

Suffering in Silence: Social Media and the Cyberbullying Effect

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Disclosure Statement

- I have no relevant financial relationships to disclose



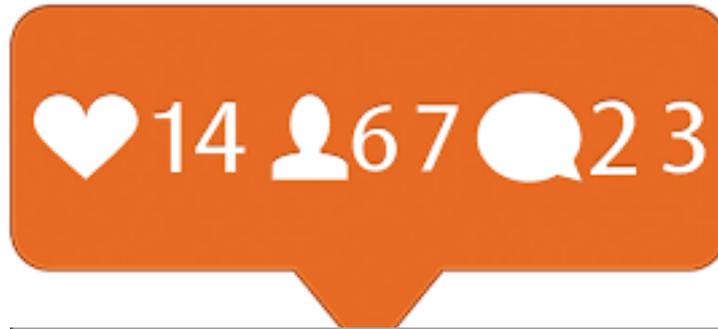
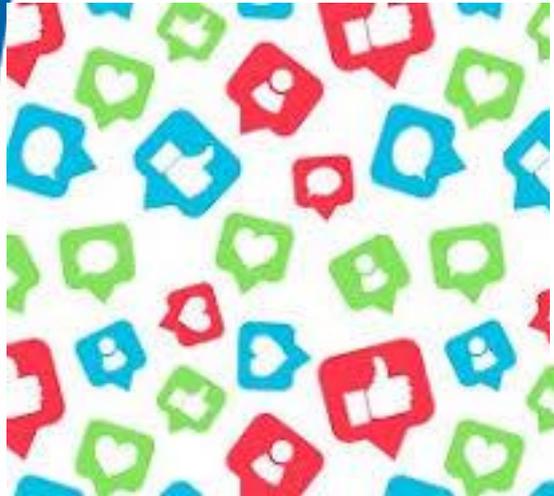


Social Media=Social Life



- Increase confidence
 - #sopretty #ily #goals #rate
- Entertainment
- Creative outlet
- Gain social support
- Release emotions
- Connect with others

Addicted to Likes



FOMO



Negative effects of social media

- Decreased self esteem
- Increased need for approval
- False sense of acceptance
- Social isolation
- Envy
- Loss of reality
- Depression
- Anxiety

