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Creating a Kinder and Braver World: Strategies to End Bullying

February 12, 2016

National Association of School Psychologists Annual Conference

New Orleans, LA



SOCIAL MEDIA

- <http://empowerment.unl.edu>
- Twitter
 - @Bully_Research
 - @Empowerment_UNL
 - @DrSueSwearer
- Facebook
 - Bullying Research Network
 - Empowerment Initiative
- Instagram
 - Empowerment_UNL



OBJECTIVES

- To discuss Born This Way Foundation's mission and focus
- To present the Foundation's research on cultivating kindness and bravery
- To suggest that teaching kindness and bravery is the key to ending bullying behaviors
- To challenge all of us to be the kindest and bravest people we can be and to live these values in our daily lives



MISSION

Born This Way Foundation is committed to supporting the wellness of young people and empowering them to create a kinder and braver world. We achieve this by shining a light on real people, quality research, and authentic partnerships.



3R'S: REAL PEOPLE, RESEARCH, AND RELATIONSHIPS

➤ Real People

We shine a light on young people, youth advocates and community members who embody our mission. We hope to leverage the reach of Born This Way to tell the stories of an empowered, creative and compassionate generation that is working hard to build a kinder and braver world.

➤ Research

We plan to build on the strong research findings of the foundation to date and under the guidance of our Research Advisory Board, both lead and support, as well as highlight compelling research projects that focus on identifying key criteria that impact and enhance the wellness of young people.

➤ Relationships

We believe that the challenges and opportunities that we face are important enough to require collaboration from a diverse group of partners. We focus on supporting local and national organizations in their work to increase youth wellness and empower young people to build a kinder and braver world.



PHILOSOPHY OF COLLABORATION

- Whether **online, on the road, or down the street**, the Foundation has served as a resource, collaborator, facilitator and convener on issues affecting youth mental health, social emotional learning, and Digital Media and Learning.
- We have collaborated with leading nonprofit service providers, foundations, universities, and other experts This “open tent” partnership allows BTWF and our partners to amplify and scale our respective missions to achieve sustainable change.
- Since the launch of BTWF, we have worked with more than **50** nonprofit youth service providers around the country, and have provided direct support to nearly **150,000** youth.



ONLINE

67,300,000+

Lady Gaga fans on Facebook

42,600,000+

Lady Gaga fans on Twitter

300,000+

Registered at bornthisway.foundation

300,000+

“It’s about YOU!” blog reads

200,000+

BTWF fans on Facebook

120,000+

BTWF followers on Twitter

50,000+

Youth reached through BTWF newsletters



DOWN THE STREET

This strategy connects youth with the local resources they need to become healthy, happy and emotionally fulfilled. Our goal has always been to dive deeper into our connections with youth. We seek to accomplish this through our Youth Advisory Board, Born Brave Retreats, Research Advisory Board, and through programs aimed at reaching youth face-to-face.

WHAT OUR YOUTH ARE SAYING:

“After seeing so many people here who have had and recovered from many [challenges], my belief in self-empowerment has been strengthened even more. So many people wallow in self-hatred and/or self-pity that I am confident that I can use these experiences to better help others.”

“I will have more motivation to take action in my community, and I feel I have more tools to make the difference I always wanted to.”

“I will think more about someone’s story before judging them and I will try to be kinder to people.”



ON THE ROAD

THE KEY OBJECTIVES OF THE BORN BRAVE BUS EXPERIENCE WERE TO:

- 1. CONNECT YOUTH WITH LOCAL RESOURCES, WHERE THEY CAN GET HELP AND SEEK VOLUNTEER OPPORTUNITIES IN EACH CITY;**
- 2. INCREASE AWARENESS ABOUT SEL, DML, AND THE RESOURCES MADE AVAILABLE BY BTWF AND ITS PARTNERS; AND**
- 3. EMPOWER YOUTH TO TAKE THE VALUES OF KINDNESS AND BRAVERY BACK TO THEIR HOMES, SCHOOLS AND COMMUNITIES.**

50 EVENTS IN 45 LOCATIONS ACROSS THE COUNTRY

NEARLY 150,000 YOUTH CONNECTED TO LOCAL PARTNERS THROUGH BBT

MORE THAN 325,000,000 MEDIA IMPRESSIONS

MORE THAN 500,000 YOUTH EXPOSED TO BTWF MESSAGING AND PRINCIPLES THROUGH BORN THIS WAY BALL & ARTRAVE: THE ARTPOP BALL TOURS

