fully mature
Blue/purple: Parts of brain more fully mature

Sources: National Institute of Mental Health; Phil Thompson, Ph.D., UCLA Laboratory of Neuro Imaging; Thomas McKay | The Denver Post

Input Matters & Mirror Cells



Hormones

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What Do Children & Teens Get?

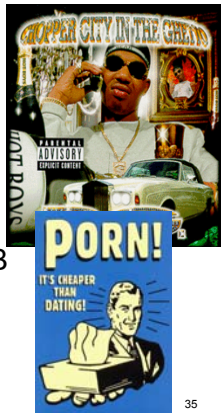


A steady diet of toxic messages

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- Marketing/Consumer Culture
 - 15 B spent marketing to children
 - We’ve got a product for you
 - “Sex sells” – We’ve got a product for you
- Pornography: 57 B/ 12 B 7 largest GNP
 - Main sex education for our children/teens



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If the Internet were a Neighborhood



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Consider what it takes to push the edge now;

Hypersexualized or *pornified* ads, clothes, games, music, shows, teen icons, etc.
 – teach children how to ...



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Female Trap

- Look like a slut
- Act like a slut
- Buy Like a slut



- Don't Be a SLUT (or be labeled one!)

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Girls labeled slut, nearly the same level of PTSD as rape victims

Dr. Gail Dines



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Broken Friendships



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Male Trap

- Be a User, Taker & Pornography Maker



- If you get caught....
 - Registered as a Sex Offender

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Teen Icons for Boys



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Is It Harmful or Not?

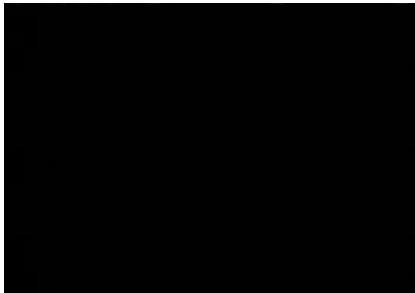
- Some videos could be considered offensive or inappropriate for underage viewers
- They don't necessarily amount to pornographic or obscene material
- Some do

http://www.pewinternet.org/pdfs/PIP_Teens_Social_Media_Final.pdf

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Everyone Knows Sarah



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Cell Porn Scandal Hits Pa. High School

ALLENTOWN, Pa. -- Police faced a difficult if not impossible task Thursday as they tried to stop the spread of pornographic video and photos of two high school girls, images that were transmitted by cell phone to dozens of the girls' classmates and then to the wider world.

By MICHAEL RUBINKAM AP, 1-25-08

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Oklahoma Teen Faces Porn Charges Over Cell Phone Video (Sunday, March 09, 2008)

OKLAHOMA CITY — An Oklahoma teen accused of using his cell phone camera to record a 16-year-old girl performing oral sex on him has been charged with manufacturing child pornography.

- Eighteen-year-old Kylem Lamont Carter was also charged with distributing child pornography because he allegedly shared the video with several students.
- Carter faces up to 20 years in prison on each count if convicted.

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Impact of Technology

- Access, Affordability, Anonymity, Arousal, Acceptance (Addiction)
- Children are Net-Natives, Adults are Net-Immigrants
- Need to learn how to parent our “net-fluent children” (Magid & Collier, 2007)
- Rapidly changing forms of technology make it hard to keep up

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Content creation by teenagers continues to grow

- 64% of online teenagers ages 12 to 17 engaging in at least one type of content creation,
- Up from 57% of online teens in 2004.
- Girls continue to dominate most elements of content creation. Some 35% of all teen girls blog, compared with 20% of online boys, and 54% of wired girls post photos online compared with 40% of online boys.
- Boys dominate one area - Online teen boys are nearly twice as likely as online girls (19% vs. 10%) to have posted a video online somewhere where someone else could see it.

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- The survey found that content creation is not just about sharing creative output; it is also about participating in conversations fueled by that content.
- Nearly half (47%) of online teens have posted photos where others can see them, and
 - 89% of those teens who post photos say that people comment on the images at least “some of the time.”

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Wild West of Cyberspace

- Who is making the rules?
- Values?



- New Territory (legally, org practices, etc.)

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Lindsey & Patty

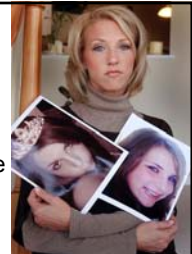


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Tina Meier Case

- Megan Meier's daughter, who had been treated for depression, committed suicide after a teenage boy who flirted with her on MySpace abruptly ended their friendship, telling her he heard she was cruel. The story gained national prominence this month when it was revealed the boy never existed -- it was a prank allegedly started by a mother in the girl's neighborhood.



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The challenges may appear overwhelming but hopelessness & inaction don't create social change

Prevention does!

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Think About the "Environment" and then think about "Prevention" Approaches....

