

# **CYBER BULLYING AWARENESS**

**Report on week-long online  
awareness drive held from  
February 23 – March 02, 2022.**

**ABSTRACT: The aim of the event was to increase awareness in the youth regarding the vice of cyber bullying along with certain remedies they can opt for. Due to the pandemic, the education platform was shifted from physical classes to an online mode, which meant that students had a lot of access to digital devices, irrespective of their age. If the exposure to cyber space is inevitable, it is important to teach people what is proper and improper conduct therein so that, no one unknowingly/knowingly commits a crime.**

Conducted by:

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## **Concept Note**

Bullying is a repeated aggressive behaviour where one person (or group of people) in a position of power deliberately intimidates, abuses, or coerces an individual with the intention to hurt that person physically or emotionally. Acts of bullying can be physical or verbal. While these interactions are unpleasant, there is a clear line between conflict and bullying. Incidents of bullying must include all 3 of these characteristics:

**1) Intentional-** the behaviour was aggressive and a deliberate attempt to hurt another person

**2) Repeated-** these aggressive actions occur repeatedly over time to the same person or group of people

**3) Power imbalance-** the person bullying has more physical or social power than the child or children being bullied

Cyberbullying is bullying that takes place over digital devices like cell phones, computers, and tablets. Cyberbullying can occur through SMS, Text, and apps, or online in social media, forums, or gaming where people can view, participate in, or share content. Cyberbullying includes sending, posting, or sharing negative, harmful, false, or mean content about someone else. It can include sharing personal or private information about someone else causing embarrassment or humiliation. Some cyberbullying crosses the line into unlawful or criminal behaviour punishable under the Indian Penal Code and/or other legal statutes.

## **Objective**

The effects of bullying involve both the bully and the victim. Youth who are bullied are more likely to suffer from depression, eating disorders, and thoughts of suicide and academic issues including poor attendance, low test scores, and increased dropout rates etc. Youth who bully are at greater risk of smoking tobacco and drinking alcohol, perform poorly in school more likely to become involved in criminal activity and experience psychiatric disorders.<sup>1</sup>

Therefore, the goal was to try and prevent these negative consequences by:

- Making youth aware that certain activities they may think of as funny pranks can actually be classified as bullying and have a negative impact on the target.

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<sup>1</sup> Source: <http://preventingbullying.promoteprevent.org/what-bullying>

- Making youth aware that it is not their fault if they get bullied
- Making youth aware about how they can avail help if they get bullied

### **Preliminary Preparations**

1. Research was conducted on how to differentiate bullying from non-criminal pranks and conflicts.
2. Target audience and mode of conducting the event was discussed and decided.
3. An informative digital pamphlet was prepared in Portable Document Format.

### **Conducting the Program**

It was decided that since bullying was a very sensitive issue, a friendly approach would have to be taken in order to effectively spread awareness regarding it and invite and doubts or concerns. The pamphlet was prepared in a digital format so that it can be easier to share with youth and parents smoothly in the times of 'social-distancing'. A digital pamphlet also helped overcome the limitation of geographical distance.

The event was carried out in both, online and offline modes:

**Online:** known youth and their parents were contacted through WhatsApp and a conversation on cyber bullying was initiated. The digital information pamphlet was shared with them for their reference. Any doubts were welcomed and resolved.

**Offline:** College and school going youth were approached with their/their teacher's permission and a conversation regarding bullying was initiated. Twelfth standard students of Ryan International School were approached (since they will be joining college soon) on their farewell party and the digital pamphlet was distributed to them via Bluetooth (to maintain their privacy by avoiding sharing of phone numbers) with their permission.

### **Response of Target population**

The target population had a positive response toward the initiative. They acknowledged that pranks, hurtful and offensive messages are a common phenomenon over the internet. They said that the workshop was much needed in this time when the use of internet and digital resources has increased significantly. They understood that there is a way of reporting such behaviour and they no longer have to be helpless and complacent about it.

