

# Category 4 Resource Development

Group 4-047

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## **Abstract**

Project CYBERCONNECT is a project that aims to raise awareness about cyberbullying, a serious, common problem in this current tech-era. It also aims to provide advice and tips to Hwa Chong students so that they know what to do when they encounter cyberbullying. In the latest survey done by Channel News Asia, three-quarters of the children and teenagers in Singapore said they had been bullied online, and almost all of the victims did not inform their parents. As such, our target audience are Secondary 1 and 2 students as they are prone to cyberbullying, being at the age where they have probably just received their mobile devices and the world of social media is still new to them. They will be able to gain more insight on cyberbullying through our website, which incorporates a lesson on cyberbullying, short and educational quizzes, posters and even interviews of past victims and information obtained from a variety of sources on this topic, and help to eliminate this problem.

## **Introduction**

### 1.1 What is cyberbullying?

According to Google: the use of electronic communication to bully a person, typically by sending messages of an intimidating or threatening nature.

### 1.2 Our Rationale

With social media apps getting better and improving constantly, many internet “trolls” have twisted the aspect of anonymity provided by these platforms to spread unhappiness and resentment. One example of this would be the case of Brandy Vela, an 18 year old who shot herself in the chest due to anonymous individuals who utilised

an untraceable smartphone and generated fake profiles of her using her personal information, endlessly tormenting her. ( according to BABBLE )

We, as students ourselves have noticed the proliferation of such cases on all many whatsapp chats. Be it name-calling, a brief exchange of vulgarities, or the uploading of unpermitted “unglams”, all these actions demoralize victims and can leave life-lasting traumas, and this is unacceptable.

### 1.3 Our Objectives

Our project aims to:

- Raise awareness on the problem of cyberbullying in Hwa Chong
- Give advice to former cyberbullying victims ( particularly sec 1s and 2s / students aged 13-14 )

### 1.4 Resources

Our resource package includes the following :

- Website ( collection and incorporation of all the below )
- Skit
- Posters
- Personal anonymous interviews
- Instagram publicity page ( @project.cyberconnect )
- Advice, brief run-down and helplines ( cyberbullying )
- Lesson package
- Infographic Video
- Short cyberbullying quizzes

## Target Audience

Our target audience are Hwa Chong students aged 13-14, as this is the age where most children/students have received their smartphones and are innocent and oblivious of the dangers of social media, leaving them especially susceptible to cyberbullies.

## Literature Review

The increase in the amount of cyberbullying cases throughout the years has been conspicuous, and the consequences that follow cyberbullying have also been dire.

According to BBC news, seemingly innocuous children are also very capable of being cyber bullies themselves, and could cause a tragic accidents, in this case, the untimely death of teen Gabriella Green. The BBC news also emphasized how children are especially vulnerable to cyberbullying, as can be seen from “Communications watchdog Ofcom” recently reported that one in 10 young people aged 12-15 have been bullied online.”

As such, there is an impetus for us to embark on this project to raise the awareness of cyberbullying in Hwa Chong.

## Methodology

**This is our website, which will incorporate all the final products**



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## Our Second Lesson package

Our second lesson package is three parts.

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### Cyberbullying: An introduction

By cyberconnect

#### First Part

Impacts

Link:

<https://docs.google.com/presentation/d/1feUz1w8I5P3072bS8PfmYZGyRrGjxWW2ltgvaC4oP7w/edit#slide=id.p>

### CyberBullying: Its Causes

By CyberConnect

#### Second Part

Causes

Link:

▪ <https://docs.google.com/presentation/d/1H0YDFXvC4HayfcJHcFdK8j8ac32-xRsCsaqLs1ZgFWc/edit#slide=id.p>

### CyberBullying The solutions

#### Third Part

Solutions

Link:

▪ <https://docs.google.com/presentation/d/1IVUKw8NVK-TnaUCHcFDJW1NL5HAq8TYU1Er47GCg>

### Case study 1: Fourteen year old boy

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Reminder: All the case studies are anonymous. This is to protect the identity of the interviewees.

