

TRENDS & TUDES

Keeping you connected to today's youth audience

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EDITORIAL

Our Take On It



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We all know *that* kid. Big and burly, with meat hooks for arms. Not the brightest bulb in the lamp. Part "duh", part "anger" ... add it up and it forms "danger." Yes, with your lunch money now jingling in his front pocket, it's your neighborhood bully.

Or maybe you know that girl. The "Mean Girls" clone who uses social prowess to belittle. Or the person whose pointed turn of a phrase can twist like an emotional knife.



Those are common profiles – or at least perceptions – of a bully. Indeed, bullying often describes a form of harassment perpetrated by an abuser having more physical and/or social power and dominance than the victim possesses. The victim of bullying is sometimes referred

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Cyberbullying

By **Chris Moessner**, Research Director, Youth and Education Research

Teens, aged 13 to 17, are an online population – and they spend a lot of time online. They use the Internet to talk to friends, gather information for a report, check out sports scores, and practice their own social skills on a larger population. Their access to the Internet can be found in many different places, including at home, at school, and at friends' houses. Unlike younger tweens and children where parents are quite vigilant about protecting their kids from specific sites and put limits on the amount of time spent online, teens are largely unsupervised by their parents while online. However, as teens get older, they believe that their parents should be more concerned with what they see on the Internet.

This access leads to new opportunities for teens to interact, and opens the door to both positive and negative experiences. One unfortunate outcome has been an increase in *cyberbullying – use of the Internet, cell phones, or other technology to send or post text or images intended to hurt or embarrass another person*. The National Crime Prevention



Council (NCPC) commissioned a study with Harris Interactive Inc. to explore the issue of cyberbullying among middle school and high school-aged students in the United States. A nationally representative sample of 824 middle and high school students aged 13 through 17 participated in the online survey in February 2006.

Cyberbullying is not an uncommon occurrence among teens in this age group. Slightly more than four in ten teens (43%) report that they have experienced some form of cyberbullying in the past year. The incidence of cyberbullying is higher among females than males; and is most prevalent among 15- and 16-year-olds, with more than half of these teens reporting at least one cyberbullying incident in the past year.

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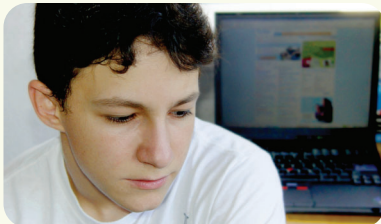
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to as a target. The harassment can be verbal, physical or emotional.

Times have changed and while the classic bully still roams the school yard, a new bully has emerged. You probably know this kid too – the bubbly 13 year-old with the laptop computer and the text messaging device; nice to your face and “burning” you online. Bullying has morphed into a new form – one that has no borders and whose audience is global. This is the cyberbully, wreaking emotional pain on her victim through her writings on her blog. Sometimes he anonymously sends emails containing lurid and embarrassing photoshopped pictures of his target to everyone in school. Other times she’ll be upfront and own her statements, taunting the victim to stand up and disprove the rumors.

All you need to be a cyberbully is a computer, web access, text messaging device, an audience and a target. Game on!



Some teens are not bothered by this. They tell us it is funny and harmless and often forward the messages on to others for a good laugh. Others are hurt deeply by these actions and feel helpless to stop them. Cyberbullying hurts just as hard as the physical punch from Brutus and most youth don’t know how to stop the cyberbully.

Teen suicide, school shootings, and physical bullying incidents are only a few ways some teens have chosen to handle the problem. Still others never say anything, sinking into a depression that affects their grades, relationships, and self-esteem.

NCPC has worked hard to understand this issue – from all perspectives. NCPC president and CEO Alfonso Lenhardt: “Cyberbullying can have the same debilitating effects on a young person as face-to-face bullying – depression, a drop in grades, loss of self-esteem, suicide, and other violent acts. We simply must do something to stop this devastating problem.”