### **Limitations Faced**

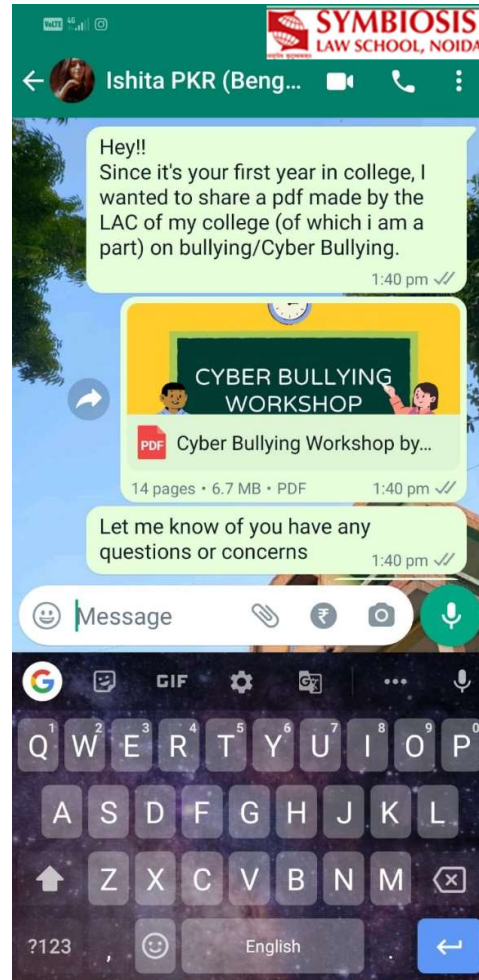
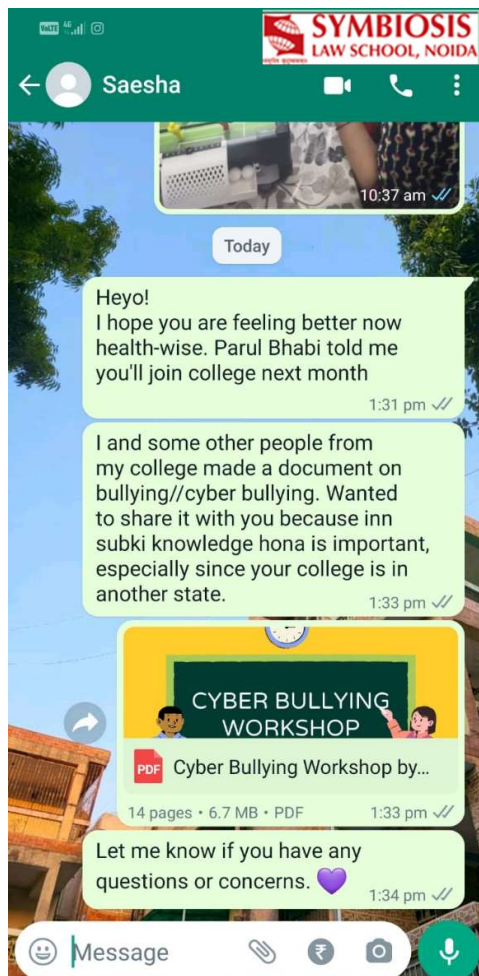
The workshop was organised in a time of increased covid-19 case and the restrictions were in place. This was also the time when most students were busy with their examinations. Therefore, the information had to be circulated through online messaging apps and on occasions like farewells when the students were available.

Another limitation was of explaining the legal aspects like those from the Juvenile Justice Act and the Indian Penal Code to laypersons. The technical aspects and the difference between the provisions under Juvenile Justice Act and the Indian Penal Code was a challenge to explain.

### **Conclusion**

The children and adults were happy discussing about cyber bullying since it was a much contemporary issue. They said that they will share the PDF prepared by us with their friends and family members to spread the awareness on the issue. The event was an overall success and the participants were content. In the near future, we plan to implement the event in a more productive manner by taking up the issue in schools and colleges for better reach.

## ANNEXURE









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Longitude: 77.359570° E



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