9 NATIONAL FRONTLINE PARTNERS INCLUDING:
GLSEN, THE TREVOR PROJECT, YMCA,
NATIONAL ASSOCIATION OF SCHOOL PSYCHOLOGISTS,
NATIONAL COUNCIL FOR BEHAVIORAL HEALTH

MORE THAN 50 REGIONAL AND LOCAL NONPROFIT SERVICE PROVIDER PARTNERS



BORN BRAVE BUS TOUR





RESEARCH STRATEGY

- **2012:** BTWF partnered with Viacom Media Networks and Shireson Associates to survey young people on their perceptions of kindness and bravery.
- **2013:** The Born Brave research study was conducted to assess the impact of the Born Brave Bus Tour and the supports that youth and young people need to create kinder and braver homes, schools, and communities.
- **2014:** The Born Brave research study was designed to assess and validate a measure of kindness and bravery and to assess the impact of Born This Way Foundation and what supports youth need to create a kinder, braver world.
- **2015:** The Emotion Revolution survey was launched with Yale's Center for Emotional Intelligence to assess how our nation's youth feel in school and how they would like to feel in school.
- **2016:** Phase 3 of the Born Brave research study will be launched to further refine the measurement of kindness and bravery and will assess keys to mental wellness among youth and young adults.



BORN BRAVE EXPERIENCES SURVEY 2013-2016

Year	Youth	Young Adult
2013	1744	3622
2014	923	2772
2016	Will launch March 2016	Will launch March 2016



TRANSLATIONAL RESEARCH

Putting research results into action

**SHARE YOUR VOICE
WITH GAGA!**



**PARTICIPATE IN THE BORN THIS
WAY RESEARCH STUDY!**

www.bornthiswayfoundation.org



THEORETICAL FRAMES FOR KINDNESS AND BRAVERY

- **Social Cognitive Theory** (Bandura, 1963, 1986)
 - Behavioral Capability
 - Observational Learning
 - Reinforcements
 - Expectations
 - Self-efficacy
- **Transtheoretical Model of Change** (Prochaska & DiClemente, 1983)
 - Stages and processes of change are fluid and dynamic
 - Decisional Balance
 - Incorporates Bandura's concept of self-efficacy

