

ActionPoint: Action-Driven App to Strengthen Parent-Teen Relationships to Understand and Identify Cyberbullying

John Spokes, Tim Strom, Prachi Solanki, Hayley Seeley, Stephanie Thibault
 Advisors: Yasin Silva, Deborah Hall
 Arizona State University

NSF Award #1719722: EAGER: BullyBlocker - Identifying Cyberbullying in Social Networking Sites
<http://bullyblocker.asu.edu>

The Problem

- The American Psychological Association has identified cyberbullying as a serious health concern, with a large portion occurring on online social media platforms.
- Cyberbullying is linked to depression, anxiety, and suicidal behavior, and can thus have profound implications at the level of individuals, families, and society.
- There has been relatively little work on the development of tools that can be used to help parents and teens build stronger relationships within the context of cyberbullying on social media.

Goals

- To create a mobile application that helps parents and teens strengthen their relationship to identify and combat cyberbullying.
- The core components of this application are ActionPoints, empirically-based guided activities for parents and teens to engage in together.
- ActionPoints provide useful information to the parents about the social media platforms their teen uses, their teen's personal experiences, and ways to build a better understanding of cyberbullying together.

Impact

- Foster understanding of what cyberbullying is and methods to help mitigate it.
- Provide families with up-to-date knowledge about popular social media platforms.
- Facilitate positive parent-teen conversations about family social media use.
- Translate interdisciplinary research into action-driven guidelines through the creation of ActionPoints.
- Raise awareness of cyberbullying as a growing societal problem.

