



Medienhelden against Cyberbullying: Results of the German Research Team

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Introduction

- Although cyberbullying is a growing concern in Germany, hardly any evaluated programs exist.
- Therefore, we designed the preventive intervention program Medienhelden („Media Heroes“).



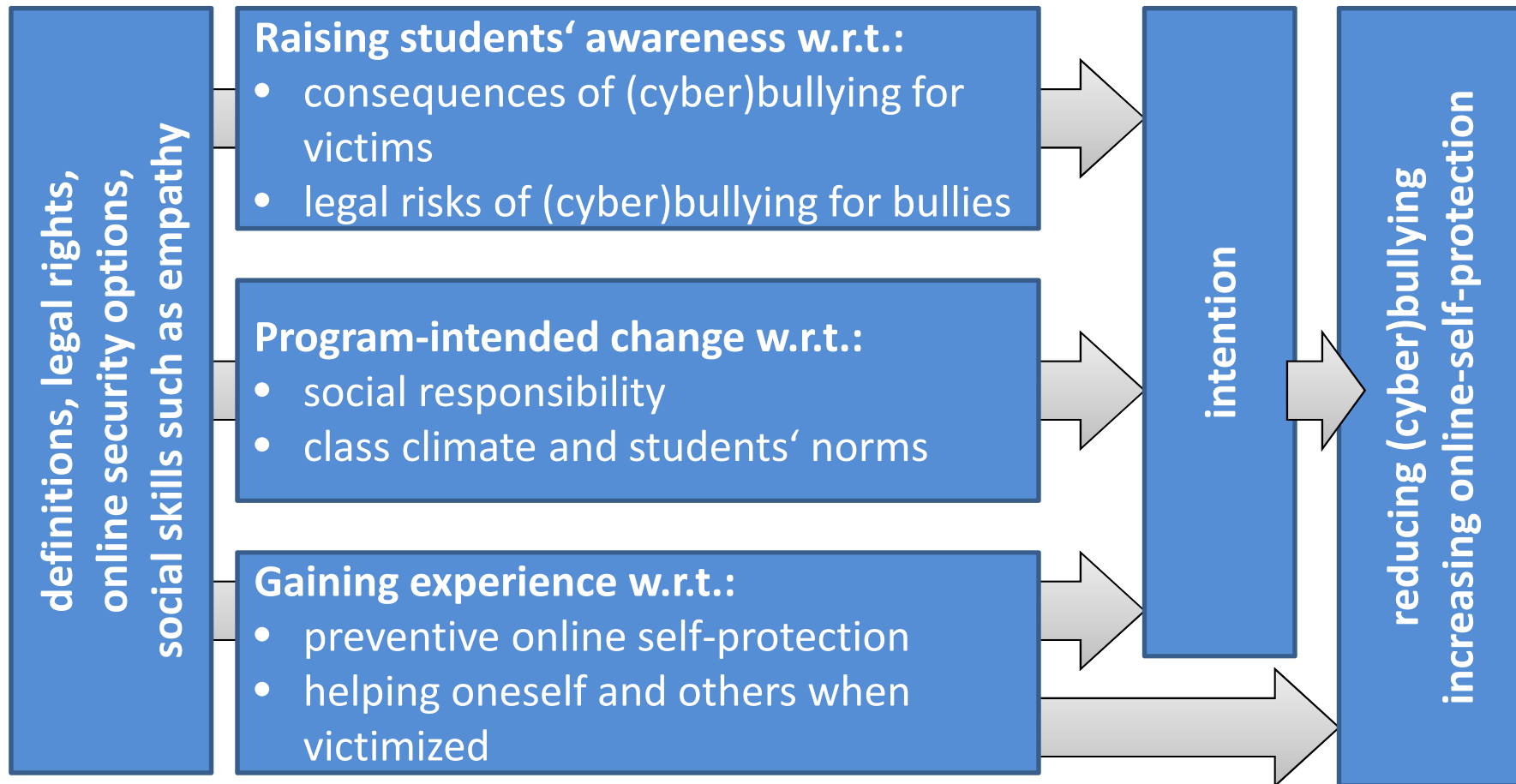
Introduction

- Prevention of cyberbullying & promotion of online self-protection
 - Structured, manual-based preventive program
 - Targeting middle-school students (7th-10th grade)
 - Implemented by trained and supervised teachers
 - Integrated within the existing school curriculum