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TIPS: www.bullying.org

- **Never give out personal information or passwords, P.I.N. numbers etc.-**
(NOTE: CORRECTION TO THIS INFO)
- **Don't believe everything you see or read** -Just because someone online tells you that they are 15 doesn't mean they are telling the truth.
- **Use Netiquette** -Be polite to others online just as you would off-line. If someone treats you rudely or meanly - do not respond. Online bullies are just like off-line. ones - they WANT you to answer (don't give them the satisfaction).

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- **Don't send a message to someone else when you are angry** -Wait until you have calmed down and had time to think. Do your best to make sure that your messages are calmly and factually written. You will usually regret sending a "Flame" (angry) to someone else later on. Once you've sent a message, it is VERY hard to undo the damage that such "flames" can do.
- **Don't open a message from someone you don't know** - If in doubt about it, ask your parents, guardian or another adult.

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- **If it doesn't look or feel right, it probably isn't** -Trust your instincts and teach your kids to trust theirs. While surfing the Internet, if you find something that you don't like, makes you feel uncomfortable or scares you, turn off the computer and tell an adult.
- **You don't have to be "Always On" turn off, disconnect, unplug, try actual reality instead of virtual reality!** -Give yourself a break Don't stay online or connected too long. Spend time with your family and friends off line.

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**If You Are The Victim of a Cyberbully
What Can Be Done Now?**

- **Don't reply to messages from cyberbullies** - even though you may really want to, this is exactly what cyberbullies want. They want to know that they've got you worried and upset. They are trying to mess with your mind and control you, to put fear into you. Don't give them that pleasure.
- **Do not keep this to yourself!** You are NOT alone and you did NOT do anything to deserve this! Tell an adult you know and trust!
- **Inform your Internet Service Provider (ISP)** or cell phone/pager service provider
- **Inform your local police**

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- **Do not erase or delete messages from cyberbullies** -You don't have to read it, but keep it, it is your evidence. You may unfortunately get similar messages again, perhaps from other accounts. GET HELP!
- **Protect yourself** -Never arrange to meet with someone you met online unless your parents go with you. If you are meeting them make sure it is in a public place.

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Need to Have Different Discussions than Dangerous Strangers “Predators On Line”

- Think about yours/others reputations
 - ["Protecting teen reputations on Web 2.0"](#)
- Know what is/isn't appropriate to upload
 - ["Teens' child-porn convictions upheld"](#)
- Be aware of how people try to manipulate people
 - ["How social influencing works"](#)
- We all need to think about how we're treating each other - online just as much as offline
 - www.netfamilynews.org

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Prevention Programs & Tools

- Use Your NetSmartz



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Crimes against Children Research Center • University of
New Hampshire • 126 Horton Social Science Center • Durham, NH 03824
(603) 862-1888 • Fax: (603) 862-1122 • www.unh.edu/ccrc



INTERNET TIPS FOR TEENS

- 1) Be smart about what you post on the Web and what you say to others.
 - The Web is a lot more public and permanent than it seems.
- 2) Provocative and sexy names and pictures can draw attention from people you don't want in your life.
- 3) Sexy pictures can get you into trouble with the law.
 - If you are underage, they may be considered child pornography, a serious crime.

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- 4) Be careful what you download or look at, even for a laugh.

- Some of the images on the Internet are extreme, and you can't "unseen" something.

- 5) Going to sex chat rooms and other sex sites may connect you with people who can harass you in ways you don't anticipate.



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- 6) Free downloads and file-sharing can put pornography on your computer that you may not want and can be hard to get rid of .

- Any pornography that shows children or teens under 18 is illegal child pornography and can get you in big trouble.

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7) Adults who talk to you about sex online are committing a crime. So are adults who meet underage teens for sex.

- Some teens think it might be fun, harmless or romantic, but it means serious trouble for everyone. It's best to report it.

8) Don't play along with people on the Web who are acting badly, taking risks and being weird.

- Even if you think it's harmless and feel like you can handle it, it only encourages them and may endanger other young people.



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9) Report it when other people are acting weird and inappropriately or harassing you or others. It's less trouble just to log off, but these people may be dangerous.

- Save the communication.
- Contact the site management, your service provider, the CyberTipline or even the police.

10) Don't let friends influence your better judgment. If you are surfing with other kids, don't let them pressure you to do things you ordinarily wouldn't.

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11) Be careful if you ever go to meet someone you have gotten to know through the Internet.

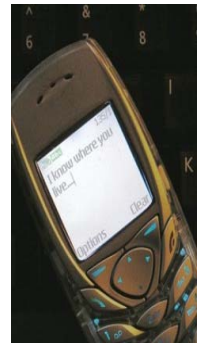
- You may think you know them well, but they may fool you.
- Go with a friend.
- Tell your parents.
- Meet in a public place.
- Make sure you have your cell phone and an exit plan.

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12) Don't harass others. People may retaliate in ways you don't expect.

13) You can overestimate your ability to handle things. It may feel like you are careful, savvy, aware of dangers, and able to manage the risks you take, but there are always unknowns. Don't risk disasters.



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www.netsmartz411.org.

