

Bullying and Civil Discourse

- Is it truly bullying, or a case of poor civil discourse?
 - We've become more verbally aggressive and competitive
 - Slurs and put-downs are common language, and hidden in "comedy." Might they be misconstrued as threats?
 - Popular media: Manipulation is the way to success

The Ecology of Bullying

- Socio-Ecological Model: Behaviors flourish in environments that:
 - Actively or passively enable the behavior through access and availability to the means to accomplish the behavior
 - Send a set of intended or unintended messages about the community standards surrounding the behavior
 - Maintains inaccurate normative perceptions about the prevalence and attitudes concerning the behavior by the population

A Bully-Supportive Environment on Campus?

- What is the discourse about bullying on my campus?
 - What are the stories? Where do they focus environmentally? What people/places?
 - What is the “typical response” in conversations about this subject across sub-groups on campus?
 - What is NOT discussed about this topic? Who is not included in the conversation?

A Bully-Supportive Environment on Campus?

- What are the policies concerning bullying on my campus?
 - How is it adjudicated? What are the penalties?
- What are the “lived standards” about this behavior, despite the policies?
- What misperceptions exist about this behavior among various sub-groups?

Changing the Environment:

Lessons learned from alcohol environmental management efforts

- Consistent attention and awareness matters
 - Are we collecting and analyzing data?
 - Does the data tell us the WHEN and WHERE?
 - Are we talking about this across campus?
- Policy that is educated and enforced matters
 - Are we communicating the policy, especially to high-risk groups?
 - How do we enforce the policy?
 - How does policy differ from day-to-day practices?

Changing the Environment:

Lessons learned from alcohol environmental management efforts

- Resetting the social norms of the behavior matters
 - Is bullying expected as a membership ritual for student clubs and organizations?
 - Is bullying expected as how the academic world lives and operates?
- Establishing models and places for appropriate behavior matters
 - Do we know how to get what we want without bullying?
 - Do we have places and events where bullying doesn't exist?

Cyberbullying: “The Perfect Storm”

- The Perfect Storm for Cyberbullying
 - A student at a limited stage of personal development who is unable to process long-term outcomes or effect on others;
 - An environment that fosters the inability to resolve conflict openly and through civil means
 - A technology that allows for instant expression of emotion, often through creative means that feel private

Approaches to Cyberbullying

- Education
 - Civil Discourse Online 101 to all digital natives
 - Immediate feedback about inappropriate postings
- Policy
 - Recognition of online life as part of student behavior
 - Appropriate measures at identification, reporting, and adjudication
- Environment
 - Surrounding students with more effective opportunities for conflict resolution and expression