

Program Presentation for the 2006 National Social Norms Conference

**ASSESSING BULLYING IN SECONDARY
SCHOOLS WITH A NEW ONLINE SURVEY:
APPLYING THE SOCIAL NORMS MODEL TO
ADOLESCENT VIOLENCE**

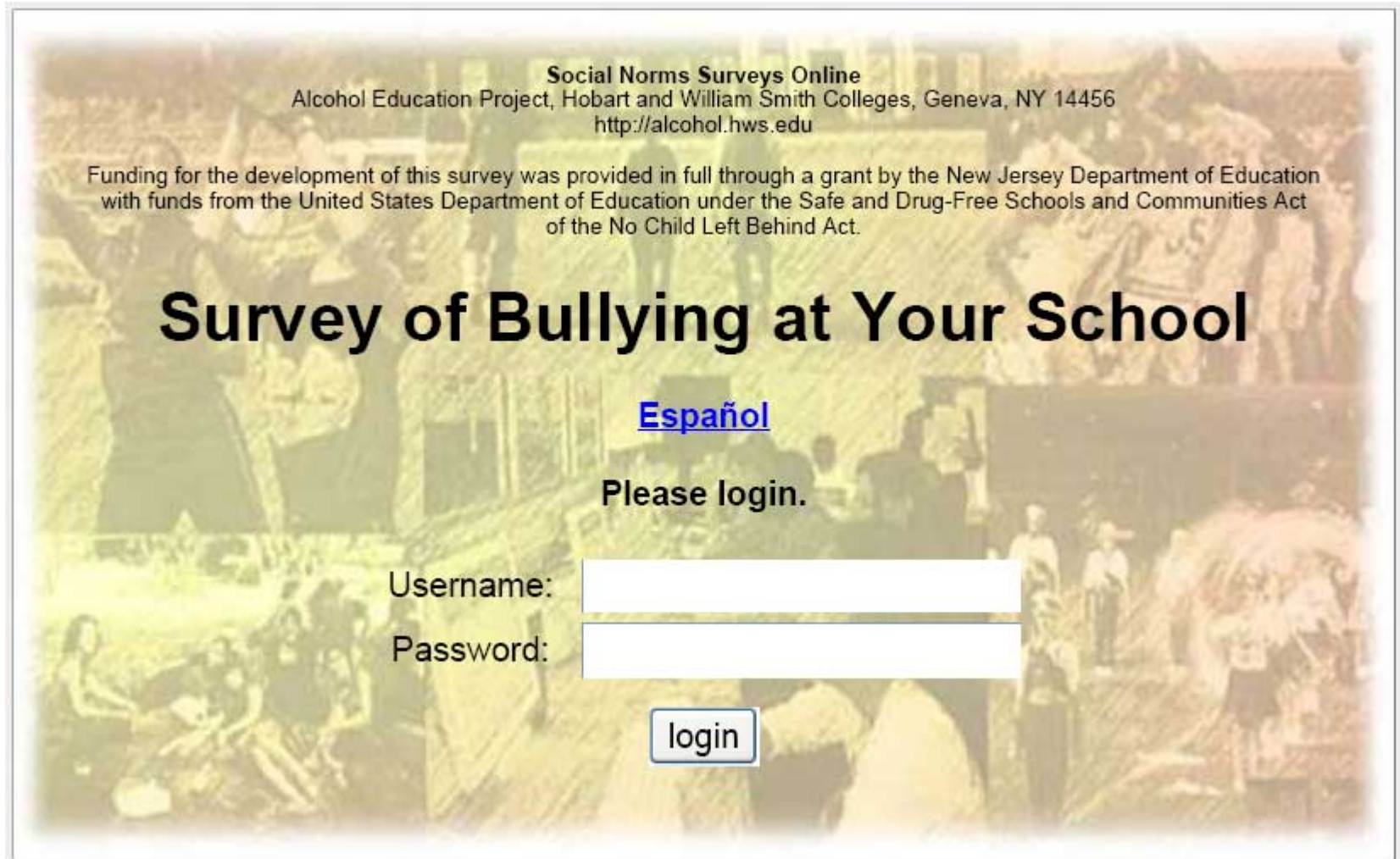
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Professor of Biochemistry