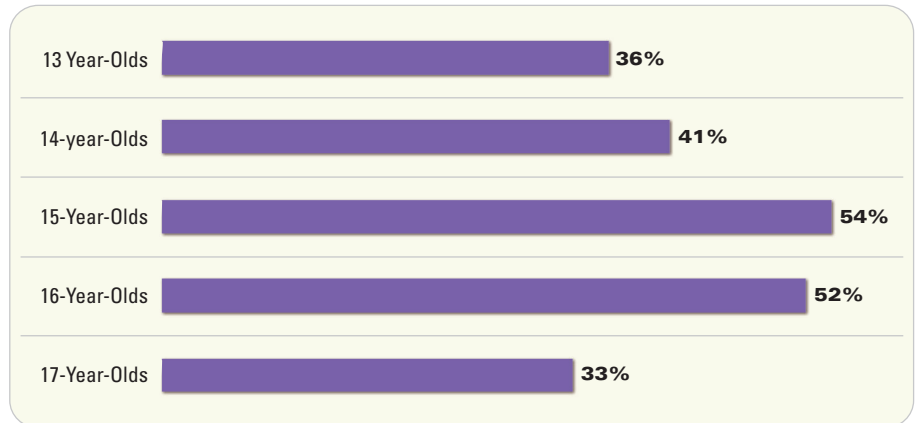
NCPC has brought forward a series of good tips for youth (and adults) to help them ward

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Cyberbullying

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% Ever Experienced Cyberbullying



Base: All Respondents (n=824)

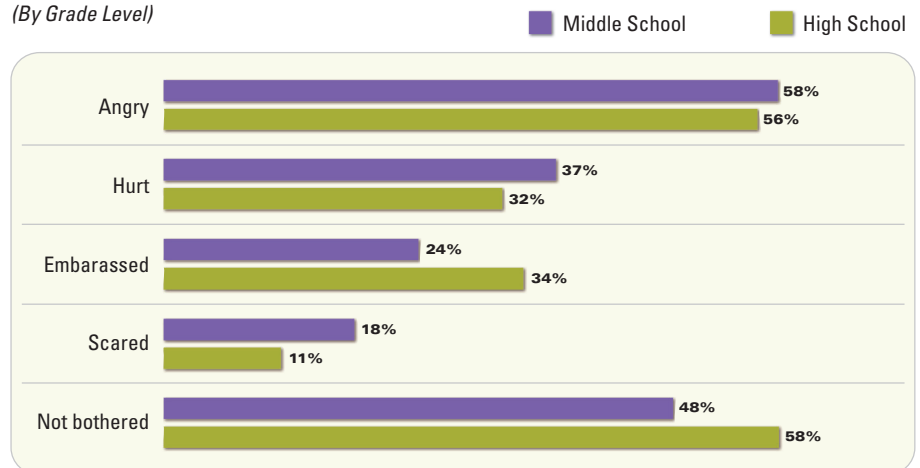
Immediately following a cyberbullying incident, victims are likely to take an immediate action, like asking the person to stop, using electronic means to block the person from communicating with them, or simply talking to a friend. Teens are twice as likely to talk to a friend about the incident rather than another adult or their parents.

Teens are likely to experience a wide range of emotions as a result of experi-

encing cyberbullying, from anger to embarrassment to indifference. Over half of cyberbully victims claim to have been angry (56%), one-third report feeling hurt (33%) and embarrassed (32%), and one in ten said they felt scared (13%). Females are more likely than males to report all of these emotions; especially females aged 13 to 15. Many teens, however, report that the cyberbullying incidents did not bother them.

How did these experiences make you feel?

(By Grade Level)



Base: Experienced cyberbullying (n=380)

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off the cyberbully. Many of these ideas are simple common sense extensions of how to fight off the classic bully. (See inset box). The message is simple: Refusing to write it; Refusing to forward it; Simply deleting it.

Michelle Boykins, NCPC Director of Communications, said "The cyberbullying campaign is so visually and emotionally powerful because the research was superbly executed. We gained insight into teens' views on the issue, their emotions, and what actions they believed would be effective. In fact our tagline comes directly from the responses obtained in the research."

Harris Interactive is proud to have worked with NCPC and the Ad Council to learn more about tweens' and teens' perceptions about Cyberbullying. We invite you to view the advertising developed by NCPC and the Ad Council that **pounds** home the devastating pain caused by cyberbullies.

