The relevance of cross-national and cross-regional contexts to youth' cyber-bullying involvement

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THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

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The Relevance of Cross-national and Cross-regional Contexts to Youth' Cyber-bullying Involvement

Findings from *EU Kids Online*

Anke Görzig, Tijana Milosevic & Elisabeth Staksrud

A socio-ecological framework of bullying

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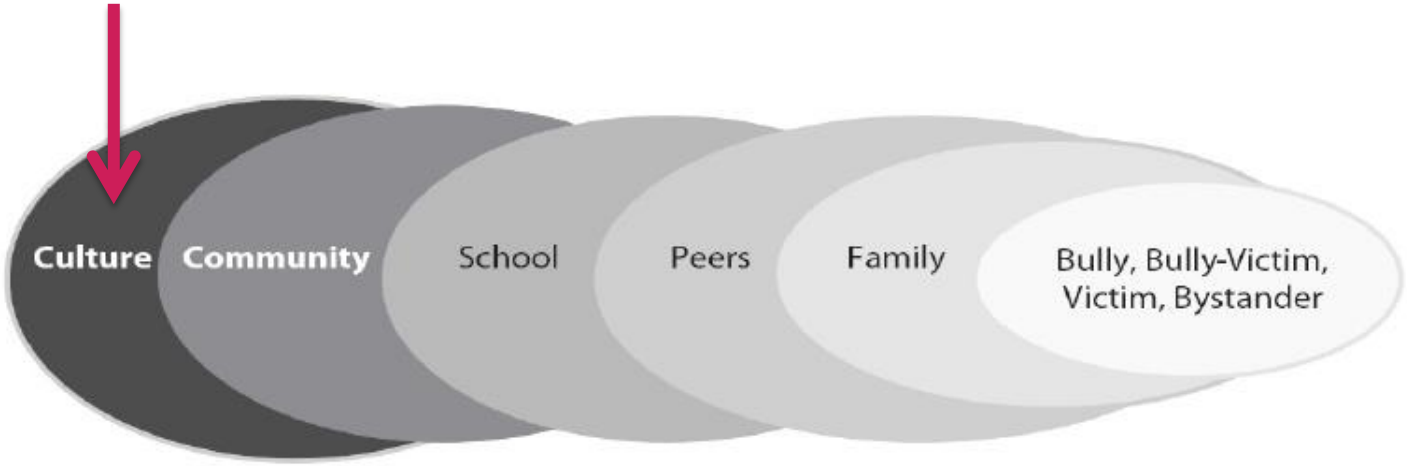
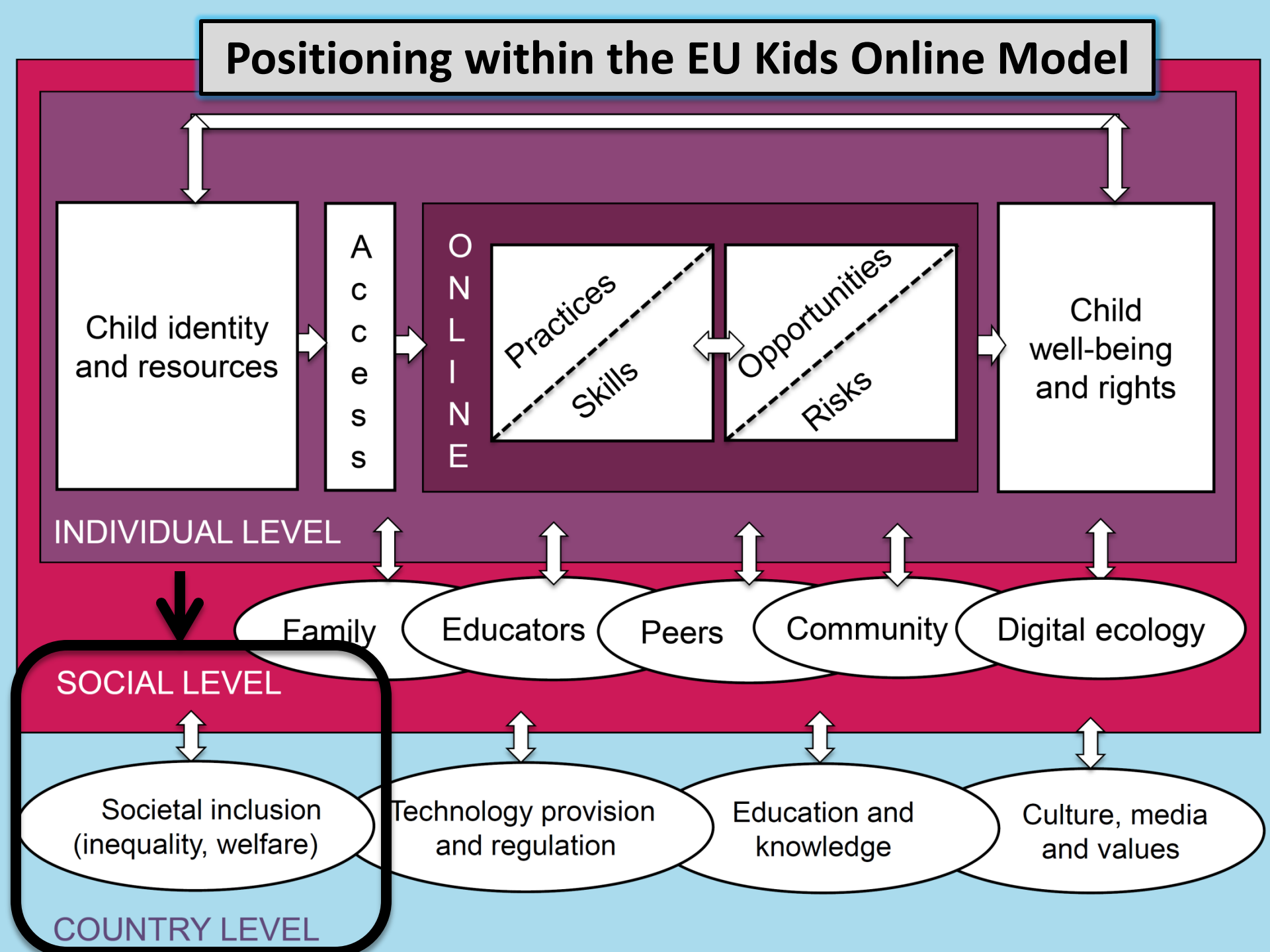
Socio-ecological framework of bullying (Swearer & Espelage, 2011)

