

What's Appp in Universities: :(yber Aggression on Social Media

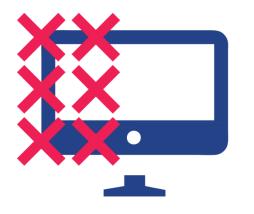
University of Toronto University Affairs Board February 2, 2016 Faye Mishna Dean & Professor Margaret & Wallace McCain Family Chair in Child & Family





The Cyber World

- A new social environment
- Has dramatically changed our world:



- How we communicate, learn, work, give & receive help, & are entertained
- People of all ages & demographics are now connected to devices 24 hours a day, 7 days a week & 365 days a year
- Constantly changing, rapidly advancing
- A way of life the **new normal**

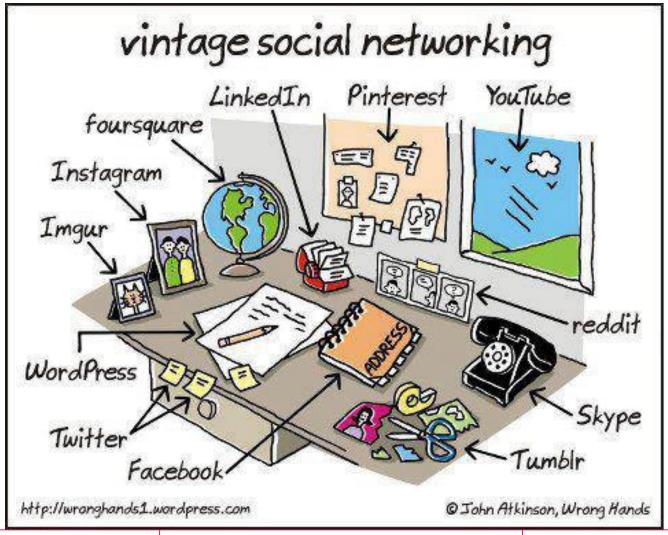
The Cyber World

- Many university students have never known a world without the Internet
- The Internet is central & indispensable (Lenhart et al., 2010)



- Participation on social media is an important part of overall socializing (PEW Research Centre, 2013)
 - 98% of post-secondary students own a digital device
- 30 minutes: longest students go without technology (Wakefield Research & Coursesmart Study, 2012)

Social Networking



The Cyber World

- Myriad ways to communicate & share
- Lacks boundaries
- Perceived anonymity
- Digital permanence
 - Content is...
 - Searchable
 - Replicable
 - Transformable/Manipulatable



The Cyber World: Benefits

- Form & maintain connections with peers & families
 - Regardless of physical location
 - Facilitates transition from adolescence to adulthood
- Acquire & share knowledge
- A world of socially oriented learners
- Can enhance instruction & student engagement, promote self-directed & interactive learning, & improve instructor/ student communication (Lederer, 2012)

The Cyber World: Disadvantages

- Fewer social cues
- Users often are less inhibited & more spontaneous (Ang & Goh, 2010; Hinduja & Patchin, 2009)
- Can limit or discourage face-to-face communication
- Can be a distraction in workplace & educational settings
- A platform for cyber aggression & cyberbullying (Lederer, 2012)

Cyber Aggression: Definition

- Intentional harm through electronic means, towards an individual or group of individuals who perceive(s) such acts as offensive, derogatory, harmful or unwanted (Grigg, 2010)
- Described as similar to relational & psychological aggression
- May include various hostile behaviours & elements
 - Name-calling, threatening, stalking, sexual harassment, & bullying
 - Revealing private information
 - Using insulting or derogatory language
 - Humiliating

(Bennett et al., 2011; Duggan, 2014; Wright & Li, 2013)

College / University

- Behaviors **do not cease** after high school
- Prevalence in university/college varies across studies
 - Cyberbullying victimization: 10.0% to 55.3% (Kraft & Wang, 2010; Wensley & Campbell, 2012; Whittaker & Kowalski, 2015).
 - Perpetrating: from 2.6% of women & 9.2% of men (Wensley & Campbell, 2012)
- Dual victim/perpetrator roles common (Schneider, O'Donnell, Stueve, & Coulter, 2012)
- With the public & social nature, witnesses or bystanders can play an important role (Macháčková et al., 2013).

Social Media & Aggression

- While research has accumulated on ICT risk, cyber aggression, & cyberbullying among children & youth, fewer studies have focused on university/college students' current
 experiences (Bennett et al., 2011; Finn, 2004; Whittaker & Kowalski, 2015; Wright & Li, 2013).
- Very few studies include a Canadian sample

Social Media & Aggression: What We Need to Know

- Canadian prevalence estimates & demographics
- Impacts
- Which groups are most vulnerable (e.g., sexual minority individuals; females, etc.)
- Prevention, intervention, & support

Social Media & Aggression: Survey & Focus Groups

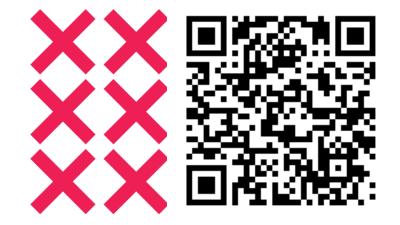
- Undergraduate & graduate sample
- Data collection: late January April 2016
- Online survey & focus groups

Survey & Focus Groups: Guiding Questions

- To what extent does experiencing, perpetrating, &/or witnessing cyber aggression occur?
- Which types of cyber aggressive behaviours occur?
- Who is perpetuating cyber aggression within this context (e.g., university classmates, intimate partners)?
- What are the sociodemographic correlates of being victimized, perpetrating, & bystanders/witnesses?
- Have any measures of prevention &/or intervention been implemented? If yes, how helpful have these been?

The New Normal

SOCIAL MEDIA EXPLAINED twitter - i'm eating a #donut facebook - i like donuts foursquare - this is where i eat donuts instagram - here is a photo of my donut youtube - here i am eating a donut linkedin - my skills include donut eating pinterest - here's a donut recipe spotify - now listening to "donuts" g+ - im a google employee who eats donuts



THANK YOU

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