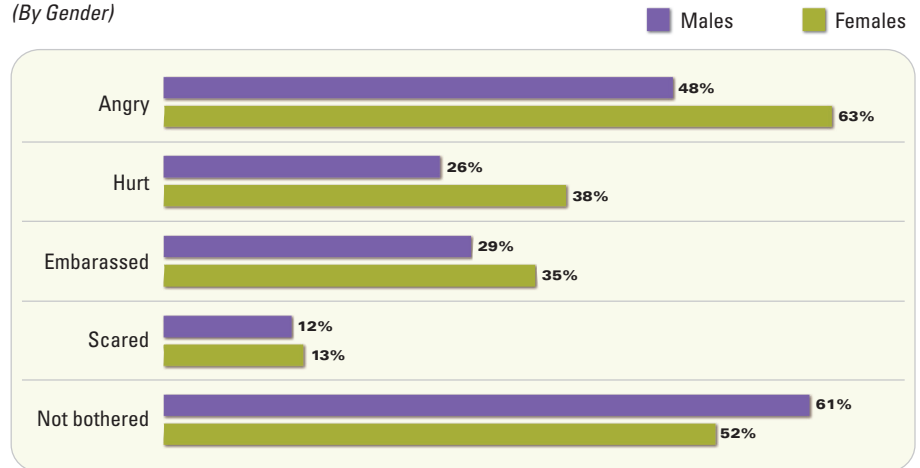
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Cyberbullying

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How did these experiences make you feel?

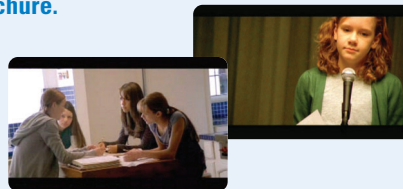
(By Gender)



Base: Experienced cyberbullying (n=380)

To help parents deal with this new threat to their teens, NCPC has created a brochure for parents that is available for downloading on www.ncpc.org. Outlined below are a few tips from the brochure.

- **Set guidelines:** Set rules for Internet use and monitor your teen's use of technology (Internet, cell phones, and other devices). As teens get older, they believe their parents should be more concerned with what they see and hear online.
- **Select a central location:** Place your home computer in a central place in your home, such as your kitchen or living room. It is easier to monitor your teen's Internet use this way.
- **Discuss the issue:** Set expectations for online behavior and discourage your teen from posting others' personal information or contributing to slam sites.
- **Save the evidence:** If your teen has been cyberbullied, make sure that you copy all messages and websites – you may need them for reporting purposes.



- **Encourage positive behavior:** Make sure your teen is not sending or posting text or images intended to hurt or embarrass another person.
- **Block cyberbullying messages:** Learn how you and your teen can ask to block cyberbullying messages through the Internet service provider (ISP), social network site, or chat room moderator. Seventy-one percent of teens believe this is the most effective way to prevent cyberbullying.

To view the advertising, visit www.ncpc.org and click on cyberbullying under current campaigns. www.ncpc.org/cyberbullying

About the National Crime Prevention Council

The National Crime Prevention Council (NCPC) is a private, nonprofit organization whose primary mission is to be the nation's leader in helping people keep themselves, their families, and their communities safe from crime. NCPC manages public service advertising under the National Citizens' Crime Prevention Campaign – symbolized by McGruff the Crime Dog® and his "Take A Bite Out Of Crime®" slogan – and acts as secretariat for the Crime Prevention Coalition of America, more than 300 national, federal, state, and local organizations representing thousands of constituents who are committed to preventing crime. NCPC is funded through a variety of government agencies, corporate and private foundations, and donations from private individuals. For more information on crime prevention issues, visit www.ncpc.org

In most situations, teens claim to know the person who cyberbullied them. Often, this is a friend, somebody they know from school, or another person they know. Less than one in four teens (23%) who have experienced some form of cyberbullying was bullied by someone they don't know. This "unknown" cyberbully was generally found in a chat room saying mean or vicious things or by sending cruel or threatening emails, IMs and text messages.

Most teens believe that people cyberbully either because it's funny (81%) or that they simply don't like the person (64%) and view the victim as a loser (45%). Nearly six in ten teens (59%) said the cyberbully probably didn't see the action as a "big deal." Similarly, nearly half of teens said that cyberbullying happens because the cyberbully doesn't perceive there to be any tangible consequences (47%) or they wouldn't get caught (45%).