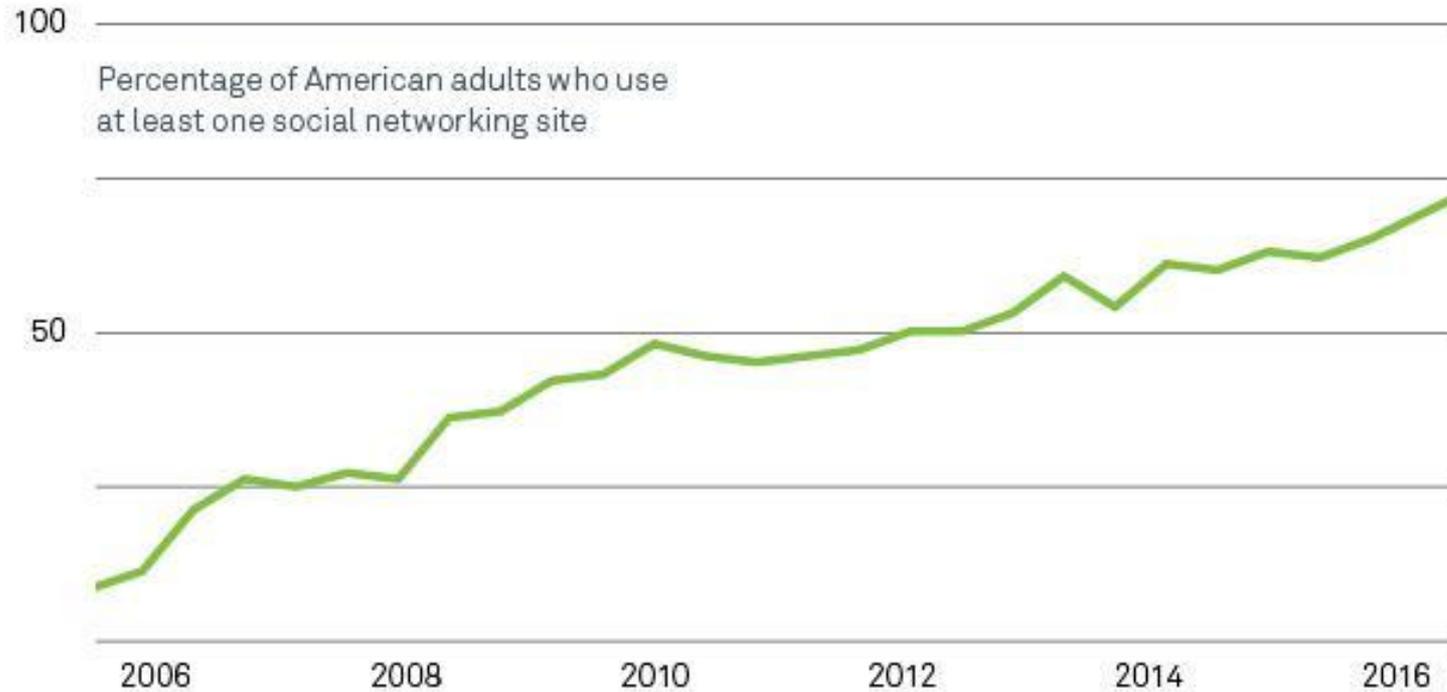


There's more...negative

- Sleep disturbance
- Exposure to online predators
- Child pornography charges from sexting
- Future ramifications i.e.. colleges admissions, employers
- Cyberbullying

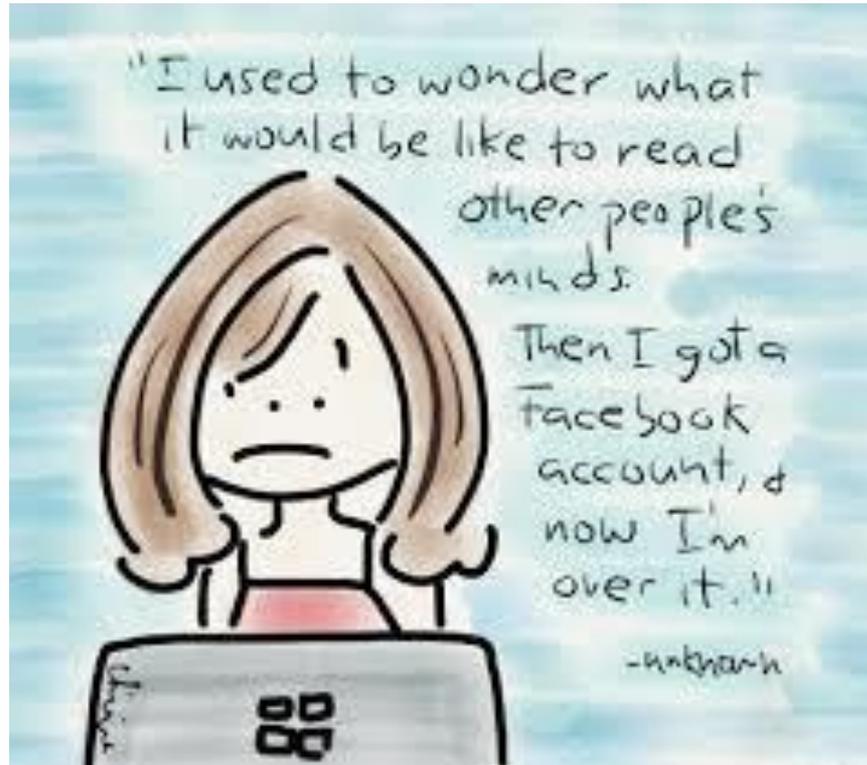


Social Media Usage Spikes



Social Media Prevalence

- 92% of teens aged 13 to 17 reported going online daily
- 71% used more than one social media site
- 24% online “almost constantly”



Social Media Apps

Can You Identify These Apps?