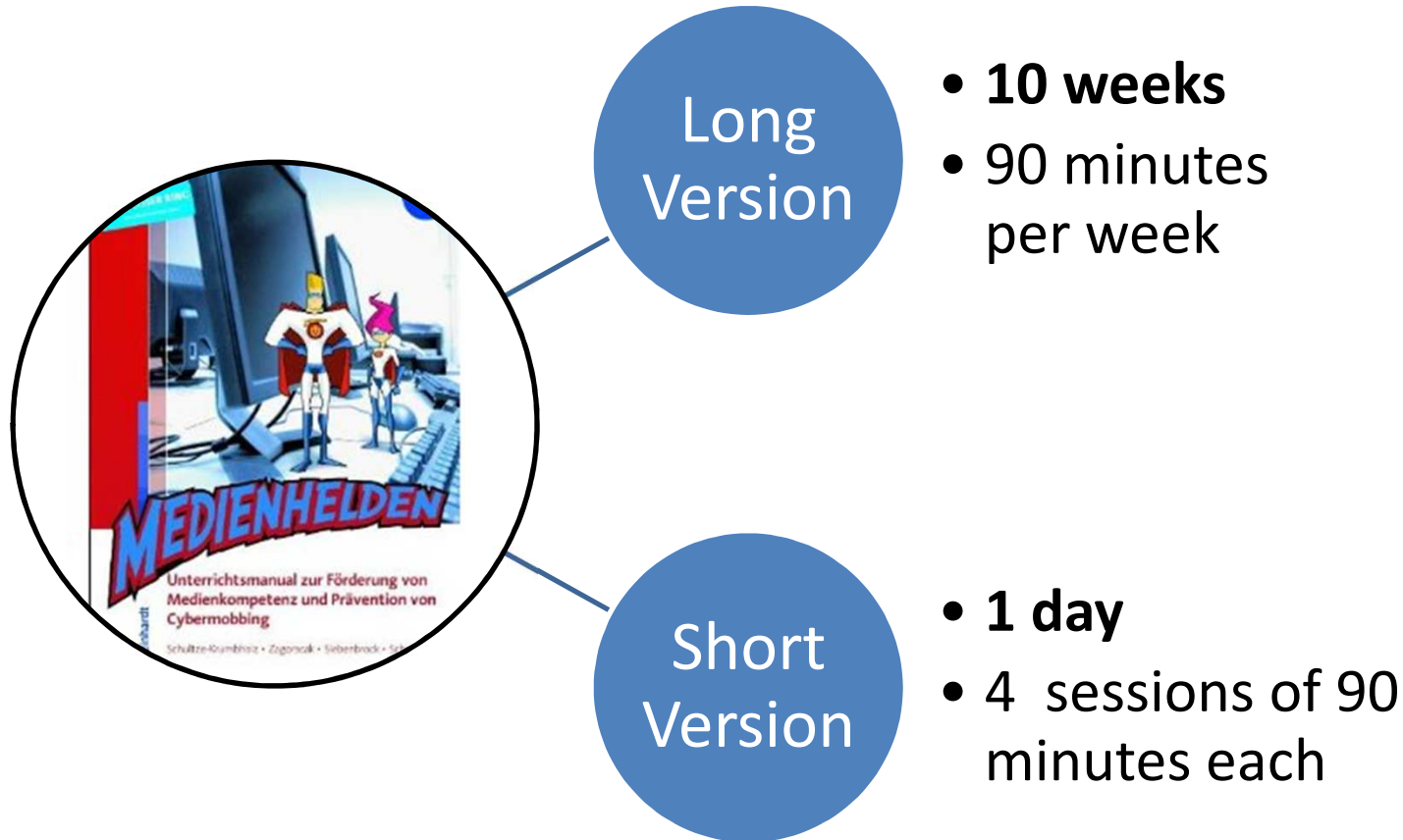
Manual to be published in May.