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Geneva, NY 14456

<http://alcohol.hws.edu>
<http://socialnormsurveys.hws.edu>
<http://youthhealthsafety.hws.edu> (coming soon)

Web-based Survey Instrument



Social Norms Surveys Online
Alcohol Education Project, Hobart and William Smith Colleges, Geneva, NY 14456
<http://alcohol.hws.edu>

Funding for the development of this survey was provided in full through a grant by the New Jersey Department of Education with funds from the United States Department of Education under the Safe and Drug-Free Schools and Communities Act of the No Child Left Behind Act.

Survey of Bullying at Your School

[Español](#)

Please login.

Username:

Password:

Bully Behavior at School in Last 30 Days: Actual Prevalence and Perceived Norms

Sample from middle school population, grades 6 to 8 (N=759, 81% resp.)

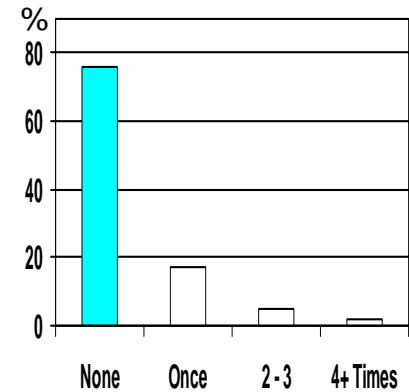
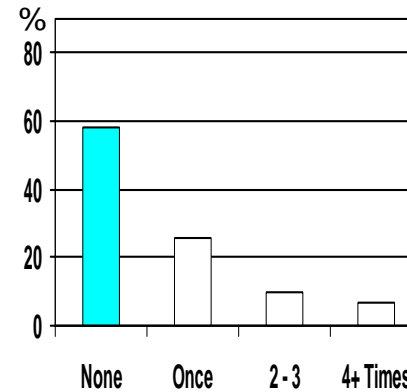
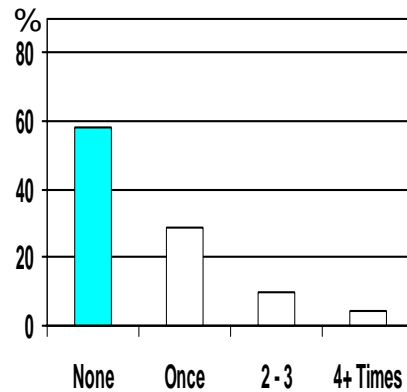
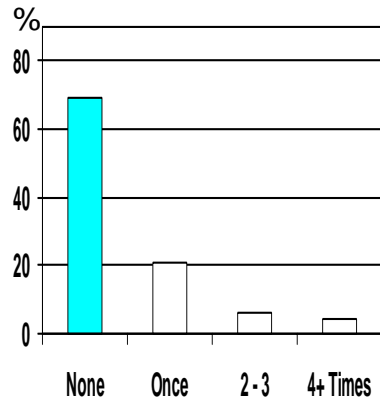
Pushing, shoving, hitting, kicking, hair pulling, or tripping...

Teasing in an unfriendly way...

