

MEDIENHELDEN

Freie Universität



Berlin



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

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2. Methods
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Definition of Cyberbullying

Same definition as bullying with one important difference:

- via electronic forms of contact

Smith et al. (2008)

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

Schultze-Krumbholz et al. (2010)

Cyberbullying has a negative impact on adolescent's psychosocial health

Spears et al. (2009)



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„Media heroes“

- 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
- Whole day
- Parents evening



Aims of the program

Information & Knowledge

- Cyberbullying
- Internet security & legal rights



Attitudes, Values & Norms

- Awareness
- Reflections about limits and responsibility



Behavioral intentions



Behavior



Social emotional competencies:

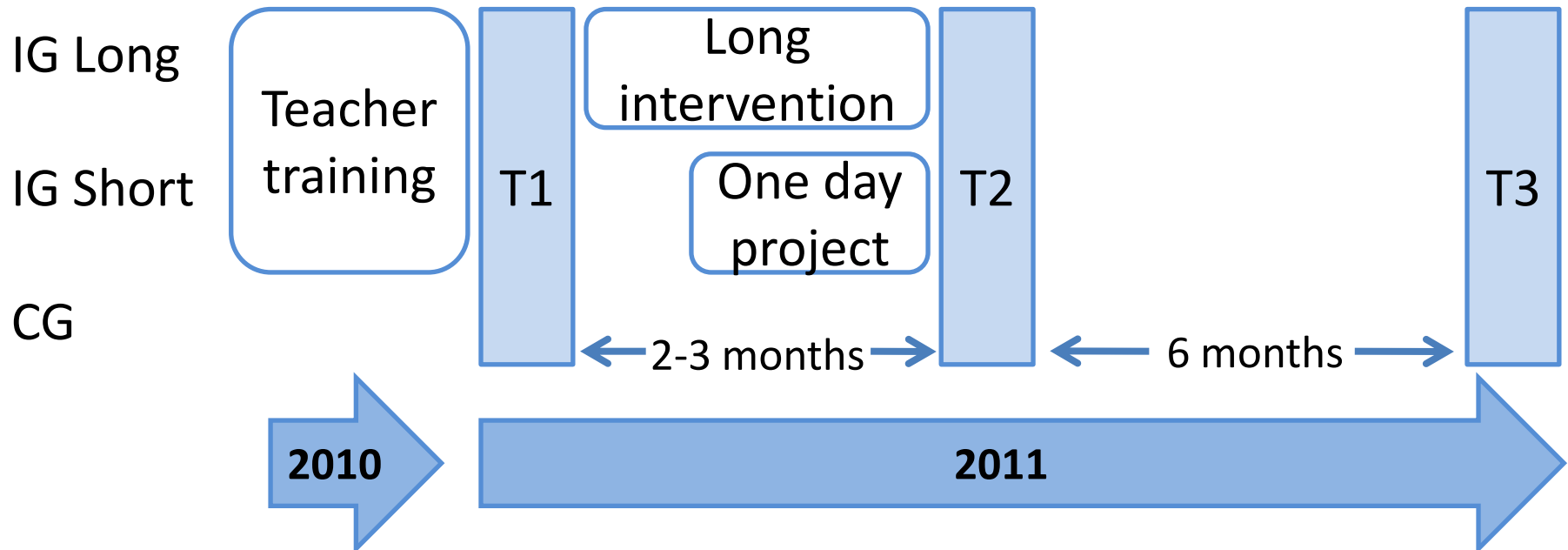
- Empathy & perspective taking

Based on the Theory of reasoned action (Fishbein & Ajzen, 1975)



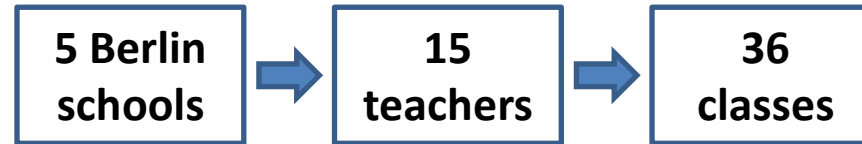
Evaluation design

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





Sample description



	IG Long	IG Short	CG	Total
Classes	12	7	17	36
Students	286	172	439	897
Age (SD)	13.25 (.81)	13.84 (1.38)	13.42 (1.04)	13.45 (1.07)
Gender	150 (w) 132 (m)	86 (w) 84 (m)	224 (w) 203 (m)	460 (w) 419 (m)