Theoretical Background



The Program

- Variations of Medienhelden -



Long
Version

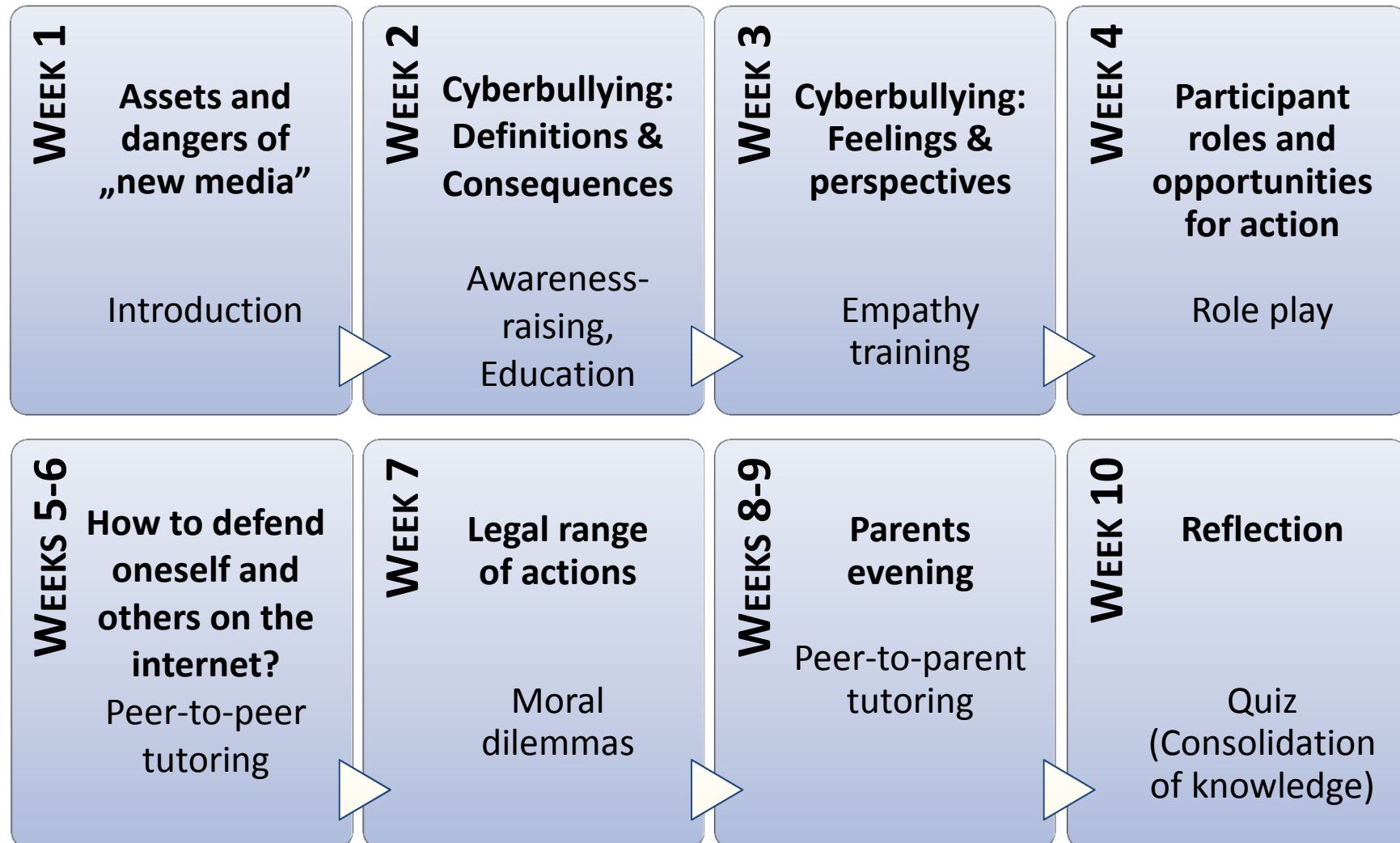
- **10 weeks**
- 90 minutes per week

Short
Version

- **1 day**
- 4 sessions of 90 minutes each