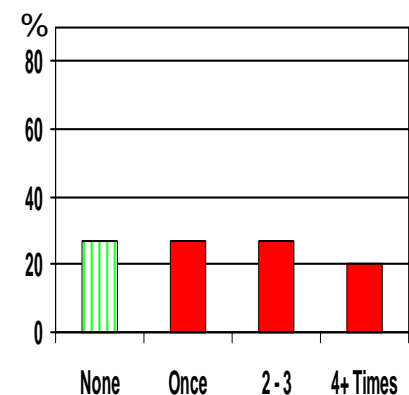
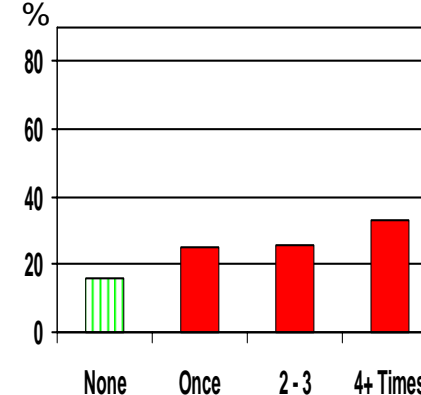
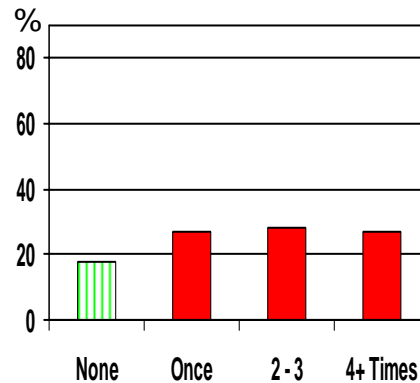
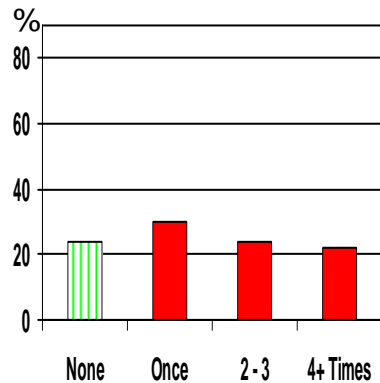
Calling hurtful names...

Excluding someone from a group to make them feel bad...

Actual Behaviors



Perceptions of Norm



Legend: ■ actual norm ■ misperceived norm ■ accurately perceived norm

Bullying Behavior at School in Last 30 Days: Actual Prevalence and Perceived Norms

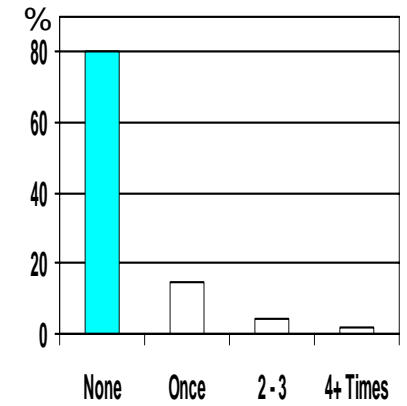
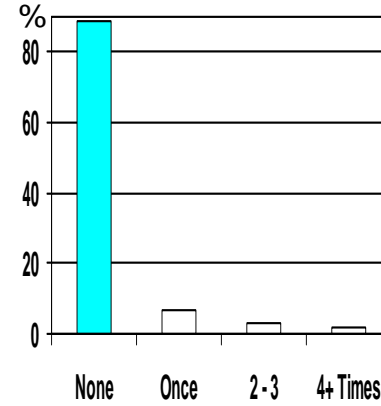
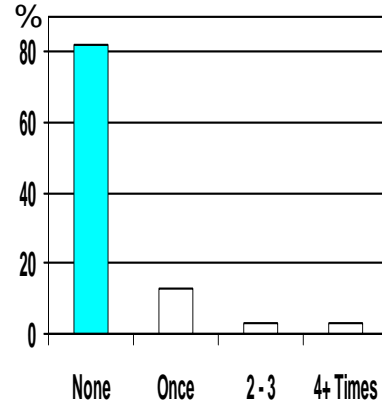
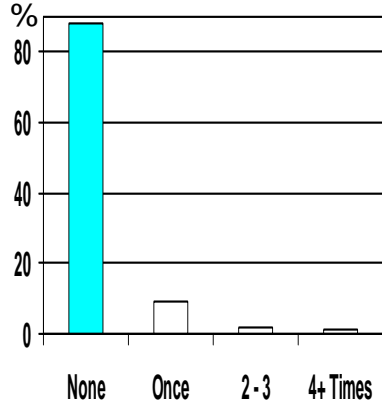
Taking or damaging someone else's belongings