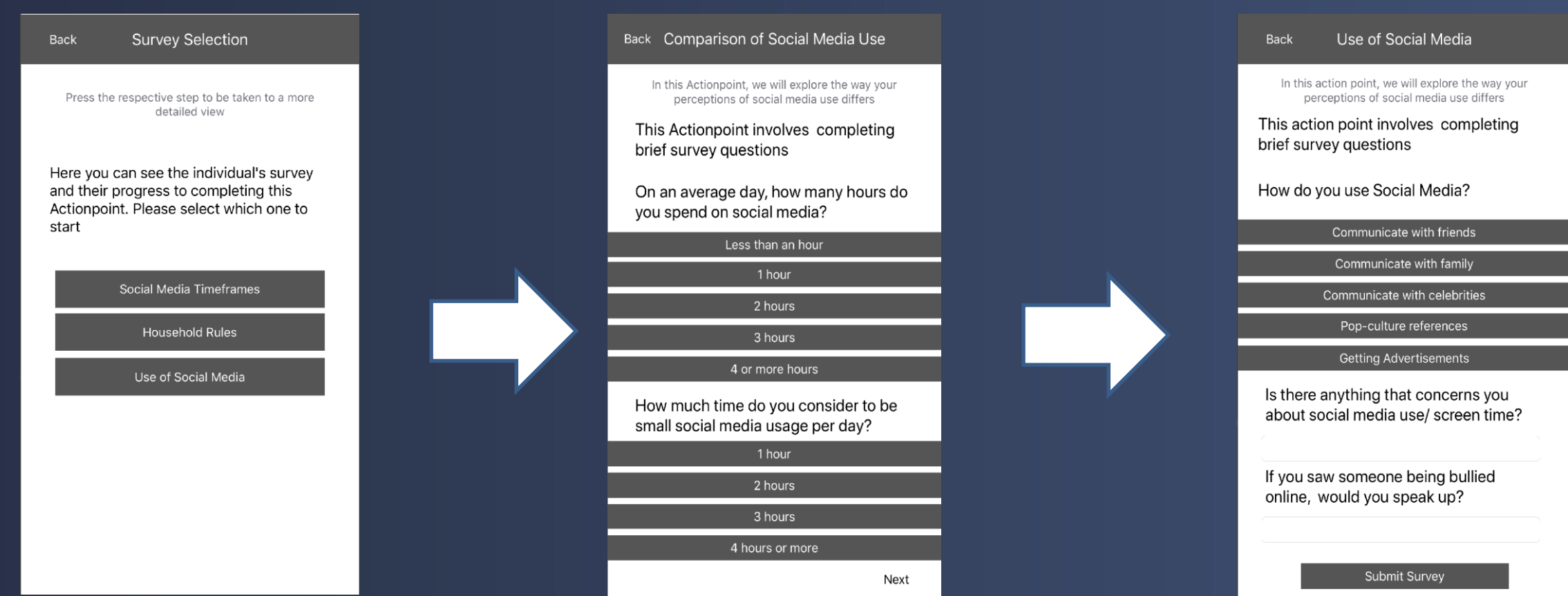
Solution – ActionPoint Mobile App

Bullying Rank



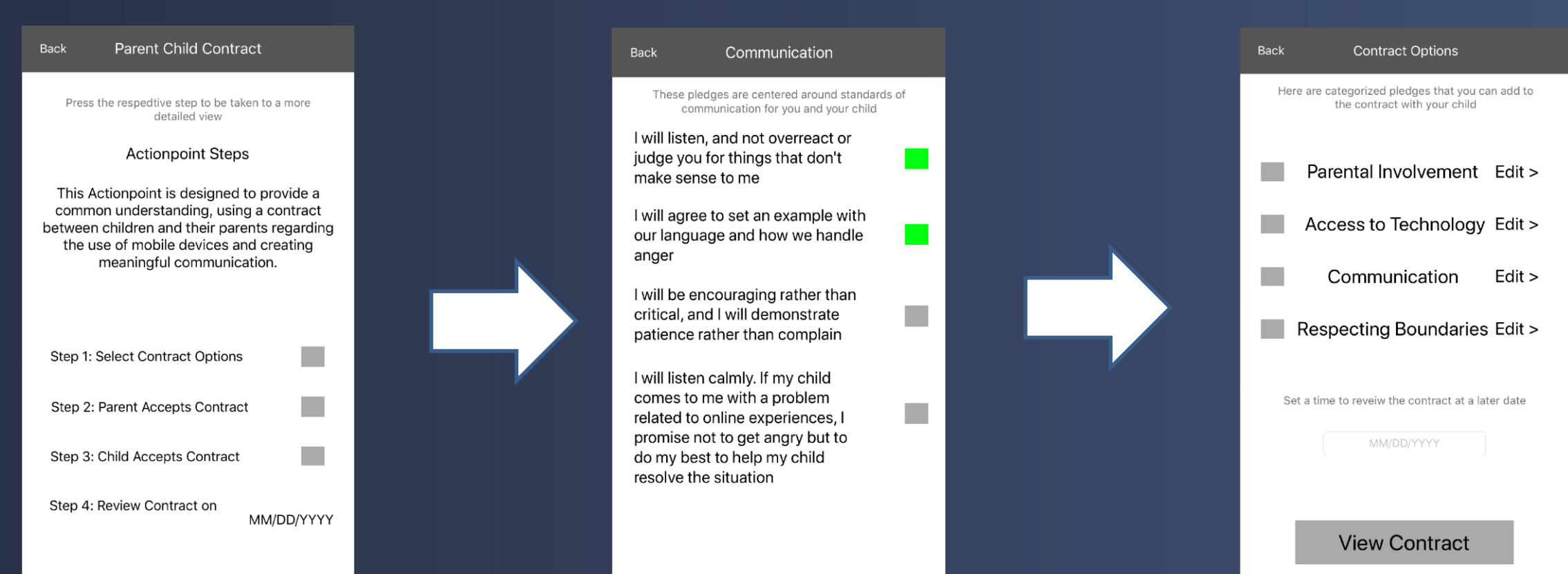
- Parents provide information about the teen through an in-app survey.
- The app uses an algorithm, based on empirical insights from computer and social science research, to estimate the teen's relative cyberbullying risk (known as a **Bullying Rank**).

Aligning Perceptions of Family Social Media Use



- Parents and teens complete brief surveys about family social media guidelines and their perceptions of social media use within the family.
- View comparison of survey results that highlight inconsistencies and important topics for discussion.

Parent-Teen Contract



- Parents and teens choose options to add to a contract regarding technology use, social media use, and family communication.
- They view the final selections, sign the contract, and set a later date to discuss its effectiveness.