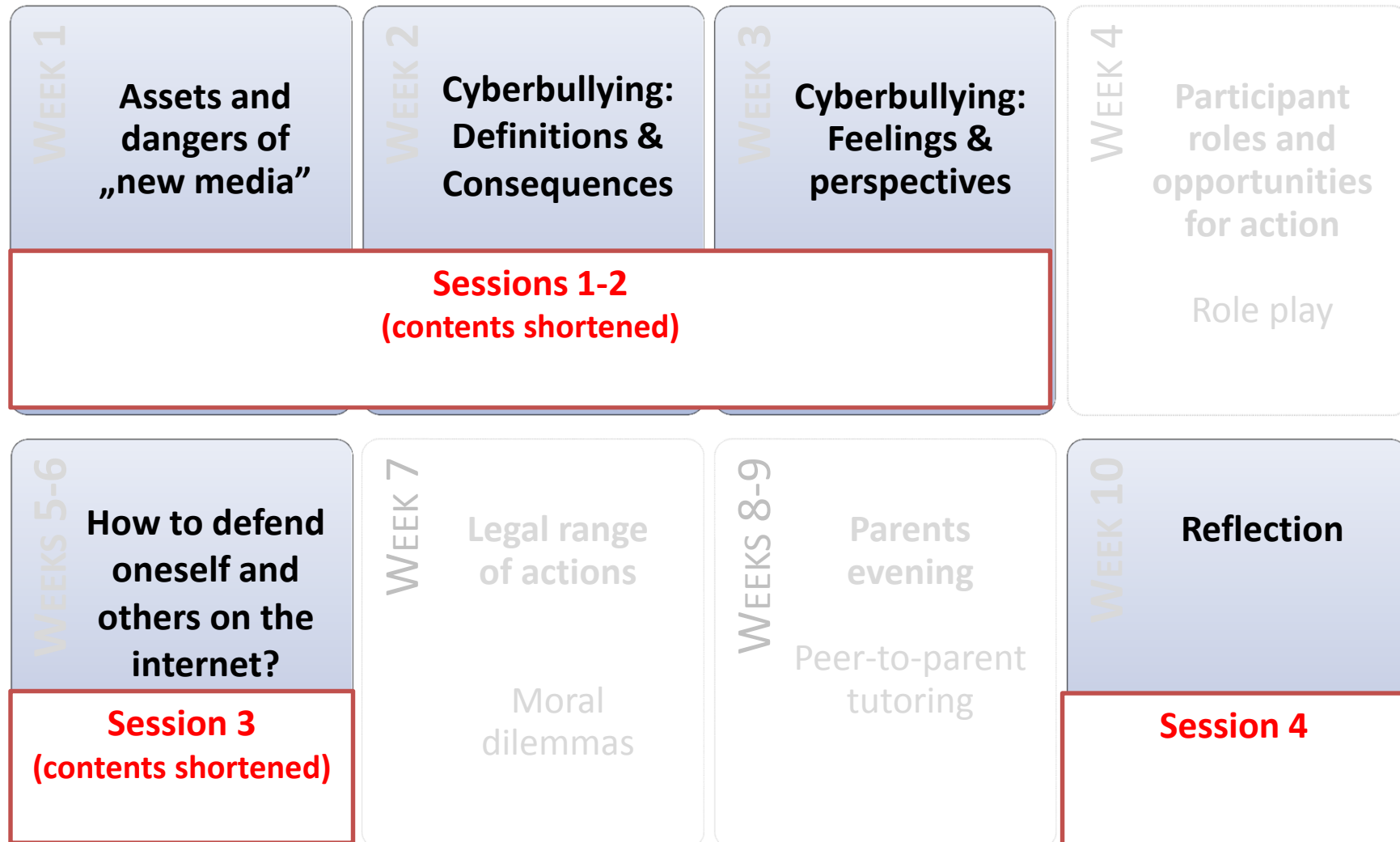
The Program

- Intervention Components (Long Version) -



The Program

- Intervention Components (Short Version) -



The Program

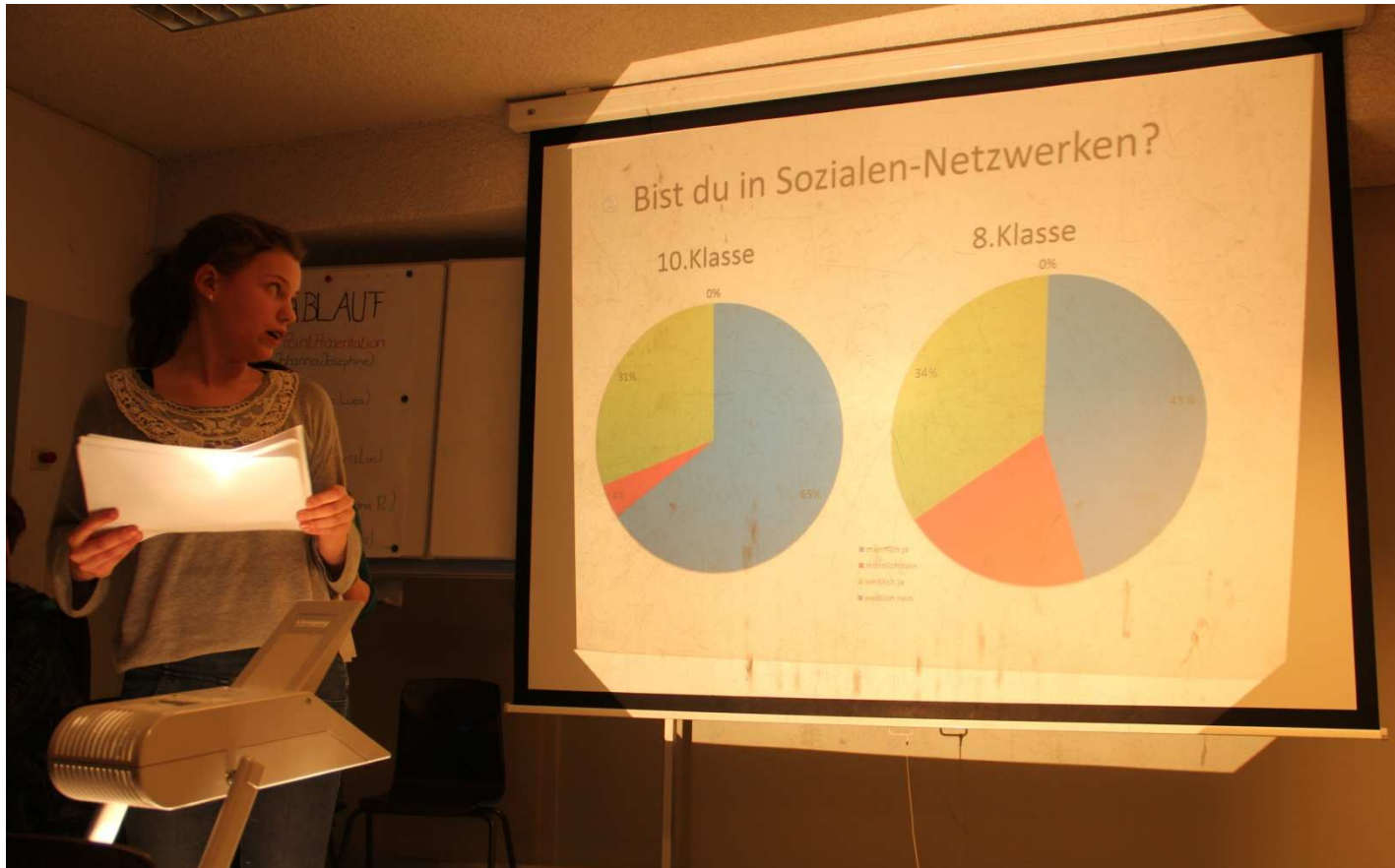