Spreading unkind stories or rumors about someone else

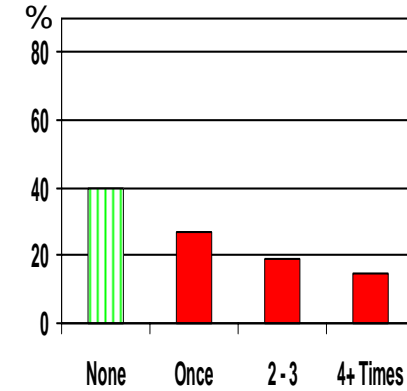
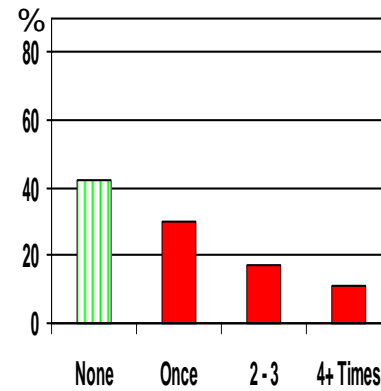
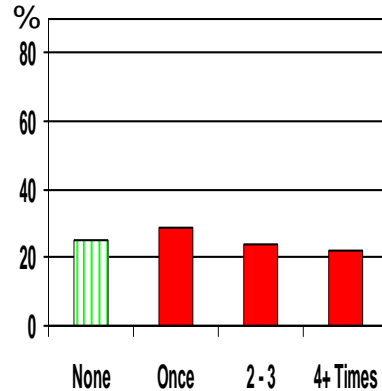
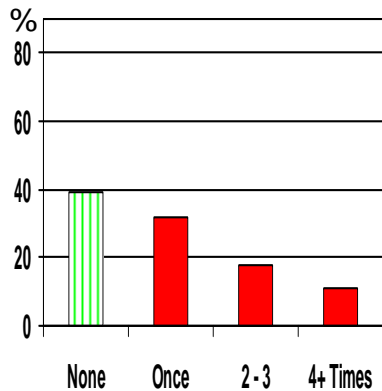
Threatening to hurt someone