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# Project CyberConnect

Done By:  
Group 4-047



Hello!

We are a group of Hwa Chong boys trying to raise awareness of cyber bullying in Hwa Chong. We hope that after reviewing this poster you can learn more about cyber bullying in our school!

This info graphics will be covering the causes, impacts and solutions of cyber bullying. Also, we will be including some statistics and quotes to beef up the project

Phil Lester  
"If you're insulting people on the internet, you must be ugly on the inside"

## Causes

These are some of the causes of cyber bullying. We will be putting it into 3 main reasons. Also, we will be including some statistics to prove our points.



01. Cyber bullying allows people to feel more powerful

When people cyberbully, they would tend to have a "high up status" mentality as cyber bullying will allow them to feel more powerful



02. They would treat it as a way to fit in with their peers

They are more concerned with fitting in than they are worried about the consequences of cyber bullying. Thus they will go against their own judgement and succumb to peer pressure



03. Cyberbullies lack empathy

When people cyberbully, they do not believe it is a big deal. Because they do not fear pain, they show little remorse

Did you know in Singapore, more around 75% of teens get cyberbullied at least once?



## Impacts

1- Cyber bullying can cause depression  
In a JAMA pediatrics report, out of the 30 cyberbully cases, all 30 were linked to depression

2- Cyber bullying can cause a drop in school grades  
People being cyber bullied will have a lower academic grade. In a report, a 1.5 decrease in GPA for one subject (etc. Math)

3- Cyber bullying can lead to poor social relationships  
When people are cyber bullied, they will tend to be more secluded and ostracized, thus they will not have many good relations to communicate



Can you?

Did you know?  
According to Center of Disease Control, victims who face cyberbullying have a higher risk of anxiety, sleep difficulties, and depression?

## Solutions

1- A solution is to tell someone you can trust and confide your feelings

Usually, this lack of communication is due the kids' embarrassment and Look for practical ways to address the issue, such as involving school administrators or contacting social media sites directly.

2- Do not engage

When being a victim of cyberbullying, do not engage. Just ignore the bullies and attacks rather than responding to them. If the bullies see that what their doing is successfully triggering you, it would just make them want to do more

Only 38% of all cyberbully victims in the world are willing to admit they were cyber bullied?



## CONCLUSION

In conclusion, cyber bullying is something not to be taken seriously. We should not be treating this subject as a joke as it has many devastating effects if not handled properly. Thus, we must all play our part to stop cyberbullying in our school to make our school environment healthy!



Remember to give credit to your resources — insert links to the original articles. Take this example:

[www.piktochart.com/blog](http://www.piktochart.com/blog)



project.cyberconnect Following ▼ ⋮

9 posts   91 followers   149 following

**CYBERCONNECT**  
 Hello!!  
 We are a group of 4 students : Lanze, Nathan, Augustin and Ziheng.  
 HCI = no cyberbullying that thing doodoo  
 Follow us to support our cause!

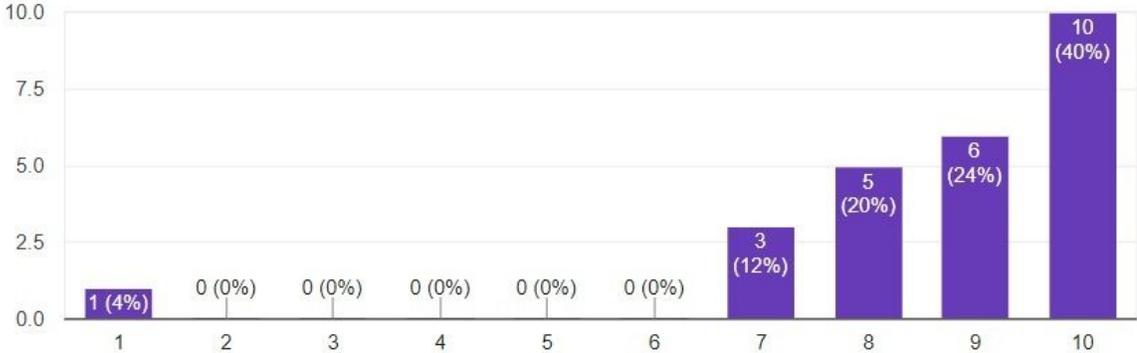
Followed by yien\_da\_ostrich, nt\_mj77, genjo\_on\_cracks + 10 more

**Needs Analysis**

**These are secondary one students from Hwa Chong**

On a scale of 1 to 10, how much do you rate our products?