- Examples (I) -



Peer-to-Peer Tutoring

The Program

- Examples (II) -



Peer-to-Parent Tutoring

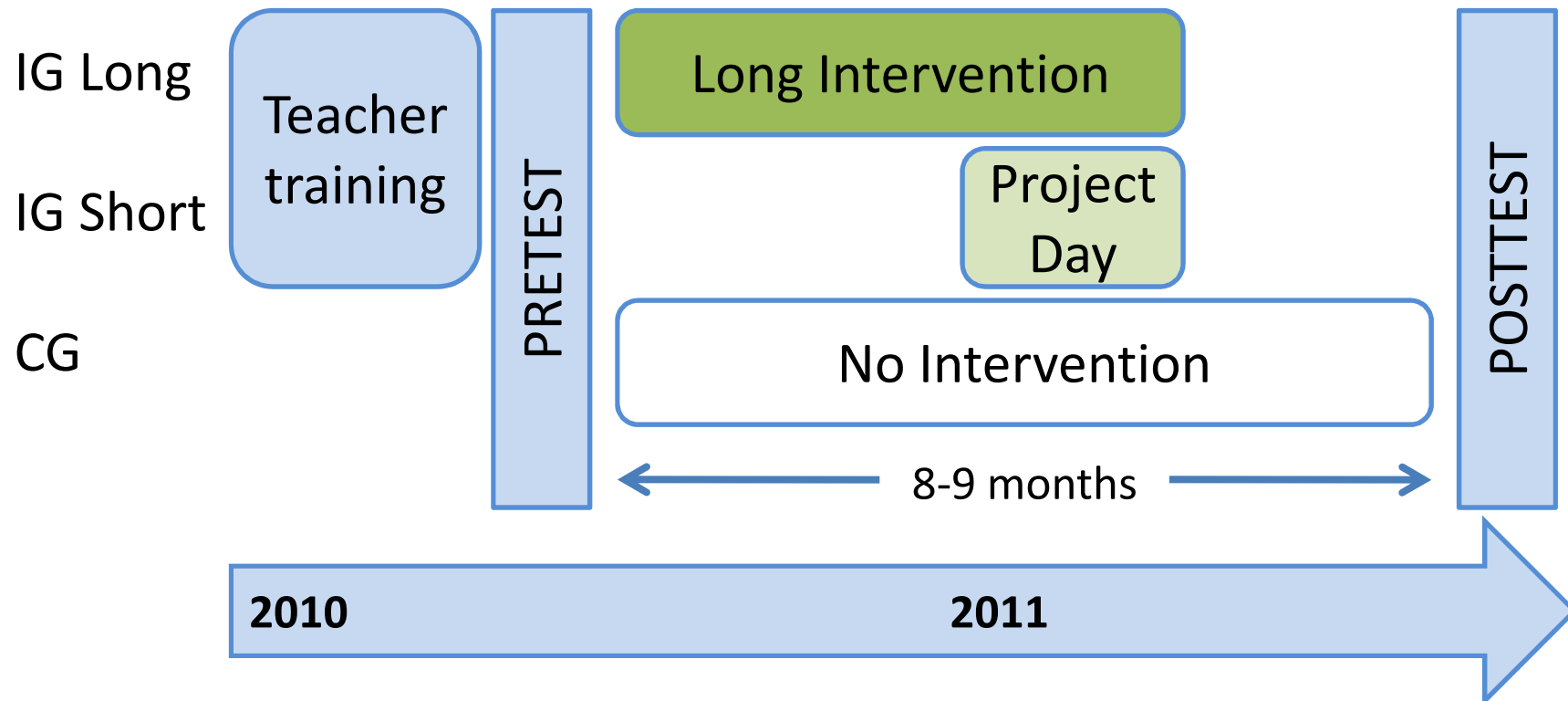
The Program

- Examples (III) -