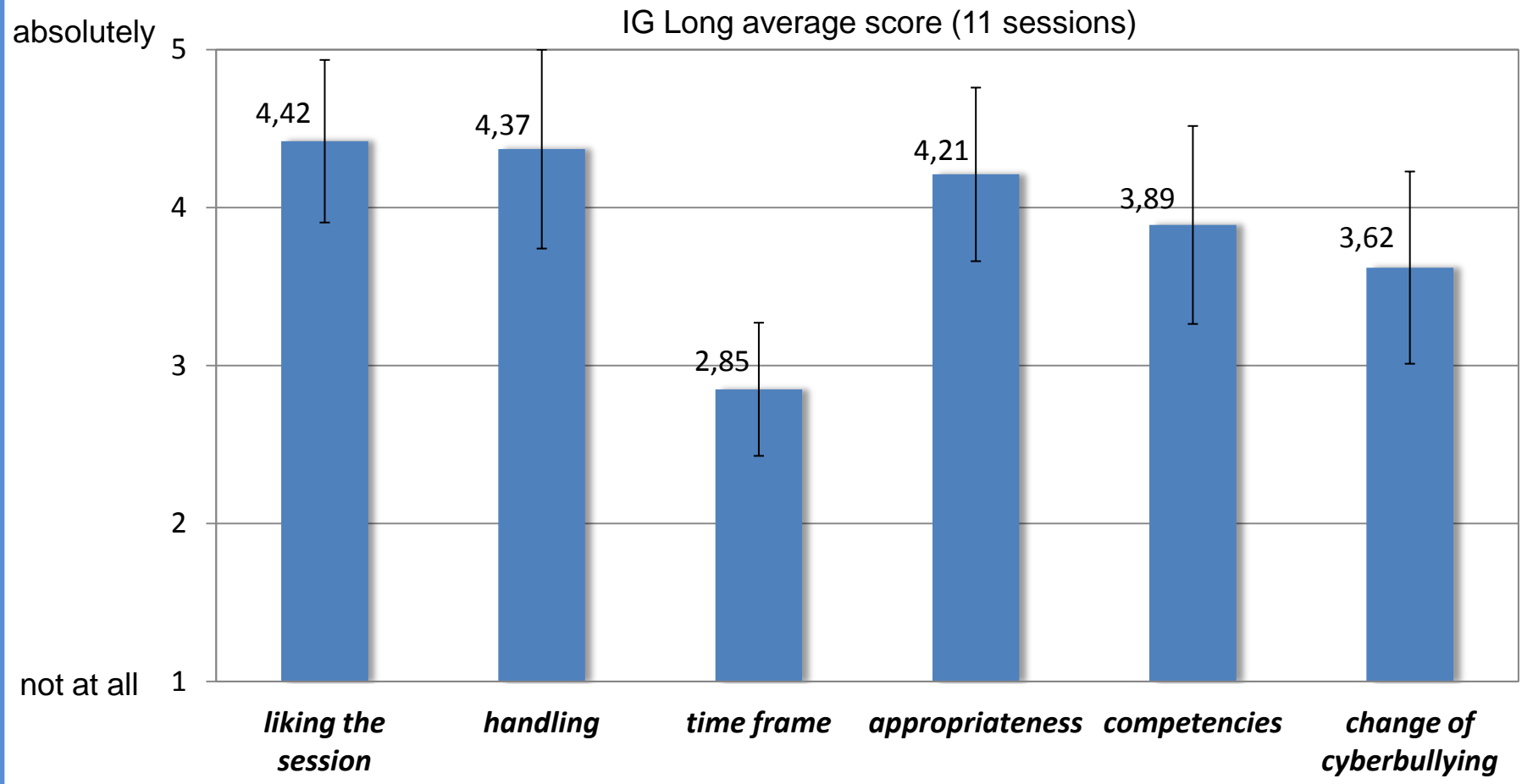


Results

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



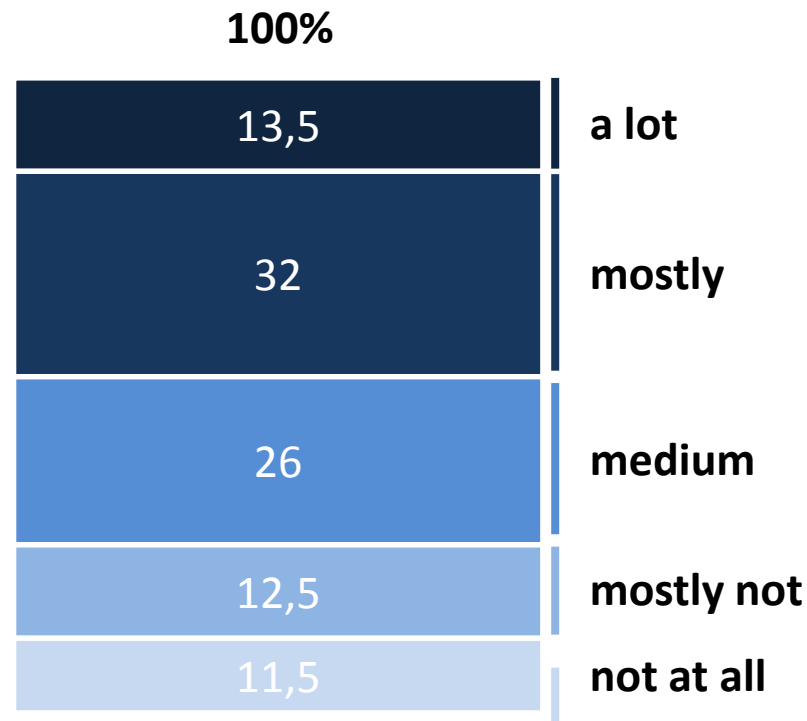
Process evaluation - Teacher





Summative evaluation - Students

How did you like the Medienhelden program overall?

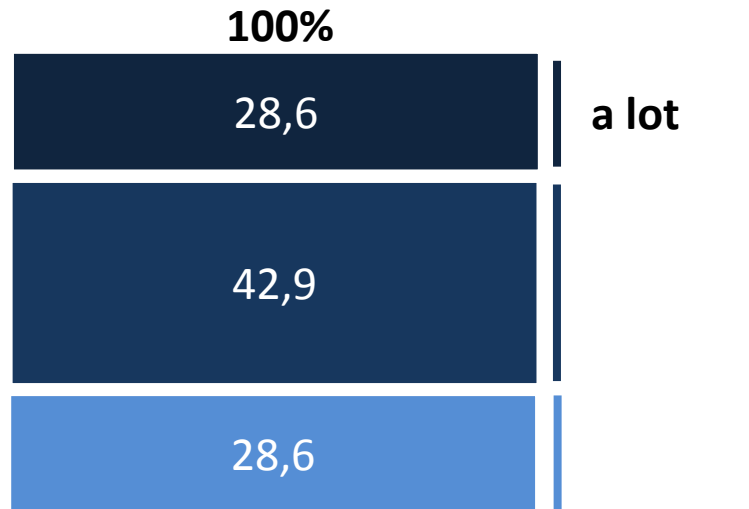


N = 9 (IGL & IGS averaged)



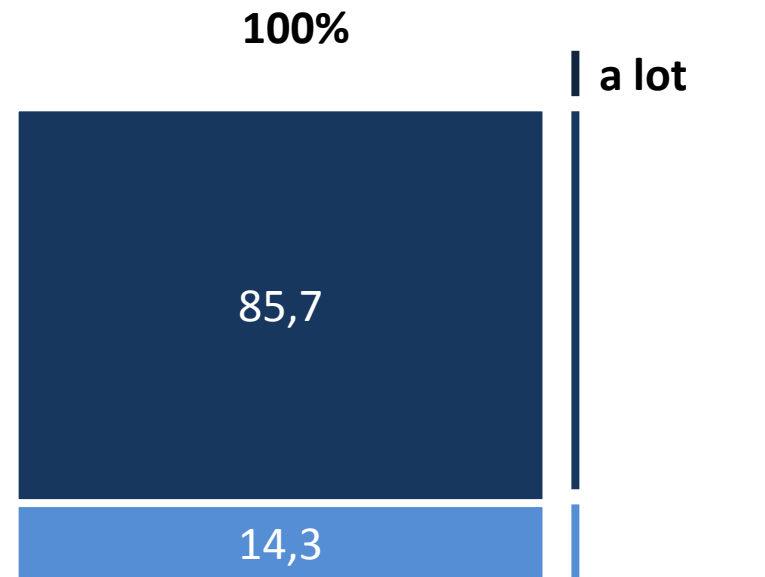
Summative evaluation - Teachers

How did you like the materials overall?



N = 9 (IGL & IGS averaged)

Do you think something has changed in the class?



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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Literature

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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