Pew Research Center Report

Teen social media use today

Percent of respondents age 13 to 17 who say they use...



Source: Lenhart, Amanda, Pew Research Center, April 2015, "Teen, Social Media and Technology Overview 2015"

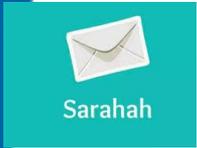
Graphic: Laura Santhanam



Snapchat: A photo messaging app, pictures, short videos intended to be erased shortly after delivery



Ask.fm: Allows an anonymous question and answer format



Sarahah: A anonymous messaging app that allows messages to be sent anonymously



Kik: A messaging app that allows anonymous contact



Musically: A lipsync video app



Google hangouts: A messaging app that can be accessed from most computers

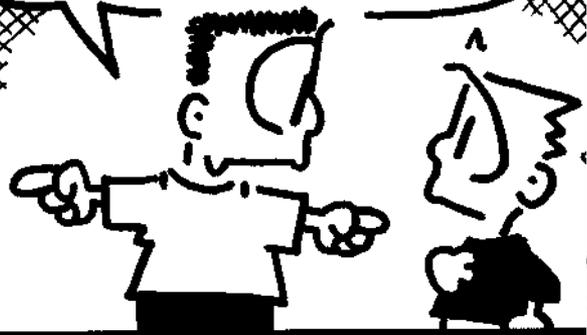
What is bullying?

- Repeated, harmful, aggressive behavior that involves a real or perceived power imbalance
- Both kids who are bullied and who bully others may have serious, lasting

- Perpetrator
- Victim
- Bystander



HAND OVER YOUR LUNCH MONEY, OR I'LL HAVE TO REQUEST THAT YOU LOG ON IN THE COMPUTER LAB TO GET CYBERBULLIED.



By banning YouTube in schools, we hope to stop bullying in cyberspace...



Prevalence of Cyberbullying

- Higher rates of cyberbullying among females
- Males more likely to be bullied via online gaming
- Increased depression among victim and perpetrator and risk for suicide among cyberbullying victims
- Increased substance abuse among bullying targets
- About 50% of teens have been victims of cyberbullying
- 160,000 kids skip school each day for fear of being bullied

Types of Cyberbullying

- Peers
 - Rumors, Envy
- Nude photo sharing
- Strangers and gaming
- Anonymous or fake profiles



Bullying Signs To Watch For

- Psychosomatic complaints
- School or activity avoidance
- Changes in behavior
- Isolation, detachment from friends
- Multiple social media accounts
- Change in phone/social media usage
- Depression and/or anxiety, cutting



Cyberbullying and Suicide

Rebecca Sedwick story

<https://youtu.be/uXNI55yv5f4>



Suffering in Silence

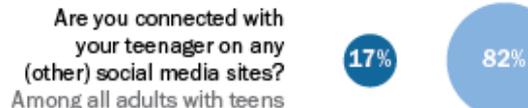
- “If I tell my mom I’m being bullied, she will take away my social media accounts”
- “Social media is destroying our lives.. But we can’t go off it then we’d have no life”



Are Parents Monitoring Enough?