- **Bullying behaviour**

  Linked with factors on different levels of the environment



Source: Swearer, S. M., & Espelage, D. L. (2011). Expanding the social-ecological framework of bullying among youth: Lessons learned from the past and directions for the future. In D. L. Espelage & S. M. Swearer (Eds.), *Bullying in North American schools* (2nd ed., pp. 1–10). New York: Routledge.


Positioning within the EU Kids Online Model
Child identity and resources
Access
ONLINE
Practices
Skills
Opportunities
Risks
Child well-being and rights
INDIVIDUAL LEVEL
Family
Educators
Peers
Community
Digital ecology
SOCIAL LEVEL
Societal inclusion (inequality, welfare)
Technology provision and regulation
Education and knowledge
Culture, media and values
COUNTRY LEVEL

Cyber-bullying in Context

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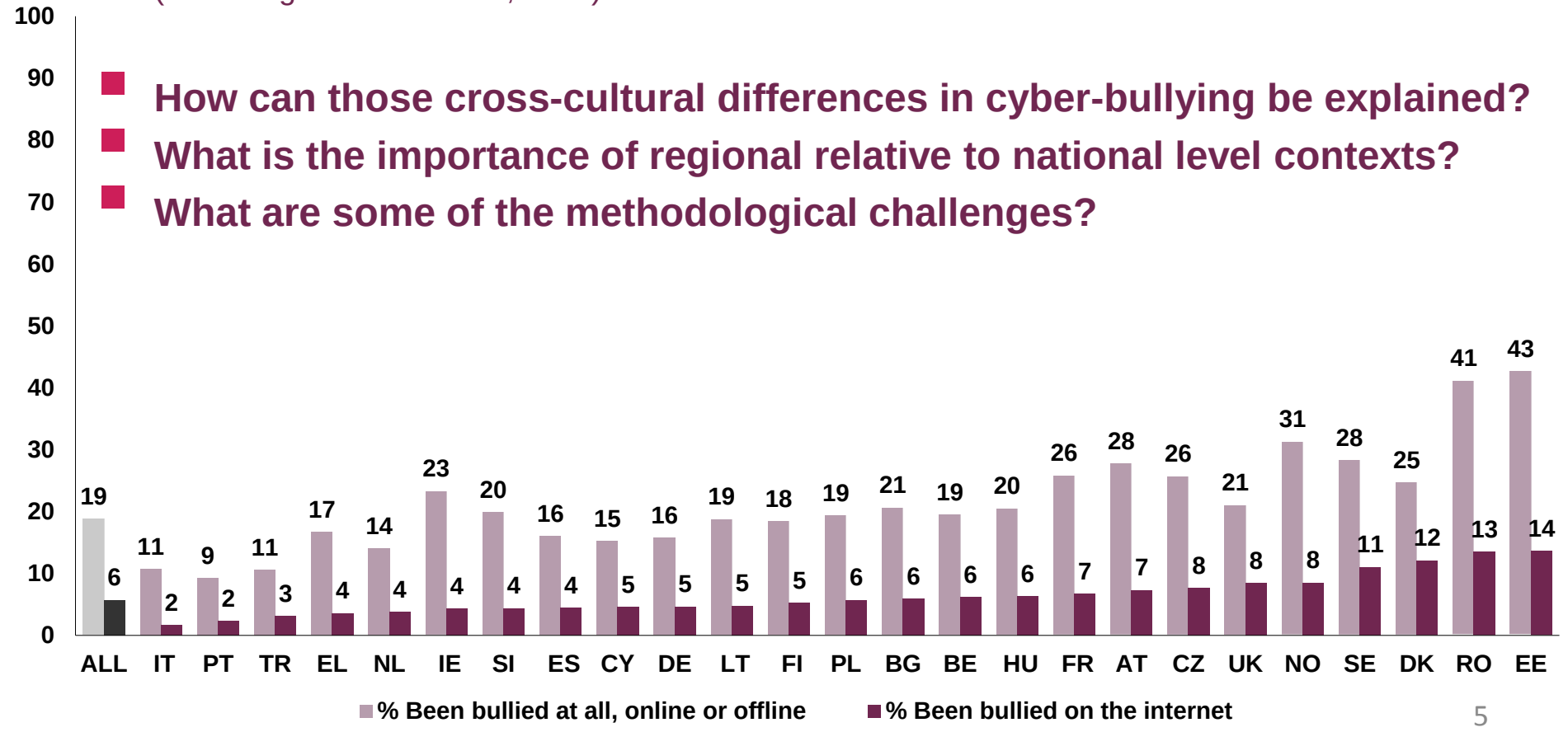
- **Prevalence estimates range from 2% to 14% across 25 countries**
  (Livingstone, Haddon, Görzig & Ólafsson, 2011)
- **Country-level explains ca. 7% of variance in cyberbullying prevalence**
  (cf. Görzig & Machackova, 2015)