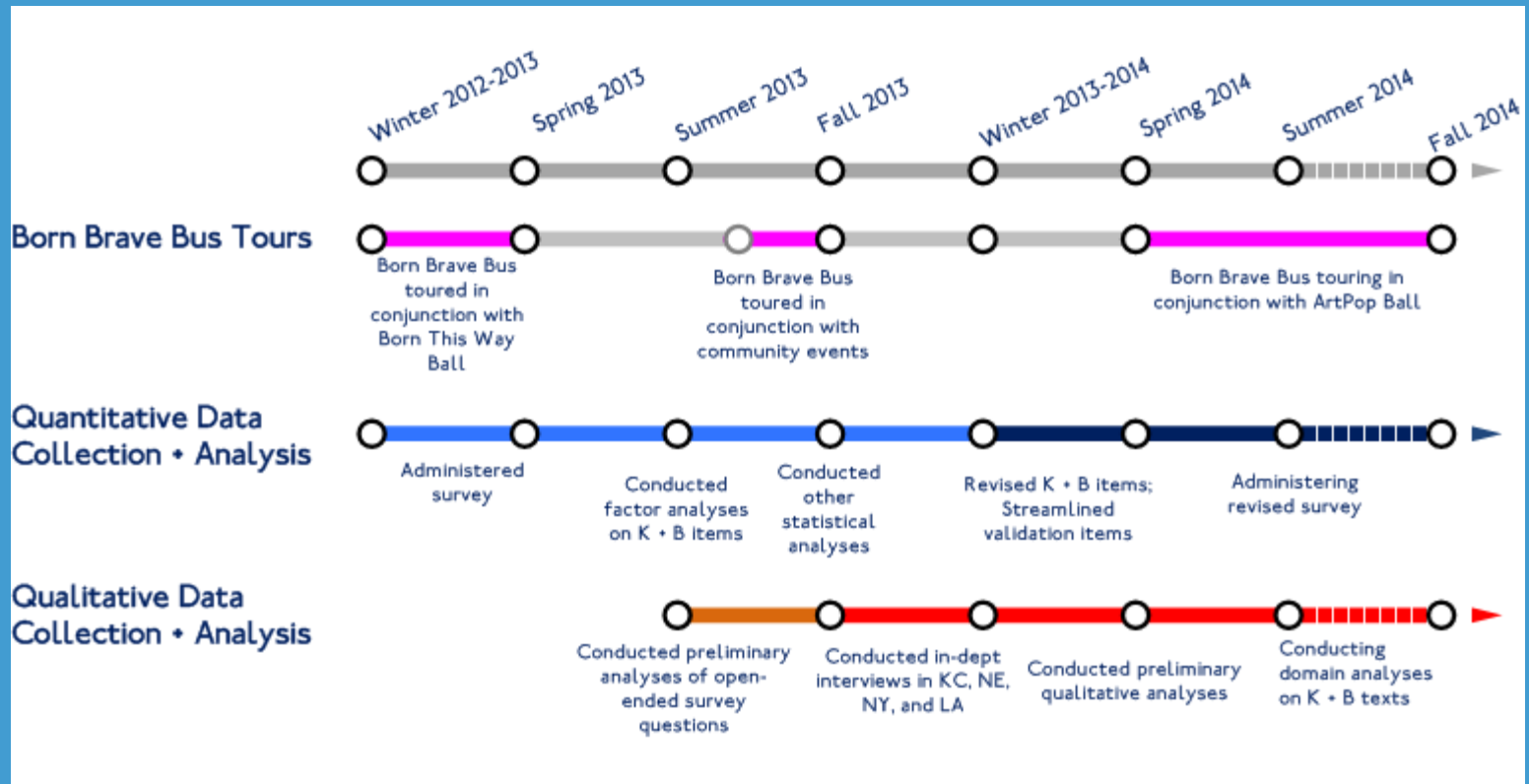


BORN BRAVE EXPERIENCES MIXED METHODS RESEARCH

- Assess participants' experiences with the Born Brave Bus Tour
- Develop a measure of Kindness and Bravery
- Create model of Youth Empowerment and Engagement
 - What are the factors that contribute to youth empowerment and youth engagement?
 - What are the conditions needed to empower youth to create a kinder and braver world?



STUDY TIMELINE





QUAN 1: SURVEY PLANNED MISSING DATA DESIGN

(LITTLE & RHEMTULLA, 2013)

Participants

Online survey (Qualtrics) linked to BTWF website
Recruited from BBB, Little Monsters, Twitter &
Facebook
2,645 completed surveys

Data Collection

Kindness & Bravery (focal construct)
Bullying/Victimization; School Climate/Engagement
Depression/Anxiety; Aggression; Hope
Self Description Questionnaire

Data Analysis

Kindness & Bravery: Reliability, EFA, CFA
Other Scales: Reliability, CFA, regression analyses



SURVEY DEMOGRAPHICS (N=2,645)