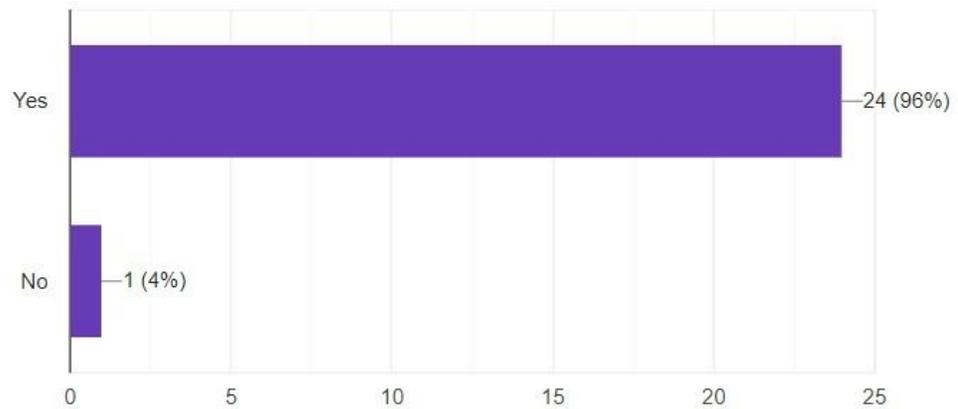
25 responses



As can be seen from the figures above, a whopping 10/25 responses ( 40 percent ) rated our products a 10 on a scale of 1 to 10, with 10 being excellent and 1 being horrible.

## Do you think our products will be useful for people who are cyber-bullied?

25 responses



Our products' effectiveness is emphasized from the above results, and 24/25 ( 96 percent ) of the surveyed feel that our products would be useful for cyberbullying victims.

Make the poster more engaging

Too good to be improved

Make it more appealing

Make it visible to people visiting the site.

posters have a weird shade of yellow

NA

By adding adding to go

Can make the large chunks of information in point form so easier to digest lah.

More interactive

It can be more colorful

I think it will be effective in giving people a greater understanding of cyber bullying and what they can do to stop it.

Very effective.

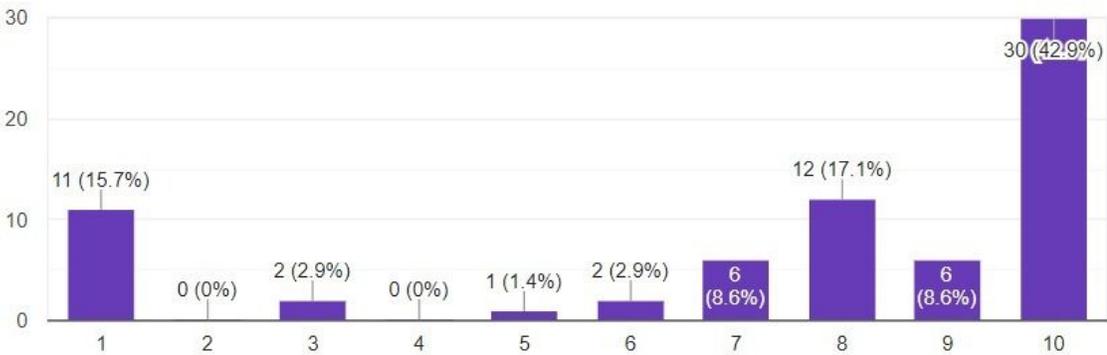
It taught me more about cyber bullying

Very effective. Can confirm. 10/10 would recommend to others.