- **How can those cross-cultural differences in cyber-bullying be explained?**
- **What is the importance of regional relative to national level contexts?**
- **What are some of the methodological challenges?**



Identifying contextual factors: Social inequality

Social Dominance Theory (cf. Pratto, Sidanius, & Levin, 2006)

- Power imbalances originates from multiple levels (e.g., cultural policies and practices, individual relations)

→ **Bullying interrelated with power differences within society at large?**

Individuals' cyber-bullying victimisation

- Poorer psychological outcomes, quality of social relationships and/or social inequality
- Being disabled or from a discriminated against group
- Being from a family which had relatively low socio-economic status or used minority languages at home

(Aboujaoude et al., 2015; Cappadocia, Craig & Pepler, 2013; Görzig, 2011; Livingstone, Görzig & Ólafsson, 2011 Tippett & Wolke, 2014; Whittle, Hamilton-Giachritsis, Beech, & Collings, 2013)

Contextual factors linked with social inequality

- **Economic performance**
  - Inequality *between* contexts, i.e. relative wealth
- **Life expectancy**
  - Inequality *within* contexts
  - Represents psychological and social differences
- **Crime rates**
  - Linked with social inequality on neighbourhood to national levels
- **Population Density (urbanicity)**
  - Increased levels of factors mentioned above (i.e., community violence, poverty and life expectancy)

Aims

To investigate….

…the role of cultural contexts on the regional and national levels to explain the prevalence of cyberbullying victimisation.

a. Whether smaller, regional level contexts might be more relevant than the country level
b. Socio-structural contextual explanatory factors that are connected with social inequality (e.g., crime rates, economic performance, life expectancy, population density)
c. Explanatory factors are similar to those for traditional bullying victimisation