Student Status



36% in Middle School or High School



50% in College or Recently Graduated



13% Not Currently in School

Country of Residence



46% Living in the US

Race/Ethnicity



62% White, not Latin@



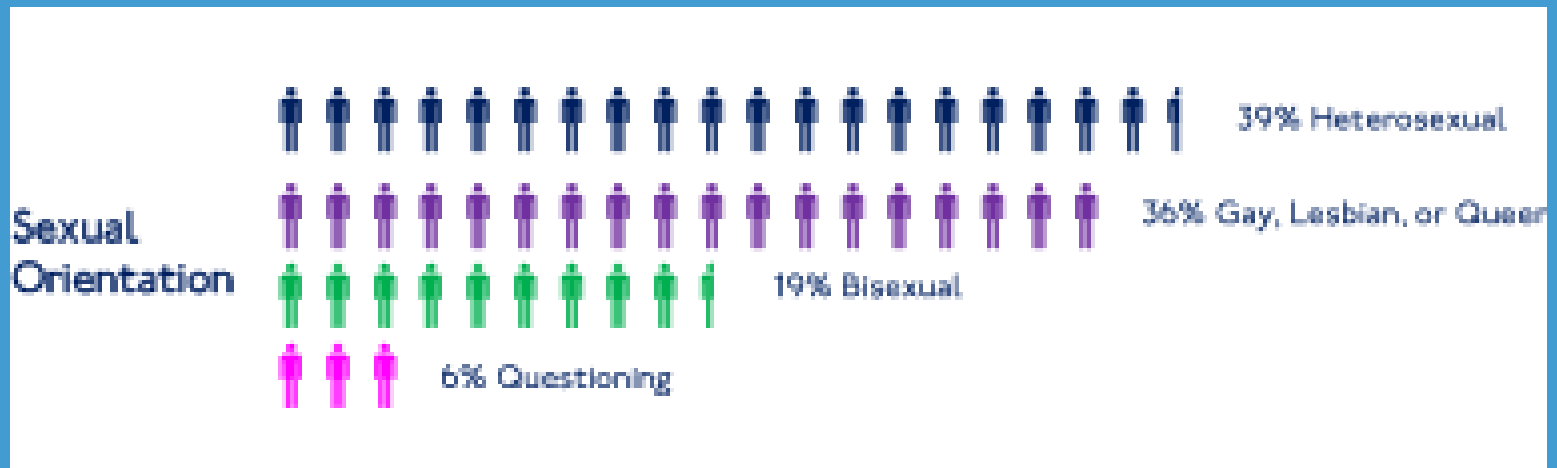
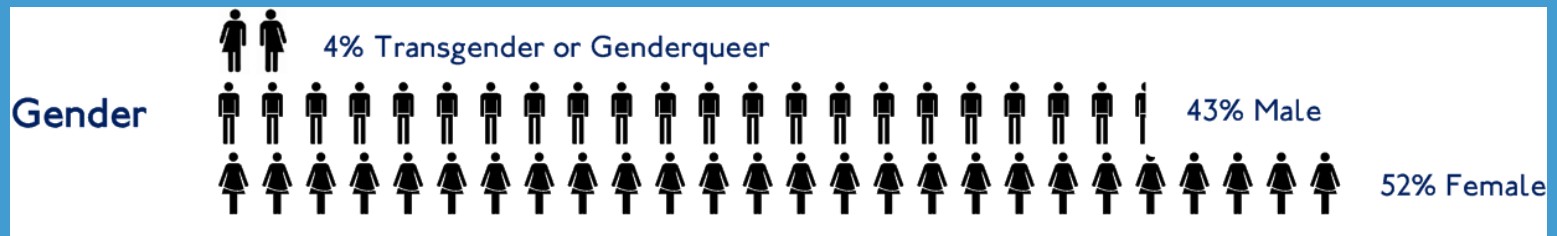
25% Latin@, any race



12% Asian, Black/African American, Indigenous, or Multi-Racial



SURVEY DEMOGRAPHICS (N=2,645)





QUAL 1: OPEN-ENDED SURVEY DATA

Responses

- 1,862 How will you be **kinder** in your home, school, and community?
- 1,810 How will you be **braver** in your home, school, and community?

Data informed interview protocol and item writing for new kindness and bravery scale

Data Analysis

We coded and analyzed the verbatim responses from an online questionnaire using descriptive (Miles & Huberman, 1994) and values (Saldaña, 2009) coding.



QUAL 2: SEMI-STRUCTURED INTERVIEWS

Participants

30 semi-structured interviews

4 locations (New York, Los Angeles, Kansas City, Lincoln)

27 in person, 3 via phone

Data Analysis

Domain Analysis Approach (Spradley, 1979)

How do participants make meaning of kindness and bravery?

QUALITATIVE DATA SOURCES



KC



NE



NY



LA



Online

Participants



Data



5 interview transcripts



4 interview transcripts



10 interview transcripts



11 interview transcripts



1862 kindness verbatims



5 drawings



3 drawings



8 drawings



12 drawings



1817 bravery verbatims



2645 completed surveys



QUAN 2: REVISED SURVEY PLANNED MISSING DATA DESIGN (LITTLE & RHEMTULLA, 2013)

Participants

Online survey (Qualtrics) linked to BTWF website
Recruited from BBB, Little Monsters, Twitter &
Facebook

4,556 completed surveys

Data Collection

Kindness & Bravery (focal construct)

