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During the years of 2010 and 2012, Annie Lisowski, Buffalo County 4-H Youth Development Educator, presented twelve separate presentations at four schools entitled "When Cyberbullying and Sexting Collide." This report provides a summary of the quantitative and qualitative results of post-presentation evaluations conducted with students (n=736/837) in grades 5-12. The written evaluations were provided by UW-Extension and conducted by school teachers in students' homeroom classrooms in the days following the presentations and represent an 88% return rate. Each cyberbullying presentation was unique to represent separate school bullying and technology policies but was uniform in material presented. All presentations were approximately one-hour in length in auditoriums with mean student audience size of ~100.

Qualitative data was correlated and coded into the following qualitative codes for each question prompt. The student responses shared are a sampling of quotes from the evaluation total sample.

Question: *What did you learn about Internet safety from today's presentation?*

Qualitative Code	*Number of Responses*	*Percent of Respondents*
You are not anonymous online "Nothing is anonymous and you should always be careful and think about what it is that you are doing." "You are still you online."	*19*	*2%*
Once you post something online you lost control of it "Once you post things you lose control." "You can't take back what you put on there."	*13*	*1%*
Once you post something online you have a digital footprint that can never be truly deleted "Anything I post on the internet can never be completely deleted." "What you write online follows you."	*40*	*5%*

"What's posted online is permanent."		
Never post something you wouldn't want others to see "Never post anything you wouldn't show someone else like a teacher or parent." "Don't put anything on the internet you wouldn't want millions of people to see." "Don't send or show anyone you don't want everyone to see." "Educators and employers often look at things." "If you post something you wouldn't want your parents or siblings to see, why even post it?"	52	7%
Do not cyberbully or sext "Some of the stuff we used to think was innocent teasing is actually illegal. I will stop." "Don't say anything online that you wouldn't say in person." "Never bully anyone even if it's just a joke." "Do NOT sext or cyberbully because it is rude." "I could be a registered sex offender."	74	10%
Consequences of cyberbullying and/or sexting "If you mess up once with sexting or cyberbullying you pretty much ruined your real life." "You need to be cautious in what you put online because you could have a huge fine." "The consequences of cyberbullying and sexting." "I learned how much it hurts people's feelings and the other consequences." "It can have great consequences or the rest of your life." "It is illegal to take pictures of yourself nude and a lot more." "It can really hurt someone to the extent of suicide."	149	21%
'Think Before You Post' "Don't do anything if you have to hesitate to think if it's okay." "That digital regret is real and you may regret it if you don't think first." "Think three seconds before posting."	160	22%
Online decision-making skills "Don't post anything that can hurt someone's reputation." "You are more likely to be targeted online if you have more than 100 friends."	94	13%
Definition or reasons why individuals cyberbully and/or sext "What cyberbullying exactly was." "People [cyberbully and sext] because they are bored." "The consequences and the reasons why they do it."	12	1%
Personal information is the number one online risk behavior "Don't put anything personal on your page." "Don't post your real name."	33	4%
What to do if you or someone else is being cyberbullied "Turn anyone in who harasses you on the internet."	8	1%

"You can seek help for others."		
Yes, a lot	*48*	*5%*
Other	*66*	*8%*

Question: *What will you do differently online after today?*

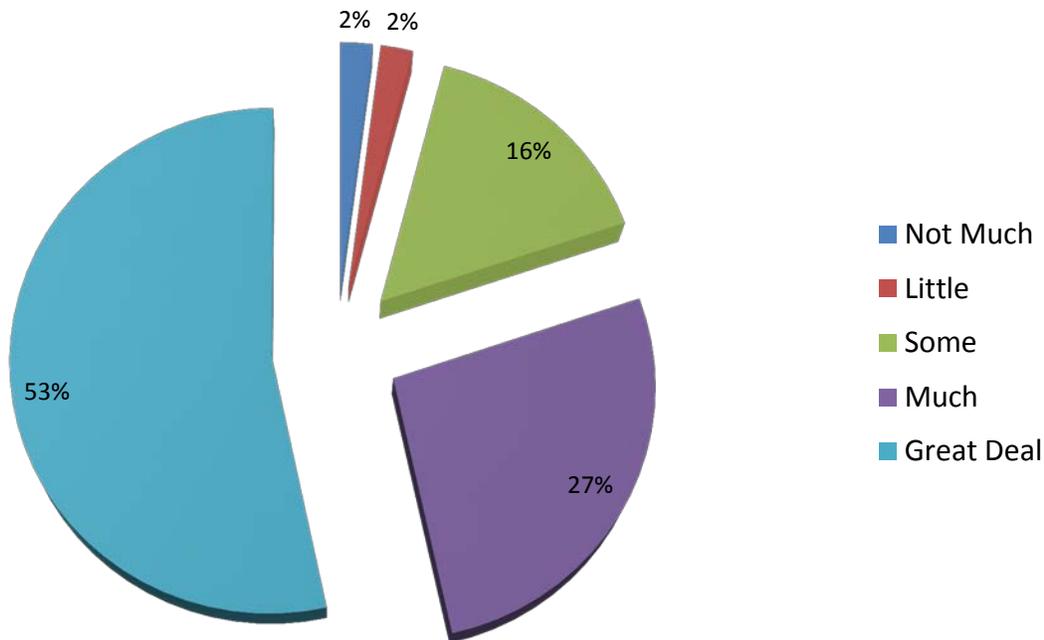| *Qualitative Code*	*Number of Responses*	*Percent of Respondents*

