

Identifying Cyberbullying in Social Networking Sites

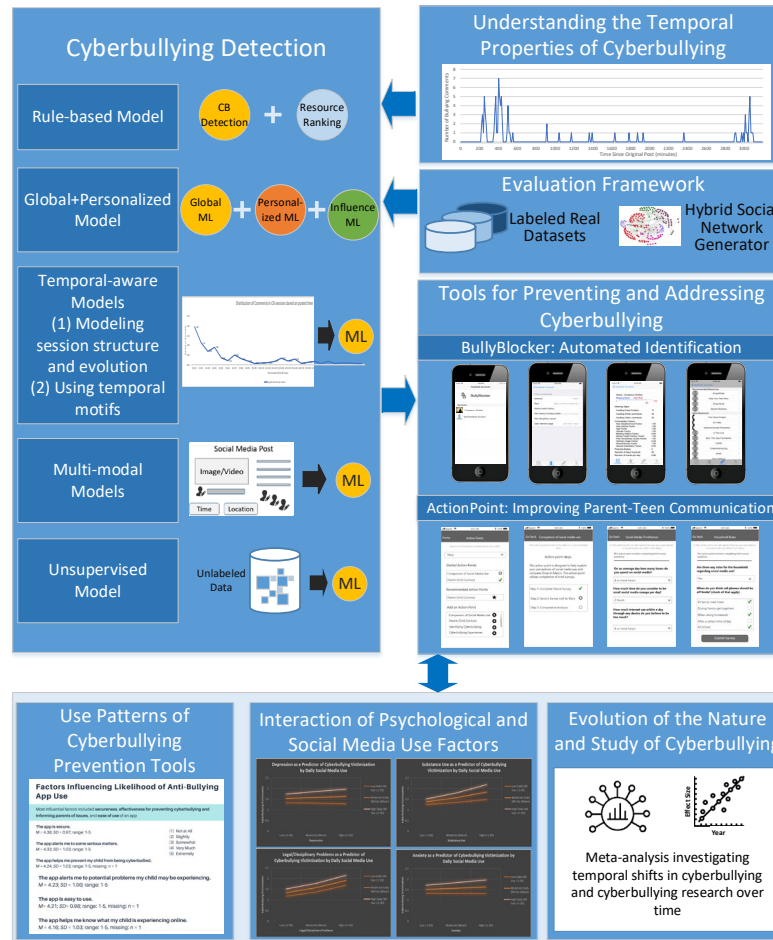
Challenge:

Although cyberbullying (CB) is the most common online risk for youth, there has been little work:

- to develop models and tools to automatically identify CB
- that integrates computer and social sciences

Solution:

- Build novel detection models based on empirical findings in psychology
- Incorporate models into mobile apps that help parents and families reduce cyberbullying risk



Scientific Impact:

Models incorporating:

- multi-modal data
- hierarchical attention networks
- personality & social influence
- temporal properties
- psychological risk factors
- privacy preferences

to improve CB detection

Broader Impact:

- Addresses important and growing social problem
- Improves outcomes for youth, families, and communities
- Provides unique interdisciplinary training opportunity for students
- Has supported 30 graduate and undergraduate students

