



What is Cyberbullying?

This infographic highlights key elements of cyberbullying and outlines common cyberbullying behaviours.

1

Intention of Harm

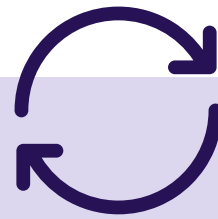
Cyberbullying is a type of aggression aimed at causing harm and emotional distress.^{5, 7}



2

Repetition

It repeats over time, (e.g., sending the same message to different group chats).⁴



What Does Cyberbullying Look Like?⁹

Hurtful Communication

- **Flaming or bashing** (i.e., verbal attacks using insults, bigotry, or other hostile expressions).
- **Teasing/belittling/name-calling**
- **Rumour-spreading**
- **Denigration** (i.e., negative, untrue statements about another).
- **Harassment** (i.e., repetitive offensive texts).
- **Cyberstalking** (i.e., stalking someone online by repeatedly harassing and threatening them through communications).

Public Humiliation

- **Cyber-smearing** (i.e., creating, posting and/or distributing sensitive, private and/or embarrassing information or image).
- **Creating derogatory websites** that mock, torment, and harass the intended victim.
- **Outing and trickery** (i.e., soliciting personal information from individuals and sharing it online with others).
- **Rating aspects of an individual** (e.g., appearance, character) on a rating site.

Deceiving & Isolating

- **Impersonation** (i.e., using the online identity of someone else, usually by hacking their account, and then spreading offensive information using that identity, catfishing).
- **Exclusion** (i.e., being excluded from online communities or blocked from online activities).



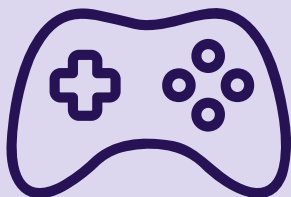
Where Does Cyberbullying Happen?

Cyberbullying can happen **anytime** and **anywhere** technology is accessible. Examples include:

- Chatrooms
- Websites
- Social Media
- Groupchats
- Emails
- Online Games
- Text Messaging
- Phone Calls

Research shows that venue use for cyberbullying varies with age and the most common technology used by that age group.^{2, 6, 8}

Among **elementary** school students, **gaming** platforms are frequent venues where cyberbullying occurs.



Among **middle school** students and **college** students, **social media** is a common means by which cyberbullying occurs.





Signs of Cyberbullying

Parents should stay attentive to any unusual patterns of behaviour as they may signal that your child is a **target, bystander, perpetrator** or even involved in **multiple roles** in cyberbullying. **Here are some warning signs:** ^{1, 3}

- 1** Using technological devices more frequently and for longer periods than usual.
- 2** Loss of interest in daily activities they usually enjoy.
- 3** Concealing and acting secretive about online activities.
- 4** Stop using technological devices or social media unexpectedly.
- 5** Avoiding social activities and school.
- 6** Mood changes; withdrawn, frustrated, persistent sadness, distress, low energy levels, changes in sleeping and eating patterns and indicators of self-harm.
- 7** Upset or visibly distressed when using electronic devices.
- 8** Social withdrawal from peers and family.



Please note that these behaviours do not necessarily indicate your child is experiencing cyberbullying, but they may signal a need for support. This factsheet is for educational purposes and may not include all possible signs.

Resources for Parents and Children

Kids Help Phone

<https://kidshelpphone.ca> ✨

Text: 686868

Call: 1-800-668-6868

Cybertip

<https://www.cybertip.ca/en/> ✨

NeedHelpNow

<https://needhelpnow.ca/en/> ✨

PREVNet

<https://www.prevnet.ca/bullying/cyberbullying/what-parents-can-do/> ✨

Bullying Canada

<https://www.bullyingcanada.ca/what-should-parents-know-about-bullying> ✨