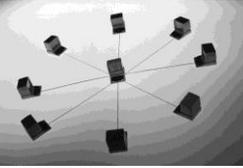


How can Technology be used to Bully?

The table below explores the range of ways today's technology can be used.

Technology:	Great for:	Example of misuse:
Mobile Phone 	Keeping in touch by voice or text, taking and sending pictures and film, listening to music, playing games, going online and sending emails. Useful in emergency situations and for allowing children a greater sense of independence.	Sending nasty calls or text messages, including threats, intimidation and harassment. Taking and sharing humiliating images. Videoing other people being harassed and sending these to other phones or internet sites.
Instant Messaging 	Text or voice chatting live with friends online. A quick and effective way of keeping in touch even while working on other things.	Sending nasty messages or content. Using someone else's account to forward rude or mean messages via their contacts list.
Chatrooms and message boards 	Groups of people around the world can text or voice chat live about common interests. For young people, this can be an easy way to meet new people and explore issues which they are too shy to talk about in person.	Sending nasty or threatening anonymous messages. Groups of people deciding to pick on or ignore individuals. Making friends under false pretences - people pretending to be someone they're not in order to get personal information that they can misuse in a range of ways - e.g. by spreading secrets or blackmailing.
E-mail 	Sending electronic letters, pictures and other files quickly and cheaply anywhere in the world.	Sending nasty or threatening messages. Forwarding unsuitable content including images and video clips, or sending computer viruses. Accessing someone else's account, e.g. to forward personal emails or delete emails.
Webcams 	Taking pictures or recording messages. Being able to see and talk to someone live on your computer screen. Bringing far-off places to life or video conferencing.	Making and sending inappropriate content. Persuading or threatening young people to act in inappropriate ways. Using inappropriate recordings to manipulate young people.
Social network sites 	Socialising with your friends and making new ones within online communities. Allowing young people to be creative online, even publishing online music. Personalising homepages and profiles, creating and uploading content.	Posting nasty comments, humiliating images / video. Accessing another person's account details and sending unpleasant messages, deleting information or making private information public. Groups of people picking on individuals by excluding them. Creating fake profiles to pretend to be someone else, e.g. to bully, harass or get the person into trouble.
Video hosting sites 	Accessing useful educational, entertaining and original creative video content and uploading your own.	Posting embarrassing, humiliating film of someone.
Virtual Learning Environments (VLEs) 	School site, usually available from home and school, set up for tracking and recording student assignments, tests and activities, with message boards, chat and IM.	Posting inappropriate messages or images. Hacking into someone else's account to post inappropriate comments or delete schoolwork.
Gaming sites, consoles and virtual worlds 	Live text or voice chat during online gaming between players across the world, or on handheld consoles with people in the same local area. Virtual worlds let users design their own avatars - a figure that represent them in the virtual world.	Name-calling, making abusive / derogatory remarks. Players may pick on weaker or less experienced users, repeatedly killing their characters. Forwarding unwanted messages to other devices in the immediate vicinity.



Cyberbullying

Key safety Advice



Understanding children's and young people's online lives and activities can help adults respond to situations appropriately and effectively. Asking your child to show you how technologies and services work is a useful strategy in discussing online safety.

For Children and Young People

- 1) Always respect others - be careful what you say online and what images you send.
- 2) Think before you send - whatever you send can be made public very quickly and could stay online forever.
- 3) Take care of your passwords - keep them to yourself. Only give your mobile number, personal website address or E-mail address to trusted friends.
- 4) Block the Bully - learn how to block or report someone who is behaving badly.
- 5) Don't retaliate or reply.
- 6) Save the evidence - learn how to keep records of offending messages, pictures or online conversations.
- 7) Make sure you tell:
 - ✓ an adult you trust or call a helpline like Childline on 0800 1111 in confidence.
 - ✓ the service provider; check the service provider's website to see where to report incidents.
 - ✓ your school - your teachers or anti-bullying coordinator could help you.
- 8) Finally, don't be a bystander - if you see cyberbullying going on, support the victim and report the bullying.

For Parents and Carers

- 1) Be aware, your child may as likely be a cyberbully as be a target of cyberbullying. Be alert to your child seeming upset after using the internet or their mobile phone. This could involve subtle comments or changes in relationships with friends. They might be unwilling to talk or be secretive about their online activities and mobile phone use.
- 2) Talk with your child and understand the ways in which they are using the internet and their mobile phone. See the eight key messages for children (on the left) to get you started.
- 3) Use the tools on the service and turn on in-built internet safety features.
- 4) Remind your child not to retaliate.
- 5) Keep the evidence of offending E-mails, text messages on online conversations.
- 6) Report cyberbullying:
 - ✓ contact the service provider.
 - ✓ you could inform the child's school.
 - ✓ if the cyberbullying is serious and a potential criminal offence has been committed, you should consider contacting the police.