Cyberbullying – opportunities for change by an intervention program in German middle schools

Anne Siebenbrock, Anja Schultze-Krumbholz, Herbert Scheithauer
Contents

1. Medienhelden „Media heroes“
2. Methods
3. Results
4. Next steps
Definition of Cyberbullying

Same definition as bullying with one important difference:
- via electronic forms of contact

Cyberbullying is a serious phenomenon with a prevalence of up to 20%

Cyberbullying has a negative impact on adolescent’s psychosocial health

References:
- Smith et al. (2008)
- Schultze-Krumbholz et al. (2010)
- Spears et al. (2009)
1. „Media heroes“

2. Methods

3. Results

4. Next steps

- Prevention of Cyberbullying and promotion of online skills
  - Structured manual based intervention program
  - Implementation by teachers
  - Integration in middle aged school classes (12-16 years)
Program components

Teacher Training
- 8 hours

Long version
- 7 weeks
- 14 sessions (45 min each)
- Parents evening

Short version / One day project
- 1 school day
- 4 blocks (90 min each)

Assistance by train personals
- One session
- Parents evening

- Whole day
Aims of the program

Information & Knowledge
- Cyberbullying
- Internet security & legal rights

Attitudes, Values & Norms
- Awareness
- Reflections about limits and responsibility

Social emotional competencies:
- Empathy & perspective taking

Based on the Theory of reasoned action (Fishbein & Aijzen, 1975)
1. „Media heroes“  
2. Methods  
3. Results  
4. Next steps

Evaluation design

Pretest-Posttest-Follow-up-Control-group-Design
Questionnaire based: Students, Teachers, Parents

IG Long  
Teacher training  
T1  
Long intervention  
T2  
One day project  
T3

IG Short  
CG

2010  
->  
2011

2-3 months  
6 months
## Sample description

- **5 Berlin schools**
- **15 teachers**
- **36 classes**

<table>
<thead>
<tr>
<th></th>
<th>IG Long</th>
<th>IG Short</th>
<th>CG</th>
<th>Total</th>
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</thead>
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<tr>
<td>Classes</td>
<td>12</td>
<td>7</td>
<td>17</td>
<td>36</td>
</tr>
<tr>
<td>Students</td>
<td>286</td>
<td>172</td>
<td>439</td>
<td>897</td>
</tr>
<tr>
<td>Age (SD)</td>
<td>13.25 (.81)</td>
<td>13.84 (1.38)</td>
<td>13.42 (1.04)</td>
<td>13.45 (1.07)</td>
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<tr>
<td>Gender</td>
<td>150 (w) 132 (m)</td>
<td>86 (w) 84 (m)</td>
<td>224 (w) 203 (m)</td>
<td>460 (w) 419 (m)</td>
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</tbody>
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Results

- Program acceptance and practicability
  - Program process – teachers
  - Summative evaluation – students & teachers (T2)
Summative evaluation - Students

How did you like the Medienhelden program overall?

- 100% a lot
- 13.5
- 32 mostly
- 26 medium
- 12.5 mostly not
- 11.5 not at all

N = 9 (IGL & IGS averaged)
Summative evaluation - Teachers

How did you like the materials overall?

- 100% answered that they liked the materials a lot.
- 42.9% answered that they liked the materials moderately.
- 28.6% answered that they liked the materials not at all.

N = 9 (IGL & IGS averaged)

Do you think something has changed in the class?

- 100% answered that something has changed in the class.
- 85.7% answered that a lot.
- 14.3% answered that nothing.

N = 9 (IGL & IGS averaged)
4. Next steps

- Effectiveness of the program → T1 – T2 comparison
- T3 measurement
- Improvement of the program materials with outcomes of the program process evaluation

Schultze-Krumbholz, Siebenbrock, Zagorscak & Scheithauer (2011)
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Program contents

1. Media use: advantages & disadvantages
2. What is Cyberbullying?
3. Perspective taking through movie and role plays
4. Internet security and legal rights
   ✓ How to protect myself before something happens? → Privacy settings on Facebook
   ✓ How to react when I get nasty messages? → Screenshot
Program contents - example

1. „Media heroes“
2. Methods
3. Results
4. Outlook

Identification circle

Joe
Classmates
Teachers
Parents

Students