Validation: Hope, Altruism, Coping, SDQ Honesty, SDQ
Values,

Bullying/Victimization

Depression/Anxiety

Body Image

Data Analysis

Kindness & Bravery: Reliability, EFA, CFA

Other Scales: Reliability, CFA, regression analyses

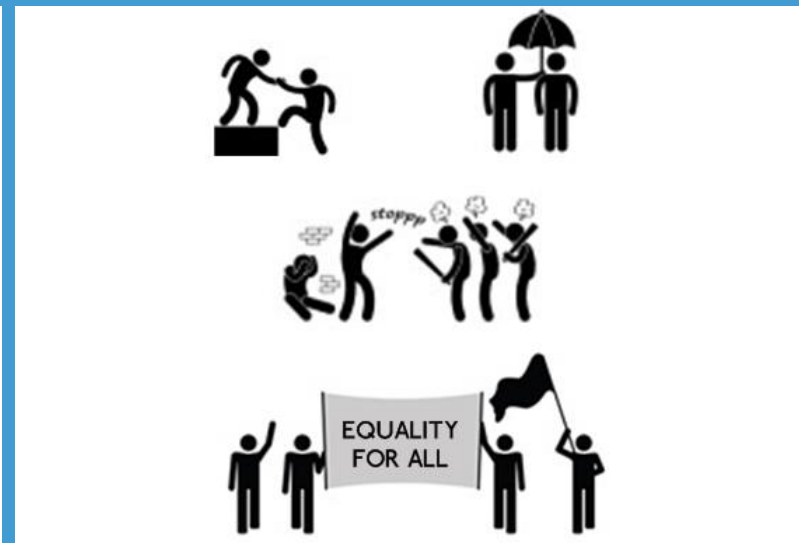


WHAT IS KINDNESS AND BRAVERY?