METHOD

Individual level data: EU Kids Online II

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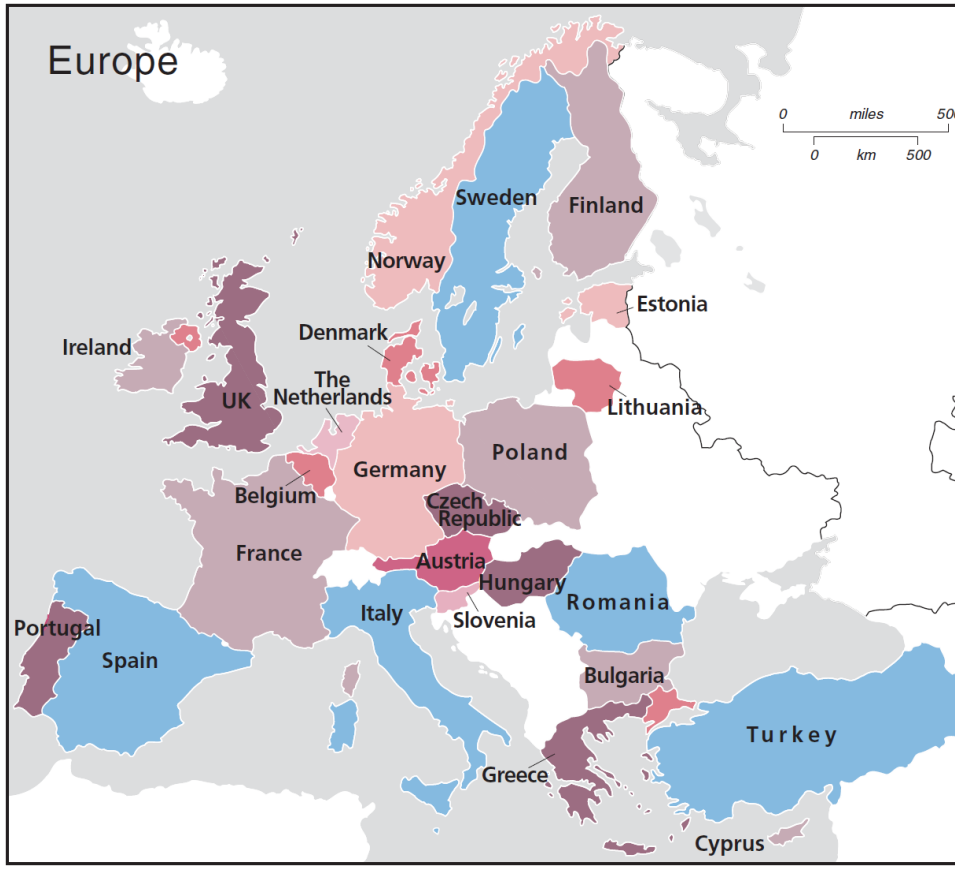
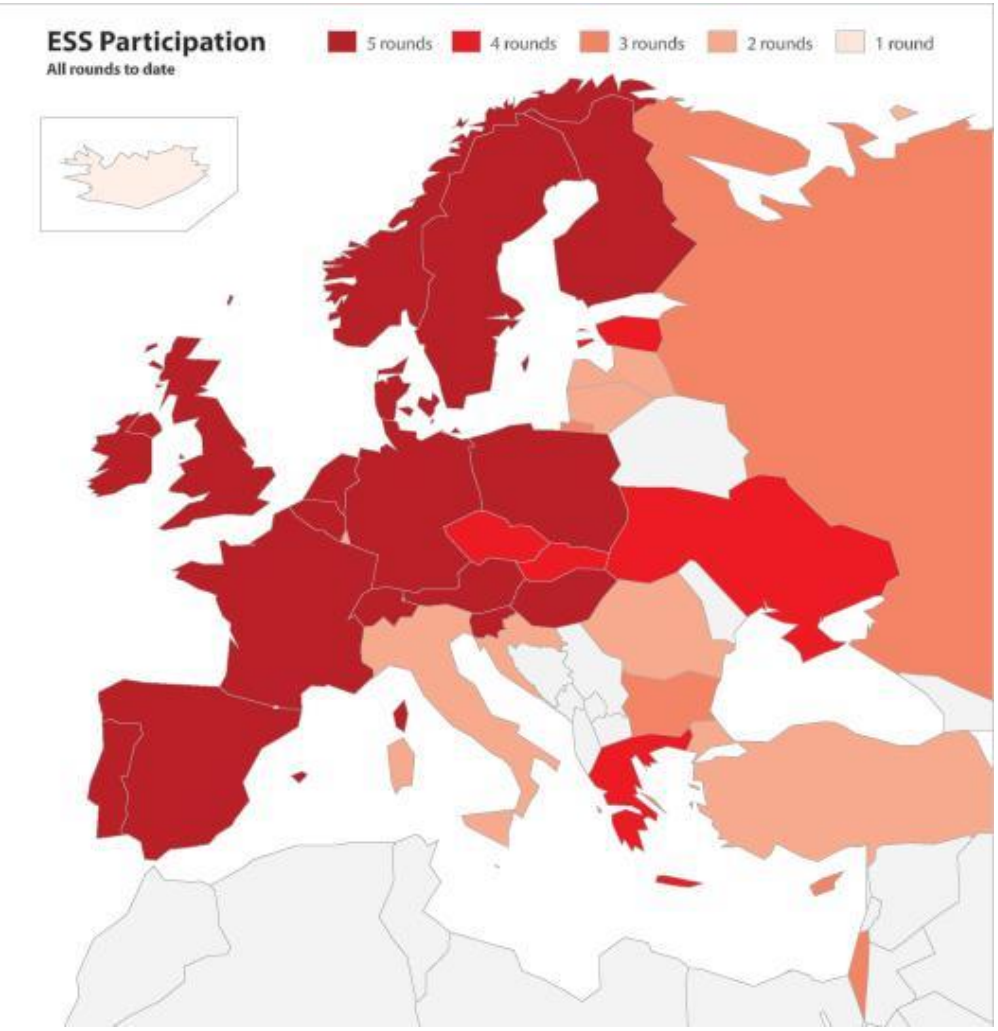