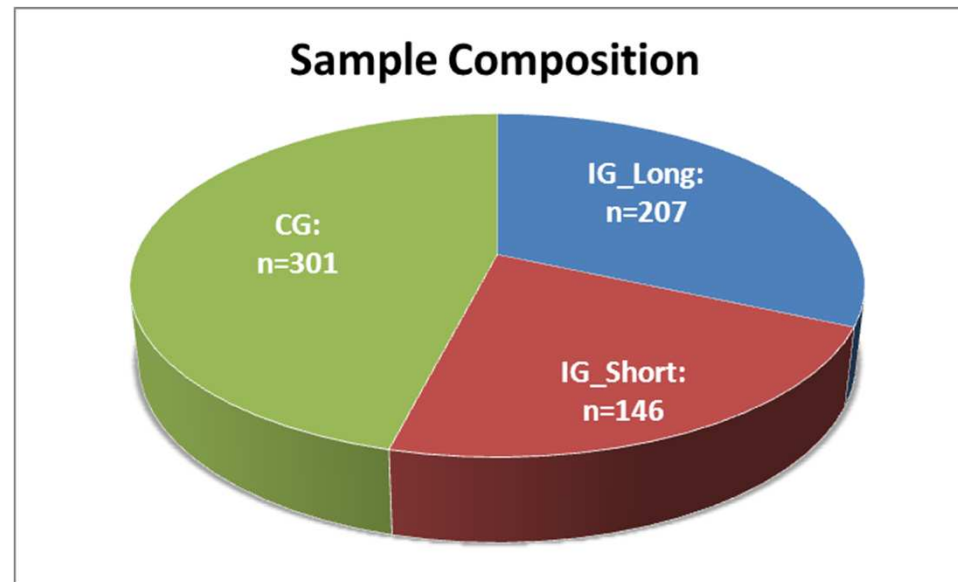
Role-plays

Evaluation Design



Sample

- 35 school classes from Berlin, Germany
- 654 students provided data at pre- and posttest
- Gender: 53% girls; Age: $M=13.34$ years ($SD=1.00$)