Making someone do something they did not want to do

Actual Behaviors



Perceptions of Norm



Legend: ■ actual norm ■ misperceived norm ▨ accurately perceived norm

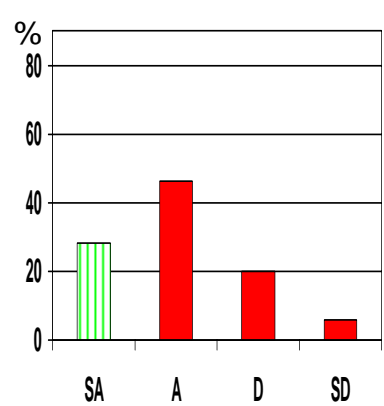
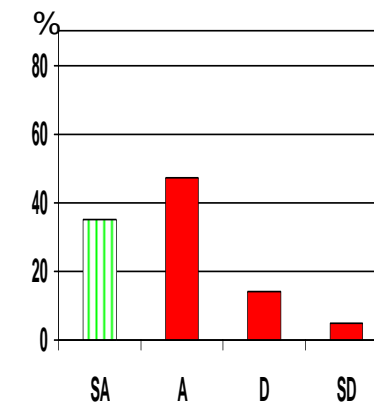
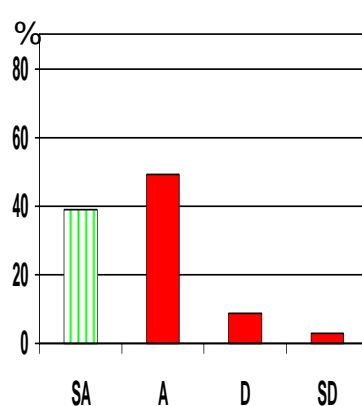
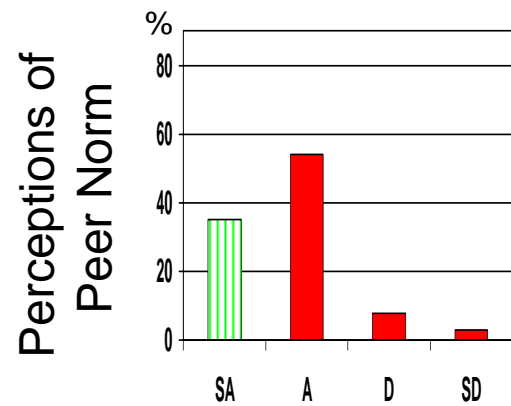
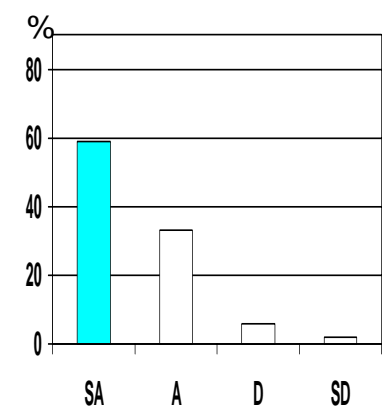
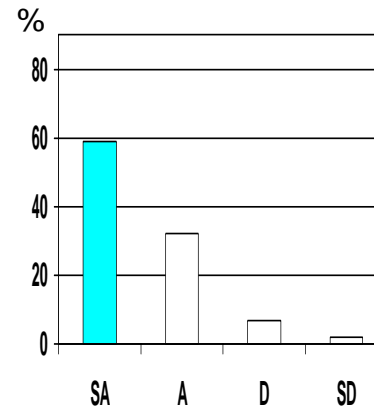
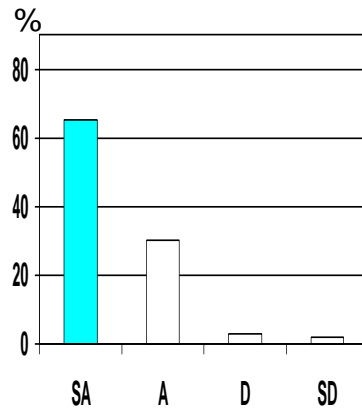
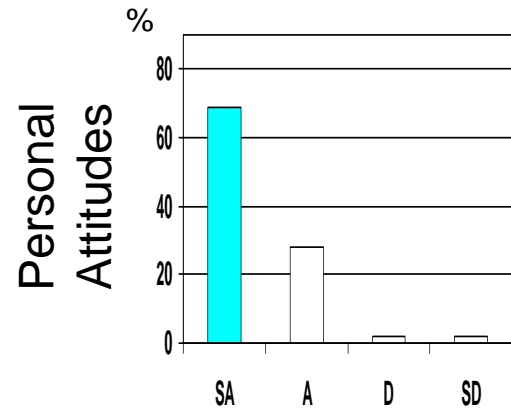
Personal Attitudes and Perceived Norms about Bullying

Students should NOT tease in a mean way, call others hurtful names, or spread unkind stories about other students.

Students should NOT shove, kick, hit, trip, or hair pull another student.

Students should NOT threaten to hit another student even if they don't actually hit the other student.

Students should always try to be friendly with students who are different from themselves.



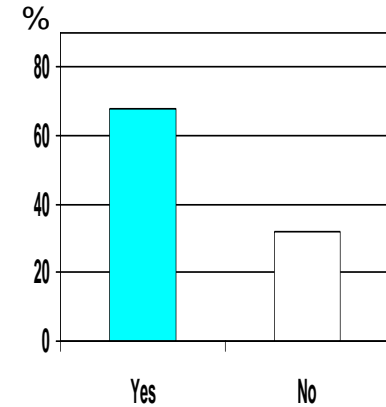
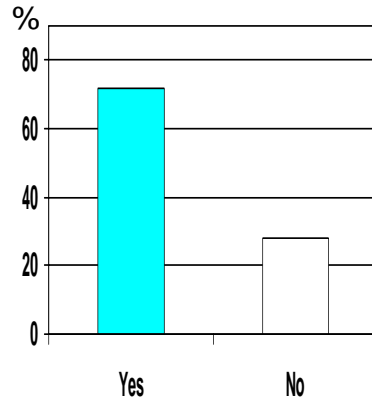
Legend: ■ actual norm ■ misperceived norm ■ accurately perceived norm

Personal Attitudes and Perceived Norms about Reporting Bullying If the Respondent or Someone Else is Being Bullied at School