- Random stratified sample: ~ 1000 9-16 year old internet users per country; total of 25142 internet-users, 25 countries
- Fieldwork in spring/summer 2010; child + parent interviews at home, face to face
- Survey covered access, use, activities, risks (sexual images, sexual messages, bullying, meeting strangers), parental mediation, coping, vulnerability

→ Cyber- and face-to-face bullying victimisation

Contextual level data: European Social Survey (ESS)



- Bi-annual
- 2002, 2004, 2006, 2008, 2010…
- Number of countries vary by round
- effective sample size: 1500 per country
- Attitudes, socio-demographic, economic, health, education…

Contextual level Variables

- **Economic performance**
  - GDP per capita at current market prices in Euros (source: Eurostat)
- **Life expectancy**
  - Average number of years that a newborn is expected to live if current mortality rates apply (source: Global Health Observatory)
- **Crime rates**
  - “Have you or a member of your household been the victim of a burglary or assault in the last 5 years?”
  - Aggregated across countries and regions
- **Population Density (urbanicity)**
  - Average number of inhabitants per km^2 (source: Eurostat)

Linking European Regions: NUTS….

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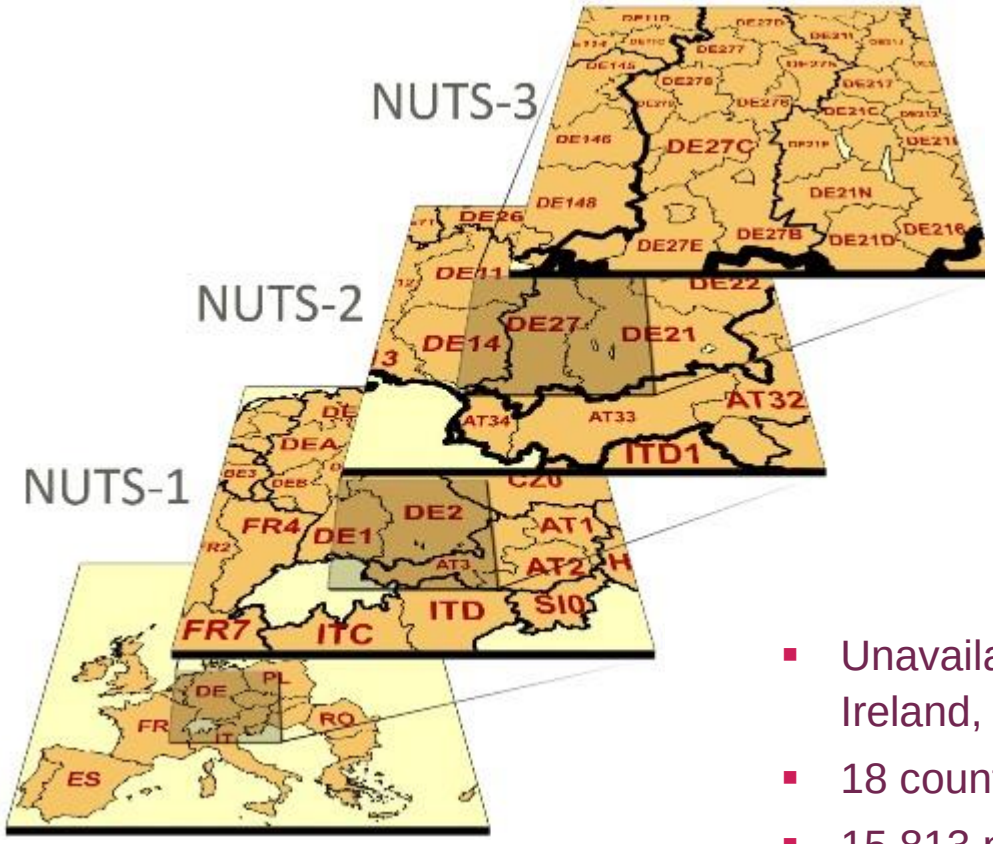
Nomenclature of Territorial **U**nit**s** for **S**tatistics



ESS Round 5 (2010), NUTS 2

- Italy: 2012, Romania: 2008
- UK: population density, life expectancy (2012), NUTS1
- France: life expectancy (2012)
- Germany: NUTS1
- GDP: Greece, Finland, Romania (2009)

