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and that make degrading comments about an individual's appearance or personhood and who are technologically literate are at-risk for perpetrating as cyberbullies. For information on cyberbullying tactics, see the website for iPredator Inc. (<http://www.linkedin.com/in/iPredator>).

Permissive parenting styles where youth have unfettered access to the online world without parental oversight facilitates the context in which youth are likely to be victims of cyberbullying [2,5]. Children are not just being left alone with television; they are increasingly gaining unfettered access to the digital world. In fact, studies have demonstrated a correlation among lack of parental supervision, knowledge of internet technology, and increased emailing by youth [7].

Concerning gender issues, study using a national representative sample found that boys were more involved in physical or verbal bullying and girls were more involved in relational bullying. "Boys were more likely to be cyber bullies, whereas girls were more likely to be cyber victims" [8]. However, studies are mixed in this area with some researchers finding no difference between boys and girls in terms of offenders or victims of cyberbullying [9].

Intervention and Prevention

While research on prevention and intervention to reduce the likelihood of cyberbullying is limited, partnerships among schools, parents, and community members have been suggested in the research literature. Similar to the widespread adoption of school-based bullying intervention programs, schools need to develop appropriate strategies aimed at the reduction of cyberbullying [5]. Schools are encouraged to establish guidelines for the appropriate use of computers and other online mechanisms [2,5]. "Students need specific guidelines on how to prevent and stop cyberbullying" [2]. Teaching students effective decision-making, problem-solving, conflict resolution, self-regulation, anger management, and communication skills are suggested methods for reducing the incidence of cyberbullying. Parental education on the dangers and increasing incidence of cyberbullying should be the task of professionals and paraprofessionals, schools, educators, and organizations that garner adolescent participation and interaction. It is important for parents to monitor their children's use of the internet and to place restrictions on access to the internet [5]. Studies have demonstrated that parental support can protect adolescents from cyberbullying victimization [8]. Community-based programs that engage children and youth must do their part by developing media campaigns similar to anti-doping for youth sports. Electronic social media outlets such as Google, Facebook, and Twitter should do their part to educate through advertisements and other efforts aimed at school children and parents.

Conclusion

Cyberbullying is a growing phenomenon in our society and the need to have continued vigilance in halting its progression is a task that social and behavioral science researchers, practitioners, schools, and

same results in terms of outcomes for its victims, society is currently adapting to a socialization process for children and youth that includes

the growing span of unpleasant realities derived from online peer interactions. A central point in this commentary is that there are unique attributes that characterize cyberbullying and that society must develop an acute awareness of its signs, incidence, and impact.

Although scholars who engage in child and adolescent research have moved with a sense of urgency to understand behaviors and outcomes associated with cyberbullying, the public at-large needs greater awareness and solutions for reducing its incidence and its impact. To this end, public education and awareness campaigns on the tactics of perpetrator of cyberbullying and prevention methods must saturate our society. It should go without saying that for-profit internet companies must do their part as a form of social responsibility. For social and behavioral scientists this means greater attention to research investigation and the need to develop evidence-based methods for effective intervention. For children and youth the growing presence of cyberbullying adds another twist to growth, development, socialization and behavioral outcomes in the digital age.

1. Litwiller BJ, Brausch AM (2013) Cyber bullying and physical bullying in adolescent suicide: the role of violent behavior and substance use. *J Youth Adolesc* 42: 675-684.
2. Mason KL (2008) Cyberbullying: A preliminary assessment for school