We are very happy to see that the aim of our project has been achieved, as people are giving feedback like “I think it will be effective in giving people a greater understanding of cyberbullying and what they can do to stop it” and “It taught me more about cyberbullying”

On a scale of 1-10, how important do you think it is to stop cyberbullying?

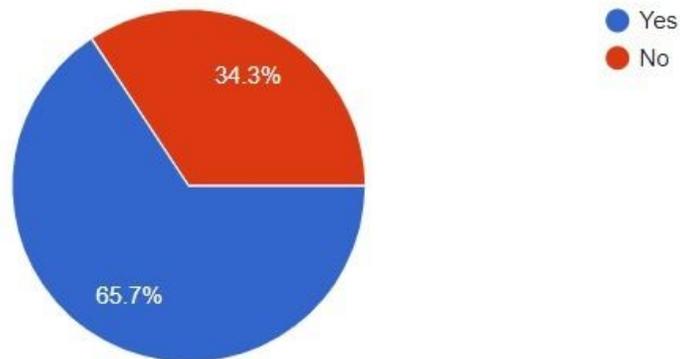
70 responses



As can be seen from the figures above, a majority of those surveyed feel that it is crucial to stop cyberbullying, with 30/70 ( 42.9 percent ) feeling very strongly about this, rating it a 10 on a scale of 1 to 10, 10 being very important and 1 being not important at all.

## Have you or your friends ever gotten bullied online?

70 responses



As can be seen from the pie chart above, 65.7 % of those interviewed had friends who had gotten bullied online, who highlights the prevalence of cyberbullying.

Thus, from all these gathered results, we have concluded that the students generally feel that it is essential to embark on taking measures against and stopping cyberbullying in the Hwa Chong campus and we have resolved to better our project in order to tackle this problem

## **Development of resources**

We have created multiple surveys and we have gotten some feedback from secondary 1 and secondary 2 students. From these feedback, we have noted the general amendments that secondary 1 and 2 students would like to see implemented and we have done as requested, such as adding of more pictures and include more vibrant colours and the inclusion of a cyberbullying skit.

## **Products and results**

After finishing our final products, we conducted a second pilot test in order to amass comments and the general perspectives and views of our project from secondary 1 and 2 students. Many of these students left constructive comments, such as the ones shown below and our project was well-acclaimed.

*“Attractive and appealing website”*

*“Informative and straightfoward! Very good!”*

*“I have managed to learn more about cyberbullying through this package”*

## **Outcome and discussion**

A final decision was to add more material to our website so as to elaborate further on the problem of cyberbullying. As per Mr Tan Chee Wee’s advice, we also managed to read up more on this matter and were able to collect and include information from different websites that specialised in cyberbullying. We also added more quizzes in order to better assess the netizens surfing our website, hoping to find out how much they had learnt whilst browsing through our website, thus giving our website more interactivity. We also decided to make the posters more comprehensible and the video more cartoonish, so as to appeal to secondary 1’s and 2’s, and prevent them from

clicking off our website due to boredom. We also revamped our website, by adding more pictures and increasing the size of the fonts, making it more consumer friendly.

### **Limitations and further improvement**

We might further expand our scope of audience to upper sec students or to primary students as they may receive their first phones by then. It is best to educate them at a young age rather than let them grow and mature under the wrong influence

One limitation of our project would be that there is a barrier of privacy surrounding all the information gathered at HCI.

### **Conclusion**

In conclusion, project CYBERCONNECT has been a rather fruitful project and has allowed us a group to mature as individuals and understand how serious cyberbullying is. Even after this project has been finished, we will still do what we can as students to alleviate the grievances of cyberbullying victims, as well as minimize the occurrence of such cases. Though project CYBERCONNECT has been very time-consuming and challenging, we still think all the effort that we have poured into this project has not been wasted, as we have done our part for a global cause. Teamwork and diligence were integral facets of this project, as we had to persevere and continue to update the project despite the whirlwind of common tests, and varying timetables. As a result of the project, we have also become more cognisant and creative.

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