'Think Before You Post'
  "I will watch what post on the internet and think about how it affects my life."
  "Wait three seconds before you post."
  "Think before you post photos of other people online."
	191	*26%*

Stop cyberbullying or sexting
  "I will start texting better now."
  "I will no longer sext or cyberbully ever again now knowing the consequences."
  "I will not get mad over the internet."
	82	*11%*

Change my online profile to make it safer
  "Delete Facebook posts before a job interview."
  "Edit! Edit! Edit!"
  "I will change my privacy and profile settings."
  "I will change some things on my profile."
	94	*13%*

Do not post personal information "I'm not going to post as much personal info."	*69*	*9%*

Keep a good online reputation / digital footprint
  "I'm going to keep a good online reputation."
  "I'm going to be more courteous to people online."
	13	*1%*

Keep number of 'friends' low or block some people online
  "I will get rid of some of my friends."
  "Never talk to random people or add a person you don't know."
	21	*2%*

Check my profile more often for inappropriate material "I won't swear anymore."	*40*	*5%*

Be more safe on social networking site or cell phone
  "I am going to shut my phone off at night now."
  "I will spend less time online."
  "I will think more about how much I post online."
	95	*12%*

I will help others who are being cyberbullied and/or are sexting in an abusive romantic relationship
  "I will help others."
  "I will report when people bully me."
  "If I see someone being bullied [online] I will stand up for them."
	24	*3%*

Change many things online "It changed the way I look at the internet."	*12*	*1%*

Other "I don't cyberbully or sext." "I already knew all about internet safety." "I don't have Facebook."	127	17%