On Facebook, Parents Are Friends with Their Teens

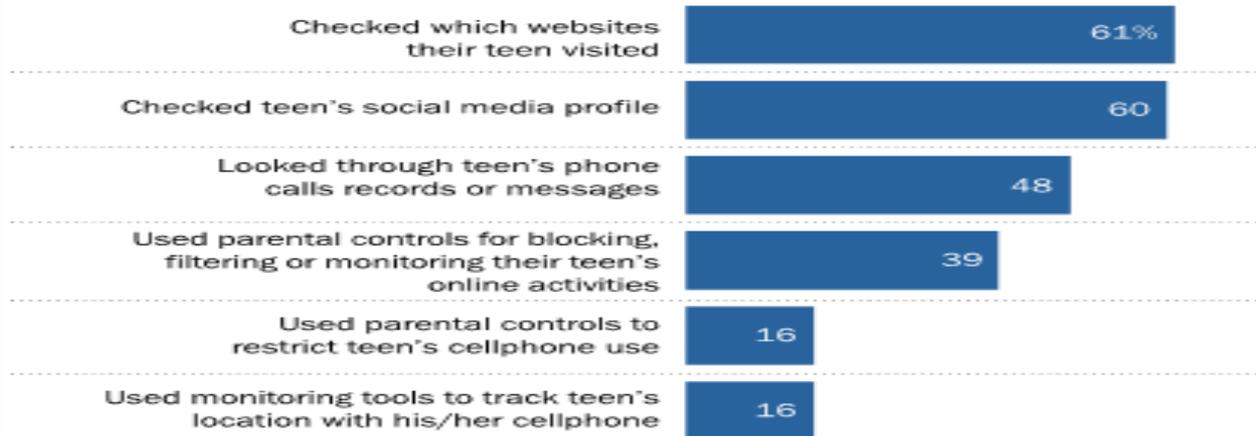


Note: Based on parents with children ages 13-17.
Source: Survey conducted Sept. 25 - Oct. 9, 2014. N=1,060

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A majority of parents check their teen's web history or social media profile, while fewer use tech-based parental controls

Among parents of teens ages 13 to 17, the % who have ever ...

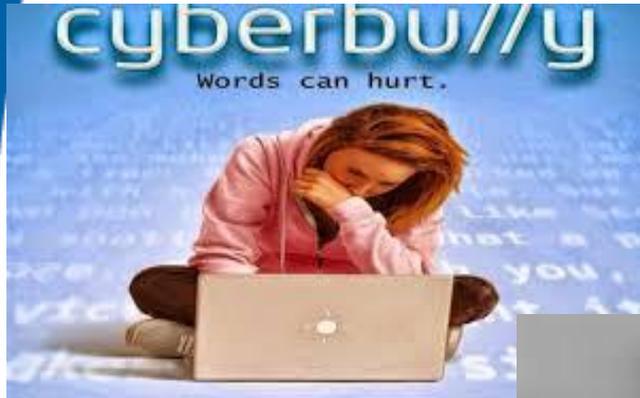


Source: Surveys conducted Sept. 25-Oct. 9, 2014, and Feb. 10-March 16, 2015.

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Cyberbully Movie

- <https://youtu.be/be6gjjWdUw4?t=1938>



And I don't
know why
everybody
hates me so
much.
Or maybe I do.
Because now I
hate me too.
~Cyberbully

Parental Monitoring Tips

- Check browsing history
- Privacy settings
- Phone carrier limits
- Screen and social media time restrictions
- Parental monitoring software and apps
- Other parents!



What can we do as nurses?



Health Care Providers Role

- Individual time alone during clinic visit
- Include social media usage in anticipatory guidance
- Discuss bullying, get comfortable asking
 - How often do you get bullied or bully others? Is anyone at school bothering you?
 - Screening questionnaires, depression screening (PHQ-2)
- Advocate!

Advice to Parents



- Teach safe internet use
- Add self to teens accounts
- Check for “spam” accounts
- Know all passwords
- Model behavior
- Talk and ask questions
- Play online games with them or observe gaming
- Help kids and teens self-regulate time spent online
- Pay attention, monitor for changes in behavior
- Listen and be supportive
- **DOCUMENT** bullying
- **REPORT** bullying



"We don't have a **choice**
on whether we **Do Social Media**, the
question is how well we **Do it.**"

- Erik Qualman



Resources

- Trusted adult, primary care provider, nurse, school counselor
- School administration/resource officers
 - Reports should be in writing
- Licensed mental health professional
 - Each clinic should have an updated provider referral list
- Stompoutbullying.org HelpChat Line
- Stopbullying.gov
- Lifeline 1-800-273-TALK (8255)
- KnowBullying App

- We must recognize and address cyber-bullying or thousands of our youth will continue to suffer in silence

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