

Whitepaper

Cyberbullying Is More Serious Than You Think

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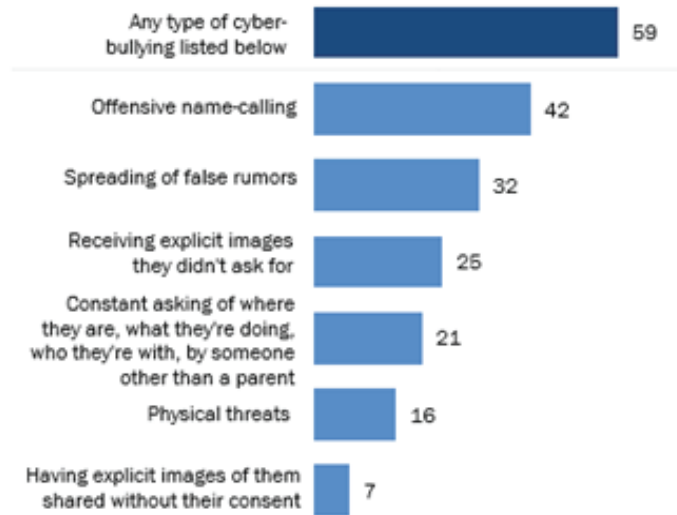
Bullying has always existed as a problem, but has never been as difficult to diagnose as it is today. Cyberbullying over social media leaves no physical marks like broken noses or ripped clothes, but the distress to the victim is just as terrifying real. Mental health professionals are often needed after an incident because of the detrimental effects an attack can have on early child development. Governments and regulatory boards see prevention rather than remediation as the way forward, focusing on schools as the tip of the spear in the fight against cyberbullies. They are increasing the pressure on schools to identify patterns typical of an attack and prevent cyberbullying incidents before they occur.

As an online student safety platform, we believe our job isn't just to provide a solution then sit back and watch. We believe it is equally important to spread awareness of the issue and help block it at source. And one of the first steps toward a solution is understanding the true scope of the problem.

According to a recent study by the Kaiser Family Foundation (<https://www.kff.org/other/event/generation-m2-media-in-the-lives-of/>), American kids spend more than 7 hours per day in contact with others online. An unfortunate number of these interactions can be categorized as cyberbullying. A recent study by Pew Research Center (<https://www.pewresearch.org/internet/2018/09/27/a-majority-of-teens-have-experienced-some-form-of-cyberbullying/>) reports similar, if not more unpleasant, findings. According to Pew, 59% of U.S. teens have experienced cyberbullying or online harassment:

A majority of teens have been the target of cyberbullying, with name-calling and rumor-spreading being the most common forms of harassment

% of U.S. teens who say they have experienced ___ online or on their cellphone



Note: Respondents were allowed to select multiple options. Those who did not give an answer or gave other response are not shown.

Source: Survey conducted March 7-April 10, 2018.

"A Majority of Teens Have Experienced Some Form of Cyberbullying"

PEW RESEARCH CENTER

A recent study by Pew Research Center (<https://www.pewresearch.org/internet/2018/09/27/a-majority-of-teens-have-experienced-some-form-of-cyberbullying/>)

In fact, 60% of girls and 59% of boys state they have experienced at least one of what mental health professionals call “six abusive online behaviors”. Girls are more likely to report having received explicit images they did not ask for compared to boys (29% vs. 20%). Girls are also more likely to receive such images than boys. 35% of girls aged 15 to 17 received explicit images, versus 20% of boys in the same age range.

And who do you think kids are most critical of when it comes to cyberbullying? Well, the Pew Research Center study says that a majority of children think parents are doing a good job in addressing cyberbullying, yet are critical of teachers (schools and school boards), social media companies and politicians.

A new decade lies in front of us, and we know kids will spend even more time online rather than less. We believe teachers, parents, politicians, social media companies and technology firms have a collective responsibility to make their world a safer place. At Nu EduSEC, we provide the best available tools to detect cyberbullying and alert stakeholders when a child is in potential danger. Our platform allows parents and teachers to more easily see the danger signals, and hopefully prevent cyberbullying from happening in the first place.