- Unavailable contextual data: Austria, Cyprus, Estonia, Ireland, Lithuania, Slovenia, Turkey
- 18 countries, 179 regions
- 15,813 participants (49.5% female; Age: M = 12.43 years, SD = 2.28)

FINDINGS

Hierarchical multilevel logistic Regressions: Cyber- and face-to-face bullying Victimisation

Hierarchical model in 3 Steps

1. No contextual predictors (controls: age, gender, SES)
2. Regional predictors (crime, GDP, life expectancy, populat
3. National predictors (crime, GDP, life expectancy, populati

Regional level predictors explain:
- No regional variation (0.1.%)
- 1/3rd of the national variation (2.4% of 6.6%)

Cyber-victimisation

Model	Step 1	Step 2	Step 3
Regional level	3.8%	3.7%	3.6%
Country level	6.6%	4.2%	3.[illegible]%
$\chi^2_{(4)}$		*11.15(4)**	*5.64(4)**

Face-to-face victimisation

Model	Step 1	Step 2	Step 3
Regional level			
Country level			
$\chi^2_{(4)}$			

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Face-to-face victimisation

Model	Step 1	Step 2	Step 3
Regional level	3.6%	3.6%	3.5%
Country level	4.5%	3.0%	2.3%
$\chi^2_{(4)}$		*9.73(4)**	*3.77(*

Regional level predictors explain:
- No regional variation (0%)
- 1/3rd of the national variation (1.5% of 4.5%)

Hierarchical multilevel logistic Regressions: Cyber- and face-to-face bullying Victimisation

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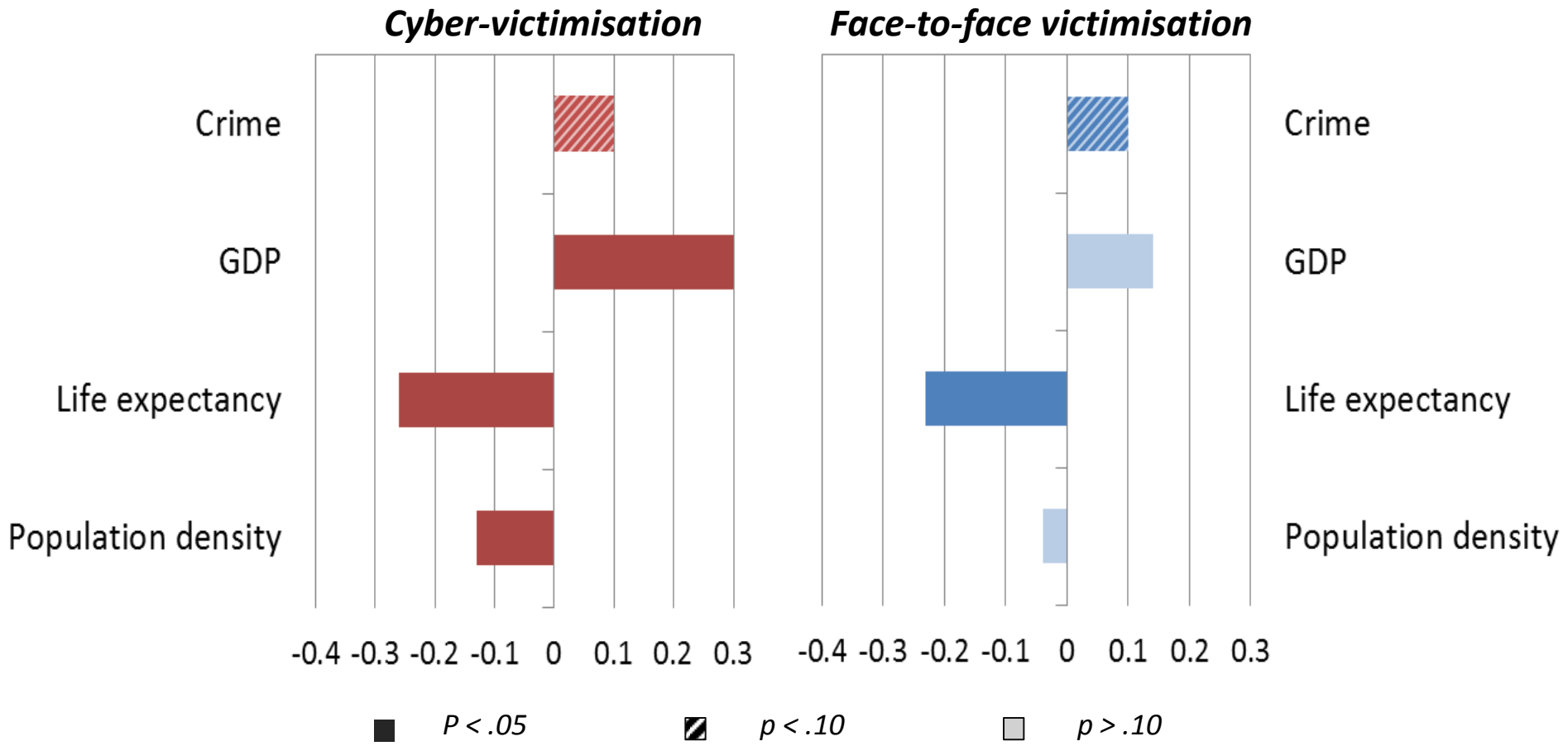
Regression – Step 1 (regional predictors only)
(Scale: odds Ratios-1; controls: age, gender, SES)