Internal States



External Behaviors





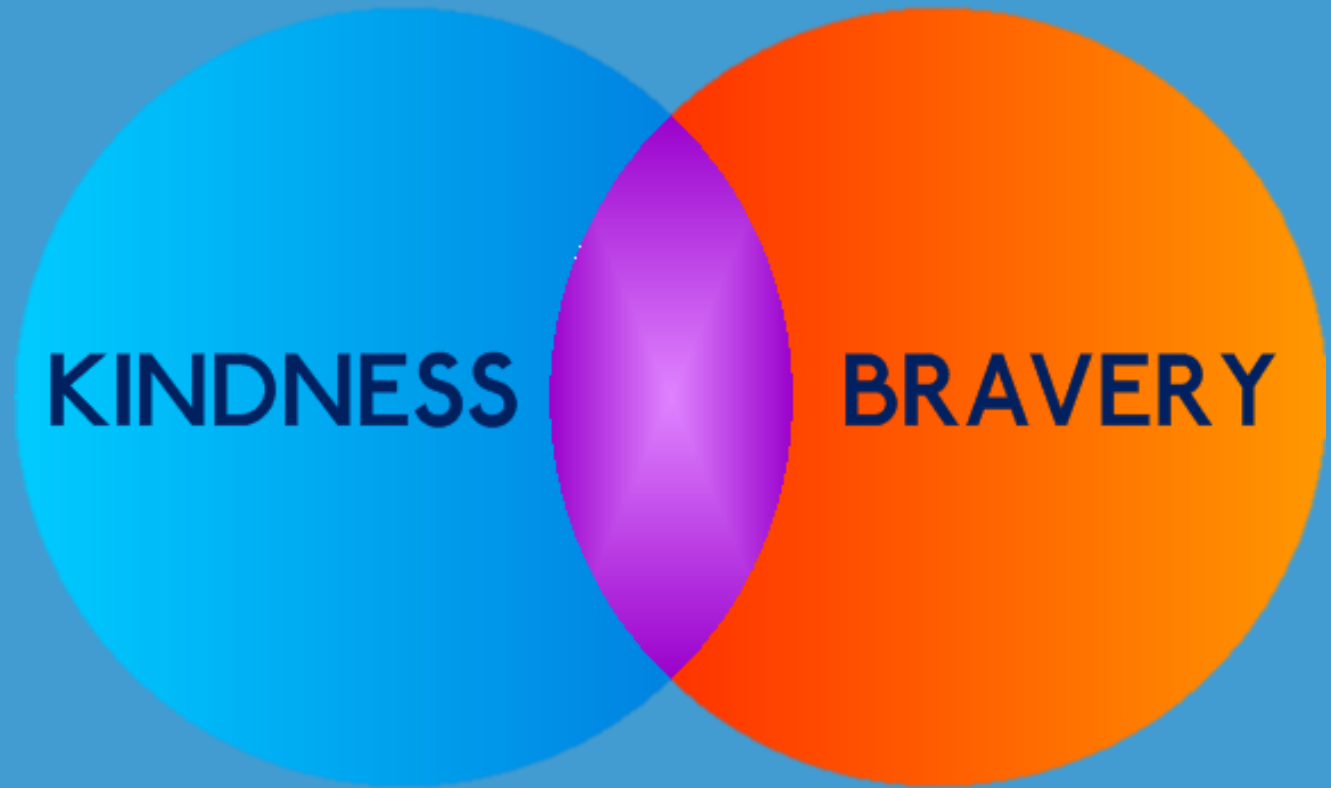
KINDNESS AND BRAVERY

- **Kindness** (*n*): The state of quality of being kind; a behavior marked by ethical characteristics, a pleasant disposition, and concern for others.
- **Bravery** (*n*): The quality that allows someone to do things that are dangerous or frightening.

(Merriam-Webster, 2014)



ARE KINDNESS AND BRAVERY OVERLAPPING CONSTRUCTS?





IS BRAVERY A SUBSET OF KINDNESS?





ARE KINDNESS AND BRAVERY ON A CONTINUUM?





KINDNESS THEMES FROM OPEN-ENDED SURVEY DATA

<ul style="list-style-type: none">• Felt inspired to be a “better person” / “kinder person”	<ul style="list-style-type: none">• Self-regulated behaviors; made efforts to:
<ul style="list-style-type: none">• Prompted self-reflection and awareness of the effects of one’s actions on others	<ul style="list-style-type: none">○ Refrain from gossip○ “Stop being mean to others”○ Control temper, “bitchiness”, and other difficult emotional responses
<ul style="list-style-type: none">• Felt a sense of community; “I am not alone”	
<ul style="list-style-type: none">• Encouraged greater acceptance of self (including one’s sexuality)	<ul style="list-style-type: none">• Helped others at home, in school, and in the community
<ul style="list-style-type: none">• Stirred feelings of greater empathy / compassion toward others	<ul style="list-style-type: none">• Organized / joined others to “spread the message” to others





BRAVERY THEMES FROM OPEN-ENDED SURVEY DATA

<ul style="list-style-type: none">• Felt greater self-confidence and self-acceptance (including one's appearance and sexual orientation)	<ul style="list-style-type: none">• Stood up / spoke up for one's self or one's beliefs
<ul style="list-style-type: none">• Felt empowered to "face one's fears"	<ul style="list-style-type: none">• Stood up / spoke up when "something was wrong"
<ul style="list-style-type: none">• Expressed willingness "to be more open" to other people and new experiences	<ul style="list-style-type: none">• As an individual, stood up / spoke up on behalf of another
<ul style="list-style-type: none">• Developed greater awareness of bullying	<ul style="list-style-type: none">• Joined a group that advocates for equality
<ul style="list-style-type: none">• Cultivated empathy for both the bully and the bullied	<ul style="list-style-type: none">• Came out to family, friends, and/or community

Ideation ←————→ Action



K+B SAMPLE ITEMS

- I want to help others even if I don't get anything in return.
- The only people I treat kindly are those I care about.
- I treat others kindly no matter who they are.
- I try to create positive change in my community regardless of how difficult it is.
- I stand up for others, even if bad things might happen to me.
- If someone is hurt, I try to help.



HOW CAN WE CREATE A KINDER, BRAVER WORLD?

- Create opportunities for **engagement** in activities. Make sure all students are connected.
 - Music
 - Art
 - Athletics
 - Academics
 - Running clubs
 - Book clubs
 - School clubs
 - Student council
 - www.4-h.org



HOW CAN WE CREATE A KINDER, BRAVER WORLD?

- Access to mental health services
School psychologists should be leading efforts to provide mental health services in schools
 - Counseling centers should provide counseling, not just scheduling and academic advice
 - School-based cognitive behavioral therapy
 - www.workbookpublishing.com
 - www.creatingcommunitysolutions.org
 - #TextTalkAct



HOW CAN WE CREATE A KINDER, BRAVER WORLD?