Instruments

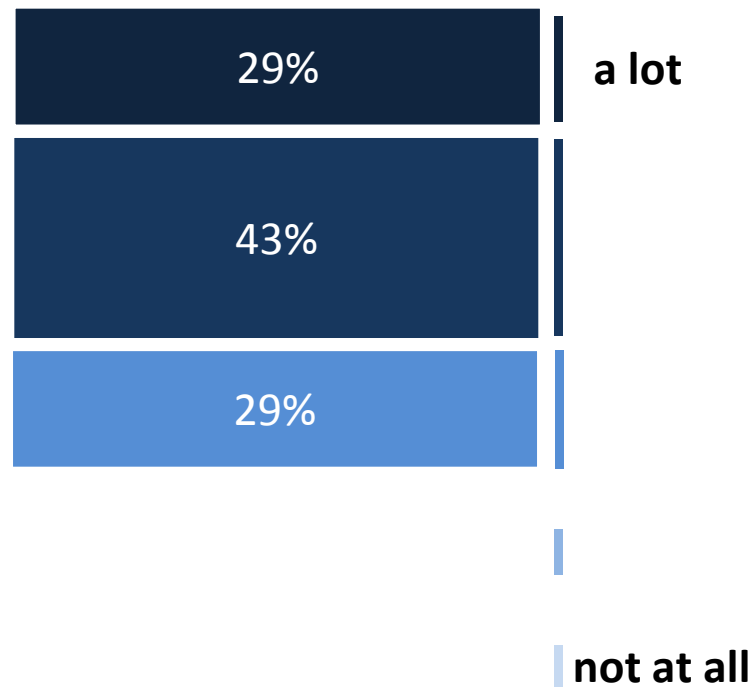
- Self Reports by Teachers and Students -

- Teacher reports regarding treatment integrity
- Student reports regarding:
 - **Cyberbullying Behavior:** 12 items, Cronbachs- α = .86
 - **Empathy in Virtual Context:** 7 items, Cronbachs- α = .83;
Perspective-Taking Skills: 8 items, Cronbachs- α = .85
 - **Self-Esteem:** 8 items, Cronbachs- α = .87;
Subjective Health: 8 items, Cronbachs- α = .76

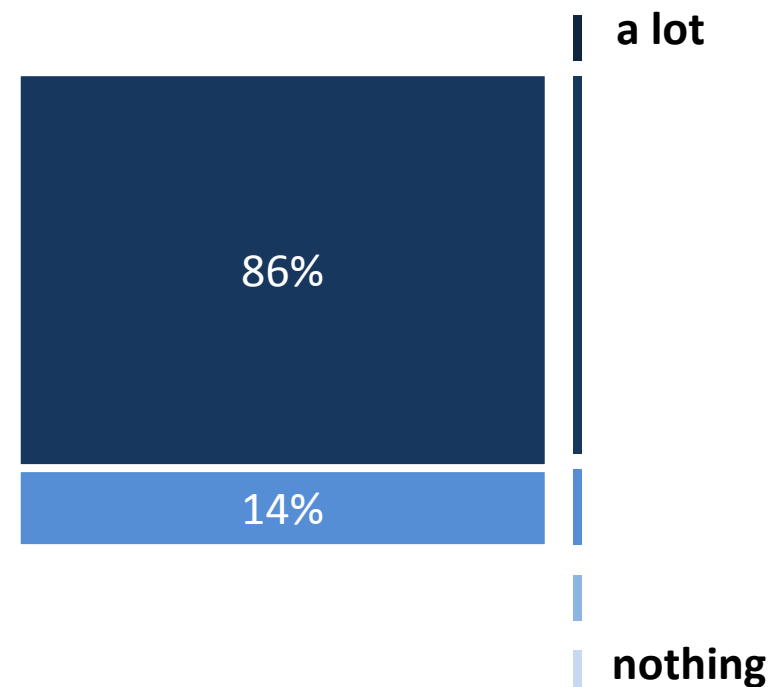
Results

- Treatment Integrity (Teachers) -

How did you like the materials overall?