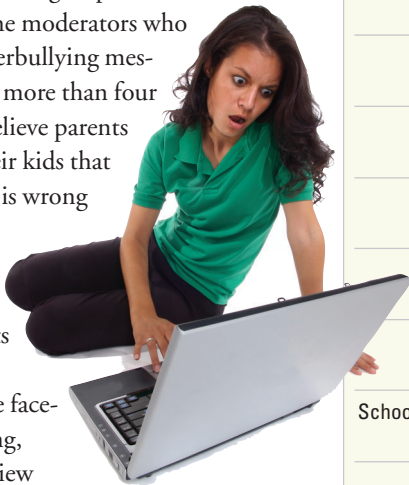
Teens believe that cyberbullying prevention needs to occur at three different

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Cyberbullying

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levels – individual, online institutions, and parents – but most notably, at an individual level. According to teens, the most effective way to prevent cyberbullying is to be able to block people who cyberbully from communicating with them (71%), simply refusing to pass along cyberbully messages (62%), and telling their friends to stop cyberbullying (56%). Slightly more than five in 10 teens (56%) believe that online groups/ISPs should have the moderators who can block cyberbullying messages. Slightly more than four in ten teens believe parents should tell their kids that cyberbullying is wrong (45%) or that they should report cyberbullying events to an adult (43%). Unlike face-to-face bullying, teens do not view cyberbullying as an issue that should be addressed by the school and report that school intervention would be largely ineffective.



Conclusion

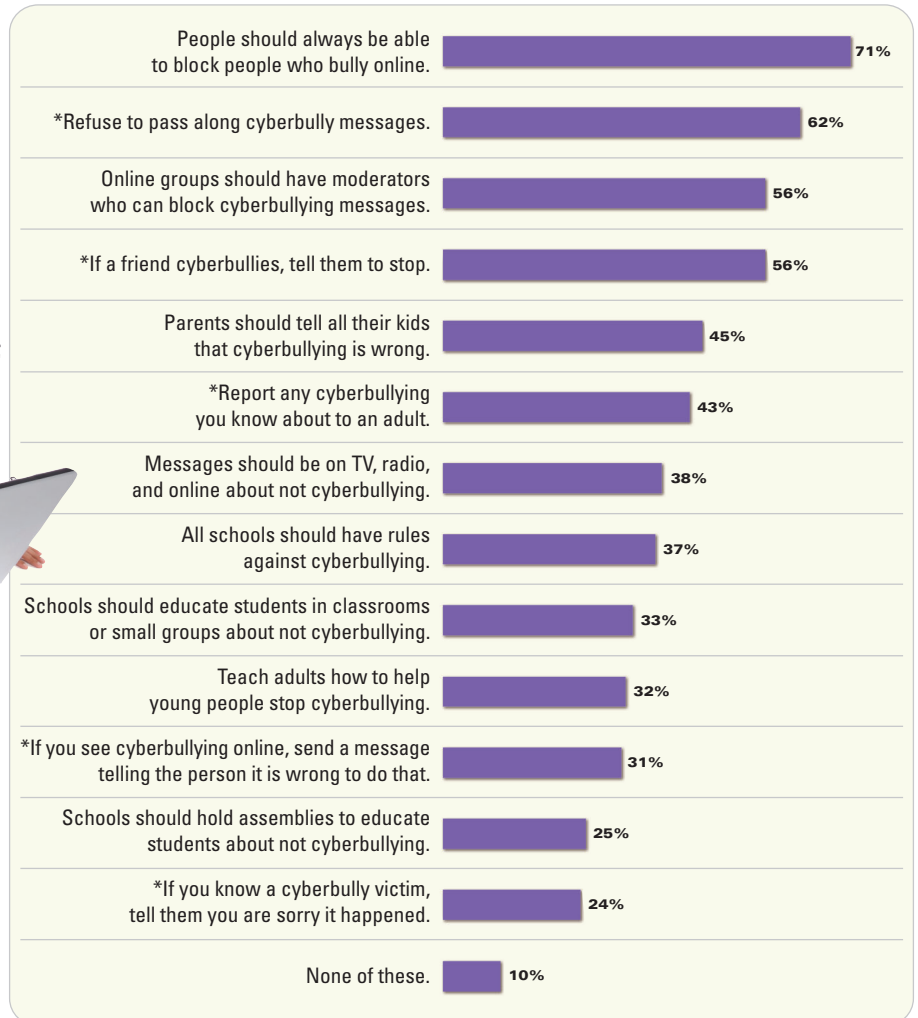
I recently talked with a police officer who is a school resource officer in a rural high school. His description of the Internet – and the supporting technology tools like email, texting blogs and websites – was quite colorful and poignant.