CONCLUSIONS

Conclusions: Contextual factors

- **Economic performance (inequality *between* contexts)**
  - Higher GDP – more cyber victims
    - Competitive society?
    - Technology access & use?

- **Life expectancy (inequality *within* contexts)**
  - Higher life expectancy – less bullying (cyber- and face-to-face)

- **Crime rates**
  - More crime – more bullying (cyber- and face-to-face)

- **Population Density (urbanicity)**
  - Higher density – fewer cyber victims
    - Urban areas: diversity, less stigma?
    - Rural areas: if access, more use?

General Conclusions

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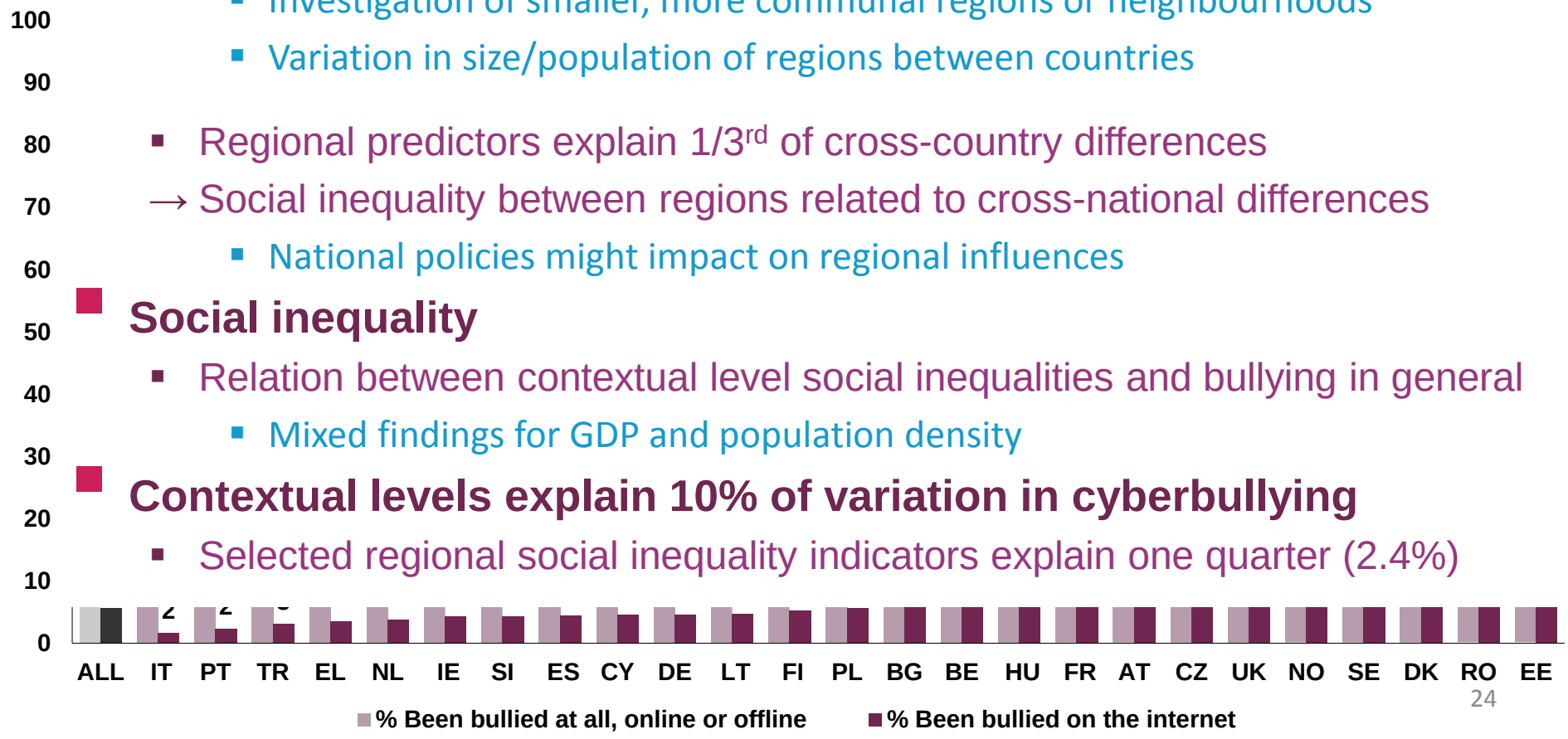
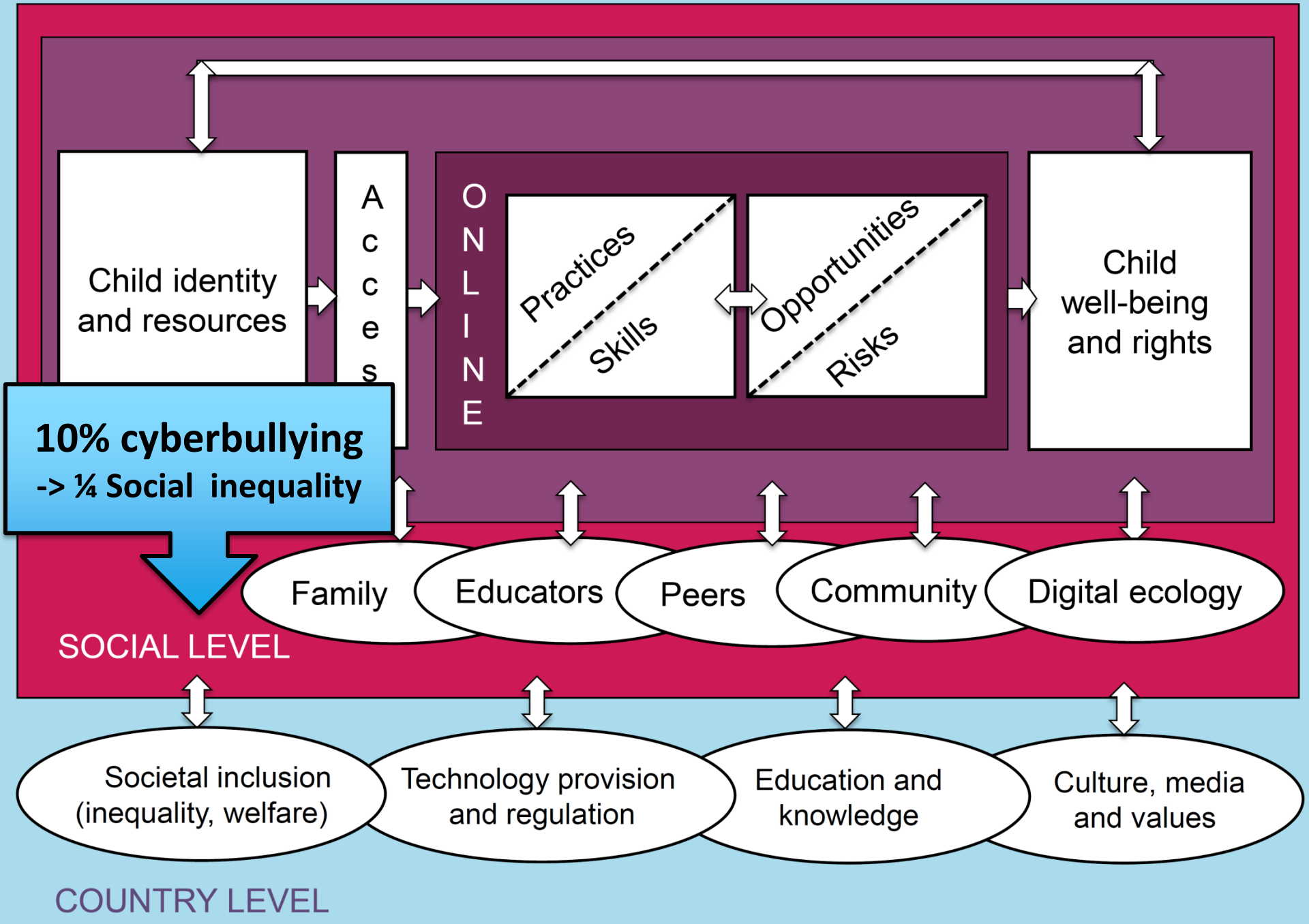
- **Country and regional level contexts**
  - → Regional variance is lower than differences between countries
    - Investigation of smaller, more communal regions or neighbourhoods
    - Variation in size/population of regions between countries
  - Regional predictors explain 1/3rd of cross-country differences
  - → Social inequality between regions related to cross-national differences
    - National policies might impact on regional influences
- **Social inequality**
  - Relation between contextual level social inequalities and bullying in general
    - Mixed findings for GDP and population density
- **Contextual levels explain 10% of variation in cyberbullying**
  - Selected regional social inequality indicators explain one quarter (2.4%)

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