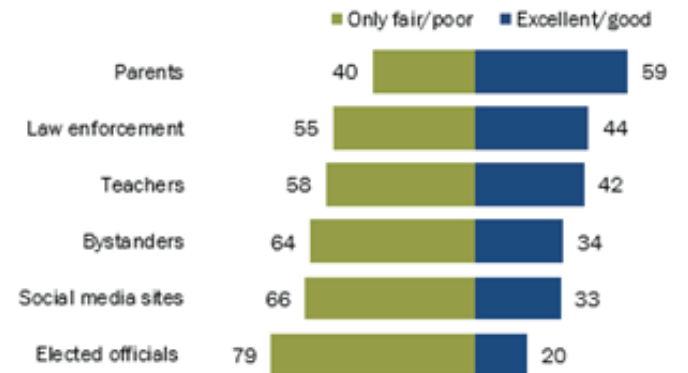
If you want to contribute to the cause, or learn how you can more easily spot cyberbullying, please visit the following sites:

- <https://www.connectsafely.org/>
- <https://www.stopbullying.gov/>
- <https://www.tolerance.org/professional-development/culture-in-the-classroom>

Also, visit <https://nuedusec.com> to learn how central management of student devices can protect student privacy, block harmful websites, and provide an early warning system for cyberbullying attacks.

A majority of teens think parents are doing a good job in addressing online harassment, but are critical of teachers, social media companies and politicians

% of U.S. teens who say each group does a/an _____ job in addressing online harassment and online bullying



Note: Excellent/good and only fair/poor responses are combined. Respondents who did not give an answer are not shown.

Source: Survey conducted March 7–April 10, 2018.

“A Majority of Teens Have Experienced Some Form of Cyberbullying”

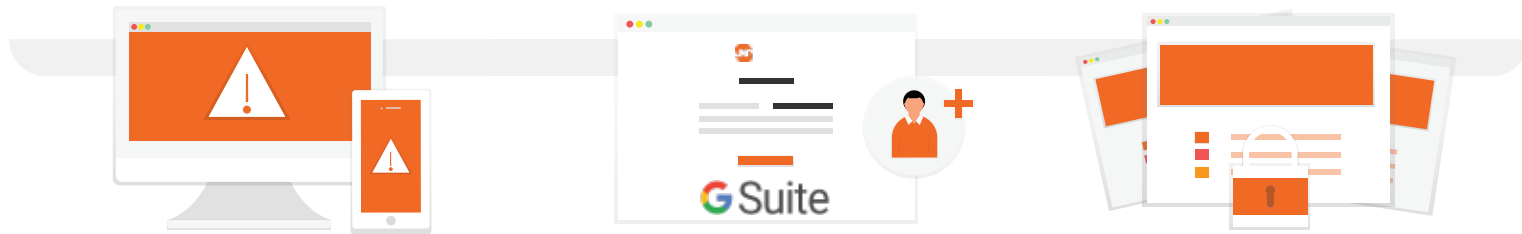
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Online Safety for Students, Staff, and Schools

Nu EDU SEC is a standards-compliant platform that lets K-12 schools and other educators centrally manage Chromebooks, enforce security policy, monitor usage, and protect students.



Apply Blocks to Staff, Students and Guests

Admins assign policies on OUs and students to send directly to the extension.



Self-harm detection and cyberbullying



Safe web search & content filters



Safe Youtube usage & flags



Classroom & online flags



Real-time reporting & parental controls



Delegate admin rights & reports



Whitelist or Blacklist sites



Keyword Safety Scans



Track Device Location

Deploy safety policies easily within minutes

Protect devices on your network and the visitors on wifi guest accounts

Reduce costs compared to on-prem security

On-premise security costs more than us while offering less due to legacy technology

Built in Student Safety & device tracking

Protection to secure Chromebooks, Windows and Apple devices safe



Are you a school leader or parent? Help your district become safe and secured.

Nu EDU SEC is the complete package to keep your school campus safe. Ideally suited for K-12 institutions, Nu EDU SEC lets you achieve compliance with government standards and can be deployed to your entire device fleet in minutes.

[Request your free trial](#)