“Imagine you lived in a city in which there was no police force, no rules, crime is rampant, you can say what ever you want to whomever you want, everyone lies and no one is too worried about it.”

Ultimately, Cyberbullying is an issue that we all face. It doesn't matter if you are a tween, teen or an adult, we are all struggling with how to deal with so many communications avenues – and how to use them correctly without hurting others. The Cyberbully is using these

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Which do you think would be an effective way to prevent cyberbullying?



Base: All respondents (n=824)

*Self-Action

same technologies to propagate lies, deceptions, half truths and out-and-out attacks to make others miserable.

More action is needed at all levels to turn the tide against the cyberbully. We need to encourage our kids to report cyberbullies to the appropriate authorities. Schools, community centers and youth clubs might develop and enforce rules of online and email conduct regarding online behavior and restrict those who break those rules.

Lastly, more must be done to make parents, teachers and school counselors more aware of the situation AND place in their hands some easy-to-use tips for how to talk to youth and other parents about online behavior.



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Dad, can I have the keys?

AutoYOUTHSM 2006 Released

Sports car, SUV or Minivan? Standard radio or 6-disc CD-changer? Just how much influence do teens and young adults have on family vehicle purchase decisions?

AutoYOUTH is a joint effort between our Youth practice and Automotive and Transportation research groups, and the 2006 study is available. This annual study collects and analyzes feedback from various youth segments concerning brand preference formation, early vehicle purchase influences, and new vehicle purchase intention by segment and brand. Some 2006 highlights:

- Honda is rated as the brand that extends the greatest outreach to young consumers.
- Interest in hybrid electric vehicles has shown significant gain year-over-year, with nearly one-half (49%) of young consumers showing interest in these types of vehicles.
- Males are much more “in tune” with the audio systems in their vehicles, showing higher awareness for most brands as well as a greater likelihood to purchase aftermarket components.
- The consumer shift toward MP3/iPod players is evident among this group as respondents are three times as likely to purchase an MP3/iPod player over a multi-disc CD changer from a third-party retailer.

To learn more about **AutoYOUTH**, contact us at **877.919.4765**.

It's 8 a.m. – do you know what American kids are doing?

YouthPulseSM Released

You need to know almost as much about the youth market as you would if they were all your own children. How they spend their time, how they spend their money, their hopes, fears and aspirations and which parts of the kid experience are totally different today than they were a decade – or even a year – ago. **YouthPulse** is the only study covering these topics and hundreds of others for kids from age 8 to 21, and the 2006 annual study is available. To learn more about **YouthPulse**, or to learn more about the 2007 study, contact us at **877.919.4765**.



Get Smart!

Did you know that Harris Interactive conducts up to five free webinars a month? Spanning a variety of business issues facing a handful of industries, these one-hour interactive sessions allow you to catch up on the latest research advancement, proprietary industry findings, and best practices. Register for one or more sessions at <http://www.harrisinteractive.com/news/events.asp>. Visit often as our schedule changes weekly.

Ask a Question... ...Get an Answer

Have a burning question you would like to ask kids and teens? Here's your chance to submit a free question for our upcoming YouthQuerySM youth omnibus. Just send us an email (HI_youth_research@harrisinteractive.net) with your suggestion. We will pick one question each month and then publish the results in the next issue of the newsletter. YouthQuery is your chance to ask one or a series of questions of 1,100 young consumers nationwide, and get accurate, projectable answers within days. To learn more about YouthQuery, contact us at **877.919.4765**.

Contact Us

To make suggestions regarding this newsletter or to discuss a business issue involving youth or the people and issues that influence today's youth, please contact us at **877.919.4765** or info@harrisinteractive.com.

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