

What is Bullying?

Bullying is unwanted, aggressive behavior that involves a real or perceived power imbalance. The behavior is repeated, or has the potential to be repeated, over time. Both kids who are bullied and who bully others may have serious, lasting problems.

In order to be considered bullying, the behavior must be aggressive and include:

- **An Imbalance of Power:** Kids who bully use their power—such as physical strength, access to embarrassing information, or popularity—to control or harm others. Power imbalances can change over time and in different situations, even if they involve the same people.
- **Repetition:** Bullying behaviors happen more than once or have the potential to happen more than once.

Bullying includes actions such as making threats, spreading rumors, attacking someone physically or verbally, and excluding someone from a group on purpose.

Types of Bullying

There are three types of bullying:

- **Verbal bullying** is saying or writing mean things. Verbal bullying includes: *teasing, name-calling, inappropriate comments, taunting, threatening to cause harm.*
- **Social bullying**, sometimes referred to as **relational bullying**, involves hurting someone's reputation or relationships. Social bullying includes: *leaving someone out on purpose; telling others not to be friends with someone; spreading rumors about someone; embarrassing someone in public.*
- **Physical bullying** involves hurting a person's body or possessions. Physical bullying includes: *hitting, kicking, pinching, spitting, tripping, pushing, taking or breaking someone's things, making mean or rude hand gestures.*

Cyberbullying

Cyberbullying is bullying that takes place using electronic technology. Electronic technology includes devices and equipment such as cell phones, computers, and tablets as well as communication tools including social media sites, text messages, chat, and websites. Examples of cyberbullying include: *mean text messages or emails, rumors sent by email or posted on social networking sites, and embarrassing pictures, videos, websites, or fake profiles.*

- Kids who are being cyberbullied are often bullied in person as well. Additionally, kids who are cyberbullied have a harder time getting away from the behavior.
- Cyberbullying can happen 24 hours a day, 7 days a week, and reach a kid even when he or she is alone. It can happen any time of the day or night.
- Cyberbullying messages and images can be posted anonymously and distributed quickly to a very wide audience. It can be difficult and sometimes impossible to trace the source.
- Deleting inappropriate or harassing messages, texts, and pictures is extremely difficult after they have been posted or sent.

Who is involved in bullying?

Those who bully, are bullied, and witness bullying may play different roles in a bullying situation.

- ❖ **Bullies** can be girls and boys of all ages, sizes and backgrounds. They select and systematically train their victims to comply with their demands. They seek active encouragement, passive acceptance or silence from bystanders.
- ❖ **Victims** are the targets of the bullying behavior. Some factors, such as appearing to be “different,” may put students at more risk of being bullied, but not all students with these characteristics will be bullied. Many times the victim avoids reporting the bullying and yields control to the bully.
- ❖ **Bystanders** see or hear about bullying. They may actively or passively assist the behavior or defend against it. They can encourage the bullying behavior by providing an audience to the bully. They can actively comfort the victim, come to his defense, or redirect the situation away from bullying. Often times bystanders want to help, but they don't know how.

Statistics

- The 2010–2011 School Crime Supplement (National Center for Education Statistics and Bureau of Justice Statistics) indicates that, nationwide, 28% of students in grades 6–12 experienced bullying.
- The 2013 Youth Risk Behavior Surveillance System (Centers for Disease Control and Prevention) indicates that, nationwide, 20% of students in grades 9–12 experienced bullying.
- The 2011 Youth Risk Behavior Surveillance Survey finds that 16% of high school students (grades 9-12) were electronically bullied in the past year.
- Research on cyberbullying is growing. However, because kids' technology use changes rapidly, it is difficult to design surveys that accurately capture trends.

Why don't kids ask for help?

Statistics from the 2008–2009 School Crime Supplement show that an adult was notified in only about a third of bullying cases. Kids don't tell adults for many reasons:

- Bullying can make a child feel helpless. Kids may want to handle it on their own to feel in control again. They may fear being seen as weak or a tattletale.
- Kids may fear backlash from the kid who bullied them.
- Bullying can be a humiliating experience. Kids may not want adults to know what is being said about them, whether true or false. They may also fear that adults will judge them or punish them for being weak.
- Kids who are bullied may already feel socially isolated. They may feel like no one cares or could understand.
- Kids may fear being rejected by their peers. Friends can help protect kids from bullying, and kids can fear losing this support.

<http://www.stopbullying.gov/>

A federal government website managed by the US Department of Health & Human Services

ANTI-BULLYING PSA ASSIGNMENT

Public Service announcements inform the public about safety and health information, community service, public affairs and other issues that contribute to “the common good.” A PSA is similar to a commercial, but instead of trying to sell you something, the goal is to get members of society to change their behavior.

Your assignment is to create a public service announcement that delivers a message to our school community about bullying. Your PSA should provide information to increase anti-bullying awareness and persuade the audience to be reflective and modify their interaction with peers.

Your PSA may be done as a video, a PowerPoint or a poster campaign (your teacher will indicate which of these options are available to you to complete for this assignment). In general, your PSA must deliver a distinct unique message against bullying. It should be clear, concise and easy to promote an environment of kindness, empathy and respect. Specific guidelines for each medium are as follows:

Remember to utilize the appeal to ethos, pathos and/or logos. Be prepared to discuss which appeal/s you used in your PSA.

Video:

Length _____

Has an engaging and innovative message

Should not include profanity, smoking or other non-school appropriate material or footage

Should include accurate facts and statistics

Details in the PSA are relevant and effective in delivering the message

Clear beginning, middle and ending

Represents the efforts of all group members

PowerPoint

Should be _____ slide/s – If done in groups, _____ slides must be completed.

Slides include correct information and topic is discussed in a clear organized manner

Graphics are school appropriate

Slides are attractive and text is legible

Grammar, punctuation, and spelling are correct

Includes accurate facts and statistics

Has an engaging and innovative message

* Represents the efforts of all group members

**Must be emailed to your teacher, or brought to class on a flash drive the day it is due, if your file wont open, the assignment is considered late until it does open on your teacher’s computer.

Poster Campaign

Must have two posters

Text should be clear, creative and highly focused on topic

Graphics must be relevant and demonstrate creativity

Includes an original anti-bullying slogan or poem

Grammar, punctuation, and spelling are correct

Includes accurate facts and statistics

Represents the efforts of all group members

For each day this project is late, you (and your group members) will receive 10% off of your earned grade.

Total point value for this assignment is: _____ This assignment is due on or before _____.