The NetSmartz411 telephone hotline –

1-888-NETS411, set up by the Quest Foundation with a grant to the National Center for Missing & Exploited Children (NCMEC) went live April 3. The hotline is an expansion of NetSmartz411.org, an online help desk established in February 2007, to raise Internet safety awareness and provide expert advice to parents and guardians

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iKeepSafe.org

Marsali Hancock, President

- Balance the risks with the benefits:
- Risks:
 - 1) Inappropriate contact (do you really know the person you 'know' at the other end)
 - 2) Inappropriate content
 - 3) Inappropriate conduct (everything can be tracked and stored; digital footprints follow you)

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iKeepSafe.org

Peace of mind for families online

- Keep current with technology your kids and their friends are using
- Keep communication open and on-going (research shows even one conversation reduces risk by 6x's)
- Keep checking (checking is not spying)

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Restorative Approaches



- Name the harm done
- Accountability for the doer
- Victim centered
- Impact on community (off V shoulders)
- Solutions in the circle
- Monitor



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Prevention Tool: SEAD Stop Everything & Dialogue

- Brief Lesson
- Circle
- Art Infused Activity
- Staff trainings, Debrief & Action Plan
- School Wide



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Making Prevention a Priority

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What is missing?

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- Remember: Primary Prevention is beyond individual Act, beyond individual skill development
- & Is NOT the Burden of the Target alone
 - Or Children
 - Or Parents
- NEED action to stem the flow the acceptance the norm



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Levels of Prevention

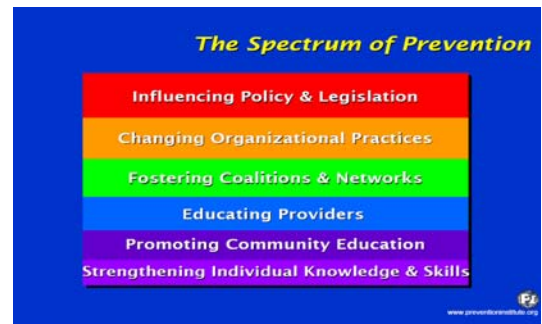
- **Focus on the DOER**
 - Perpetrator Prevention
- **Bystander**
- **Risk reduction....**
 - but careful not to blame victims
- **Social Norms**
 - Environment makes it hard for parents to do their job
 - Some parents are the perpetrators



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Work Across the Spectrum...



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Consumer Culture

- Marketing to (and of) Children
- Shaping values, *its all about stuff*
- People “girls” as sex objects
- Sex as a commodity, sex sells... an excuse
- Culture of cruelty, commodities & normalization of (sexual) harm
- Industry frame of “just meeting demand”
“individual rights,” “choice,” “parents rights” & “parents responsibility”



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Policy, Organizational Practice Coalitions

- Challenge: Technology changes geographical boundaries. Technology blurs lines between out of and in school. Policy can't separate!
- Out of school behavior interferes with school.
- Challenge: Freedom of speech? (Hate Speech & Threats to Safety Another Issue)

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- Challenge social norms
 - Normalization of sexual harm
 - Normalization of bullying & other violence
 - “Just the way it is”
- Identify who gains/profits from it
- Identify what practices “feed” it
- Make Connections between “Digital” and “Real” world

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What Next?

Famous Last words

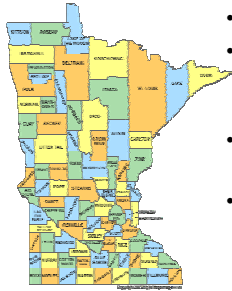
- **“Everything that can be invented has been invented”**

Charles Duell, Commissioner, US Office of Patents, 1899

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MN Effort



- MN State SVP Plan
- NACO & MNAC (Ramsey Co. Commissioner McDonough)
- DPS & MN Dept of Health: May 8th
- MNCASA:
 - Countering Normalization
 - MN MAN
 - Legislative Effort

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Resources & References

- www.Wiredforsafety.com;
- www.NetSmartz.com;
- www.BlogSafety.com
- *Cyberbullying and Cyberthreats: Responding to the Challenge of Online Social Aggression, Threats, and Distress*, by N.E. Willard, © 2007, Champaign, IL: Research Press (800-519-2707; www.researchpress.com).
- CDC's page on electronic aggression: <http://www.cdc.gov/ncipc/dvp/electronic--aggression.htm>

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Resources & References

- --
Nancy Willard, M.S., J.D.
Center for Safe and Responsible Internet Use
<http://csriu.org>
<http://cyberbully.org> <http://cyber-safe-kids.com>
nwillard@csriu.org

Cyberbullying and Cyberthreats: Responding to the Challenge of Online Social Aggression, Threats, and Distress (Research Press)

Cyber-Safe Kids, Cyber-Savvy Teens: Helping Young People Learn to Use the Internet Safely and Responsibly (Jossey-Bass)

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Resources & References

- Muir, Deborah. (2005). Violence Against Children in Cyberspace: A Contribution to the United Nations Study on Violence Against Children. Bangkok: ECPAT-International. (96 Pages)
- 2 SMRT 4U campaign, visit <http://www.2smrt4u.com/>.
- www.netfamilynews.org

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