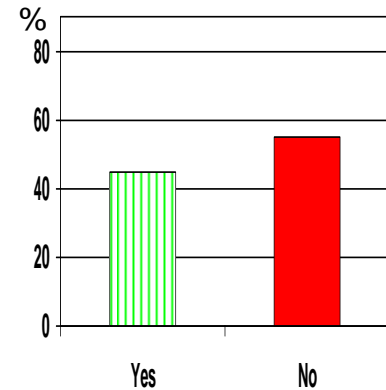
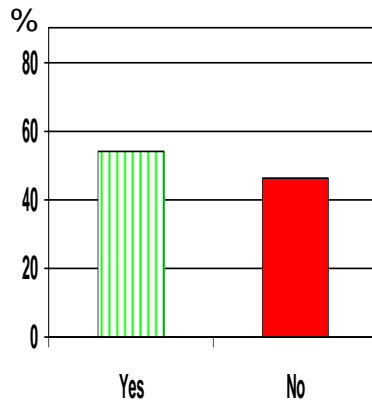
Students should tell a teacher or counselor.

Students should tell a Parent or another adult relative

Personal Attitudes



Perceptions of Peer Norm



Legend: ■ actual norm ■ misperceived norm accurately perceived norm

Table 1. Percent of Students at 5 Middle Schools Reporting Normative Behavior (NOT Bullying)

NOT participating in the following behaviors in last 30 days	School				
	A (N=759) (Resp=81%)	B (N=588) (Resp=51%)	C (N=578) (Resp=47%)	D (N=484) (Resp=43%)	E (N=180) (Resp=50%)
Pushing, shoving, hitting, kicking, hair pulling, or tripping	69	68	74	64	70
Teasing in an unfriendly way	58	65	63	56	68
Calling hurtful names	58	64	61	56	63
Excluding someone from a group to make them feel bad	76	81	75	75	78
Taking or damaging someone else's belongings	88	94	89	92	94
Spreading unkind stories or rumors about someone else	82	82	83	78	81
Threatening to hurt someone	89	90	81	88	91
Making someone do something they did not want to do	80	82	85	80	83

Table 2. Percent of Students at 5 Middle Schools Misperceiving Bullying as the Norm

Erroneously perceiving most others as having done the following behaviors in the last 30 days	School				
	A (N=759) (Resp=81%)	B (N=588) (Resp=51%)	C (N=578) (Resp=47%)	D (N=484) (Resp=43%)	E (N=180) (Resp=50%)
Pushing, shoving, hitting, kicking, hair pulling, or tripping	76	77	83	80	78
Teasing in an unfriendly way	82	80	83	85	87
Calling hurtful names	84	79	86	86	85
Excluding someone from a group to make them feel bad	73	70	79	77	76
Taking or damaging someone else's belongings	61	56	70	66	66
Spreading unkind stories or rumors about someone else	75	70	78	80	79
Threatening to hurt someone	58	47	75	53	53
Making someone do something they did not want to do	60	45	68	67	64

Table 3. Standardized regression coefficients (OLS) predicting bullying behavior¹

Independent Variables	Standardized Coefficient
Perceived Norm about Bullying Index ²	.38 **
Personal Attitude about Bullying Index ³	.30 **
Gender (male vs. female)	.09 *
Participation in after school program at school	.08 *
Participation in a religious group	.05
Participation in a school sports team	.05
Personal weight	-.03
Participation in a school club or student government	.02
Participation in an after school program in the community	.01
Participation in school chorus or band	-.01
Part time job	.00
Age	.00

¹Index of personal bullying behavior ranges from 0 (no bullying behavior reported in the last 30 days on any of eight items) to 24 (bullying reported 4 or more times in the last 30 days on all eight items).

²Perceived Norm about Bullying Index ranges from 0 (perceives no bullying behaviors in the last 30 days as typical of peers on any of eight items) to 24 (perceives bullying 4 or more times in the last 30 days as typical of peers on all eight items).

³Personal Attitude about Bullying Index ranges from 0 (strongly disagrees with bullying attitudes on all four items) to 12 (strongly agrees with bullying attitudes on all four items).

* Coefficient is significant at $p < .05$; ** $p < .001$.