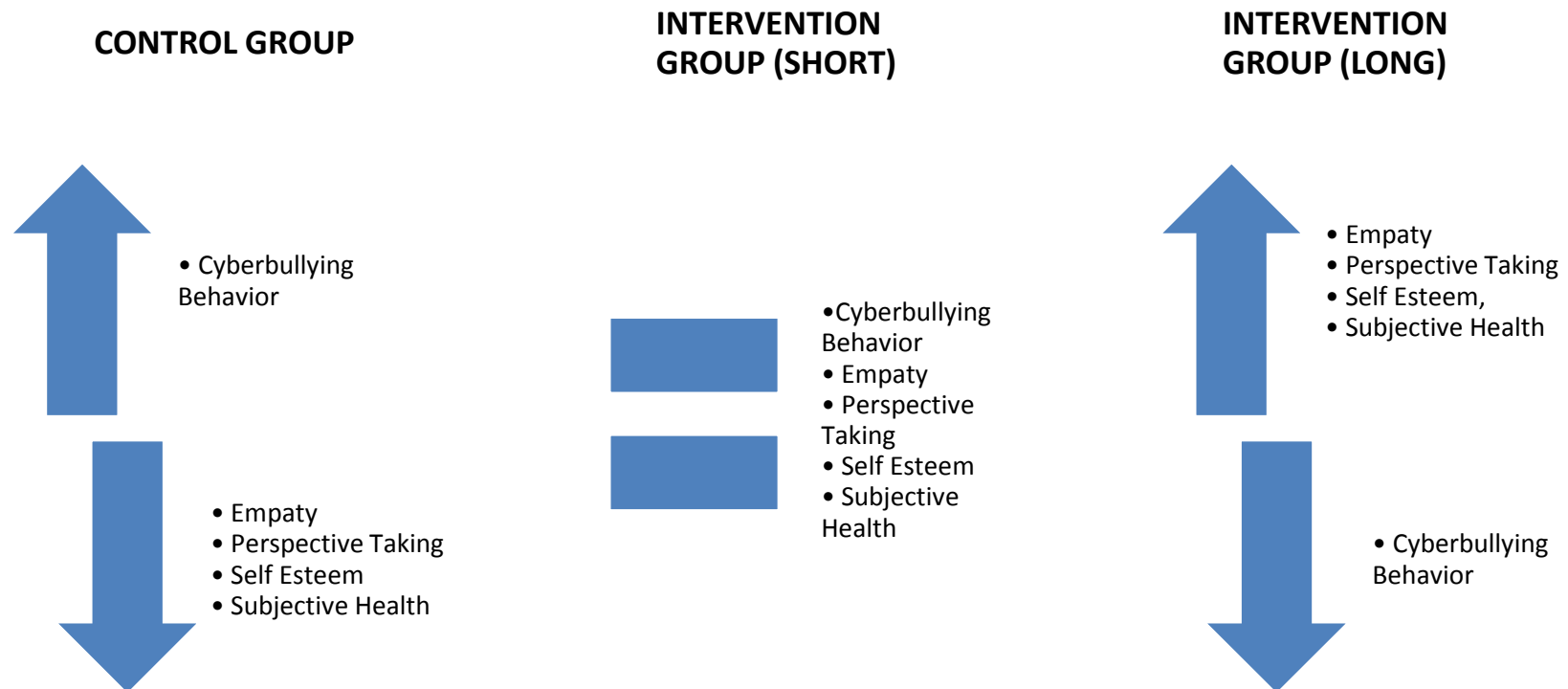


Do you think something has changed in the class?



Results

-Treatment Efficacy (Students) -



Discussion

- Medienhelden is perceived as highly applicable as a school-based program by teachers.
- Moreover, it evidentially prevents cyberbullying, fosters social skills, and causes positive subjective side effects for students.



Students presenting their Medienhelden certificates



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