- Access to **inspirational events**
 - **Concerts**
 - **Motivational speakers**
 - **Community engagement**
 - **Online events**
 - **Movies**
 - **Pep rallies**
 - **Fun tailgates**
 - <https://inspired.facebook.com>
 - <http://greatergood.berkeley.edu>



HOW CAN WE CREATE A KINDER, BRAVER WORLD?

- Support to use difficult experiences for **positive change**
 - The “Lady Gaga” effect
 - Instill hope
 - Teach kindness and bravery
 - Encourage self-expression and acceptance of self and others
 - www.randomactsofkindness.org
 - www.casel.org



EMPOWERING A KINDER, BRAVER WORLD

- BTWF focuses on the **emotional and mental health and well-being** of young people
- BTWF works collaboratively with national partners to support efforts to **develop the skills** associated with self-awareness, self-acceptance, resilience, empathy and compassion, and the acceptance of one's self and others.
- Together, we can create a **kinder and braver** world!
- www.bornthisway.foundation



LOOKING AHEAD

- #HackHarassment
- www.hackharassment.com

ONLINE HARASSMENT IS PERVERSIVE AND CAN BE VICIOUS



The severity and viciousness of some forms of online harassment call for urgent collective action from the technology industry. Visit HackHarassment.com to learn more.

WHO EXPERIENCES ONLINE HARASSMENT?*

ALL INTERNET USERS



40% of internet users have personally experienced online harassment.



73% of internet users have seen someone harassed online.



1 IN 4 internet users have seen someone physically threatened online.



1 IN 5 internet users have witnessed someone being sexually harassed or stalked.

YOUNG PEOPLE



70% OF 18- TO 24-YEAR-OLDS have been the target of online harassment.

[Young women experience particularly severe forms of online harassment.]

YOUNG WOMEN, 18-24

26% STALKED

25% SEXUALLY HARASSED



VS

YOUNG MEN, 18-24

7% STALKED

13% SEXUALLY HARASSED



AFRICAN-AMERICAN AND HISPANIC INTERNET USERS

MORE THAN HALF

of African-American and Hispanic internet users said they had experienced online harassment.

VS

1 IN 3

of white internet users said they had experienced online harassment.

*Source: Pew Research Center, October 2014, "Online Harassment"

HOW DOES THE TECH INDUSTRY VIEW ONLINE HARASSMENT?*

75% OF TECH PROFESSIONALS ARE CONCERNED ABOUT ONLINE HARASSMENT.

8 IN 10

tech professionals believe there is real-life risk of emotional impact for the person being harassed.

2 IN 3

tech professionals believe that online harassment has the potential to lead to self-harm.

CAN THE WORLD CHANGE?*



69% of tech professionals believe that technology can change the world for the better.

78% of tech professionals believe that the industry's (as well as online communities') best days are ahead of it.



OPTIMISM IS EVEN GREATER AMONG TECH PROFESSIONALS who are the most concerned about harassment.

IS ONLINE HARASSMENT HACKABLE?*

THE TECHNOLOGY INDUSTRY IS CAPABLE OF POWERFUL INNOVATION. TOGETHER, WE CAN UTILIZE TECHNOLOGY TO DEVELOP COLLABORATIVE, INNOVATIVE, AND BROAD-SCALE DETERRENTS AND SOLUTIONS.

MORE THAN

8 IN 10

tech professionals agree that the tech industry needs to do more to prevent online harassment.

51%

of tech professionals believe that blocking IP addresses of known harassers would be very effective.

47%

of tech professionals support building more tools into sites to allow users to block or report content.

*Source: Intel & Vox Media Technology Industry Survey of Online Harassment, 2015.

HELP #HACKHARASSMENT

HACK HARASSMENT IS A COALITION OF THE DETERMINED, A COOPERATIVE CAMPAIGN TO BUILD ON THE WORK ALREADY BEING DONE, AND TO ADVANCE THE FIGHT AGAINST ONLINE HARASSMENT. Our first step begins with an invitation to join us for a series of online and in-person Hackathons. These coordinated sessions will bring together participants from the technology industry, the media industry, non-profit organizations, academia, influencers, thought leaders, and members of online communities in an effort to increase accountability, advance technology solutions to reduce online harassment, and effect positive change. No single technology company alone can effect the change needed to reduce online harassment. Together, we Intel, Vox Media, Re/code and Lady Gaga's Born This Way Foundation, ask you to join us to promote a safer, more inclusive online experience for all.



BUILDING A KINDER, BRAVER WORLD