Quantitative data was compiled based on a random representative sample of the total (n=185/736). The data was collected on a five point likert scale where 1 indicated not much and 5 indicated a great deal. Each measure began with the prompt, "How much did you learn about…?"
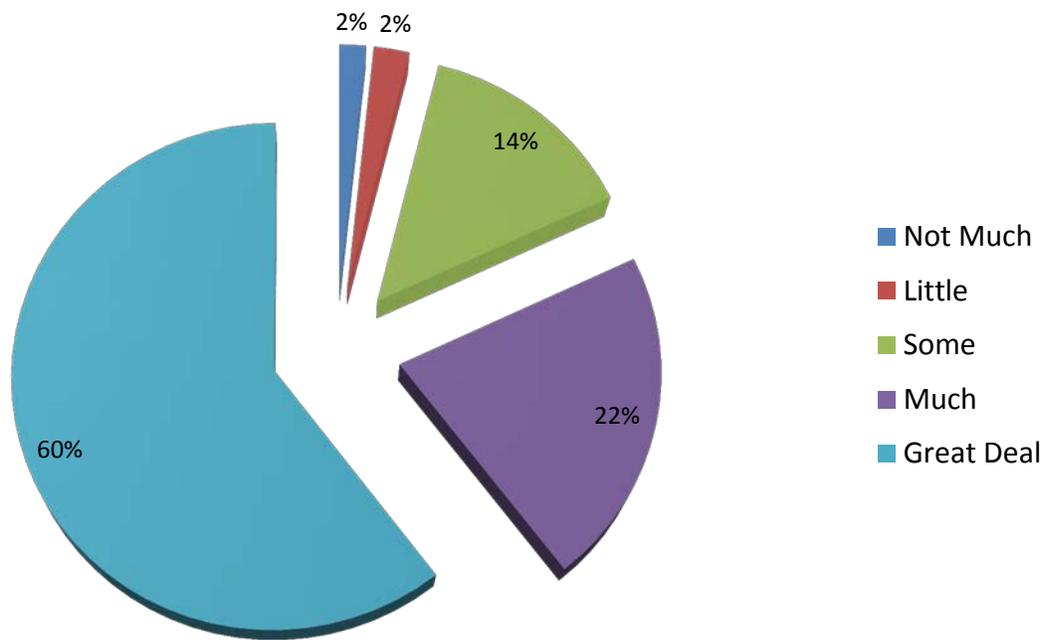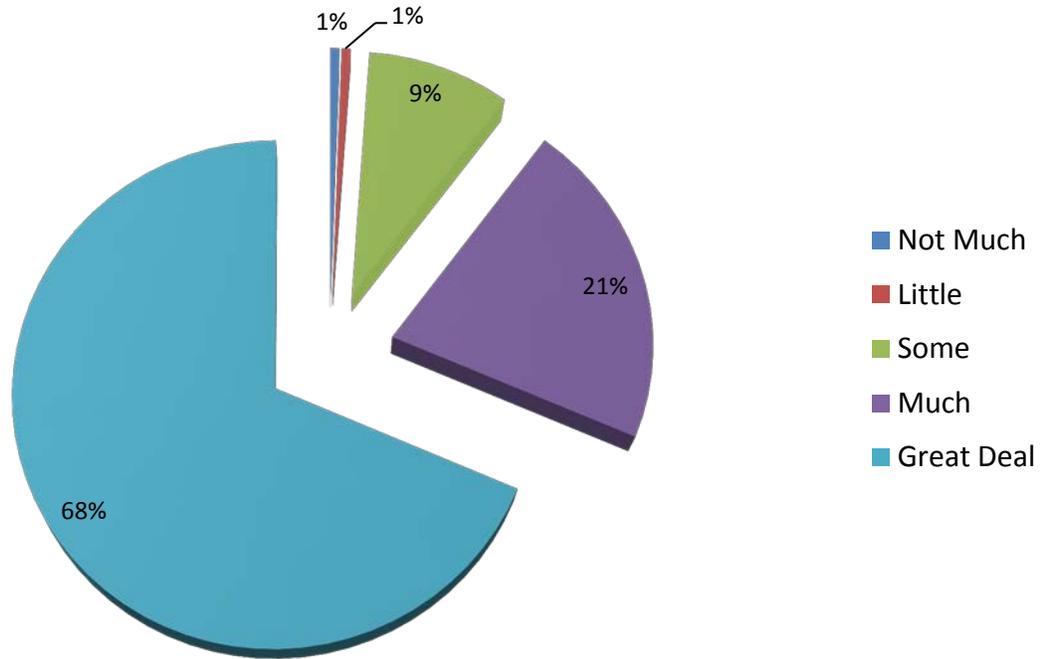
How much did you learn about…?
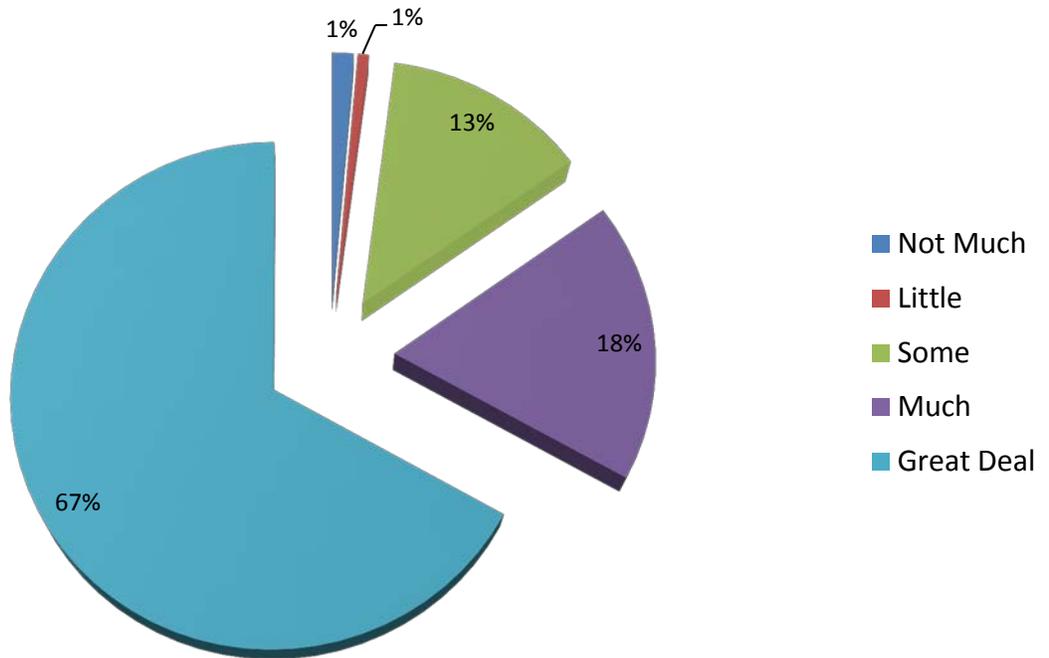
Reasons Why Teens Cyberbully

3% 2%
14%
50%
31%

- Not Much
- Little
- Some
- Much
- Great Deal

Reasons Why Teens Sext

2% 2%

16%

53%

27%

- Not Much
- Little
- Some
- Much
- Great Deal
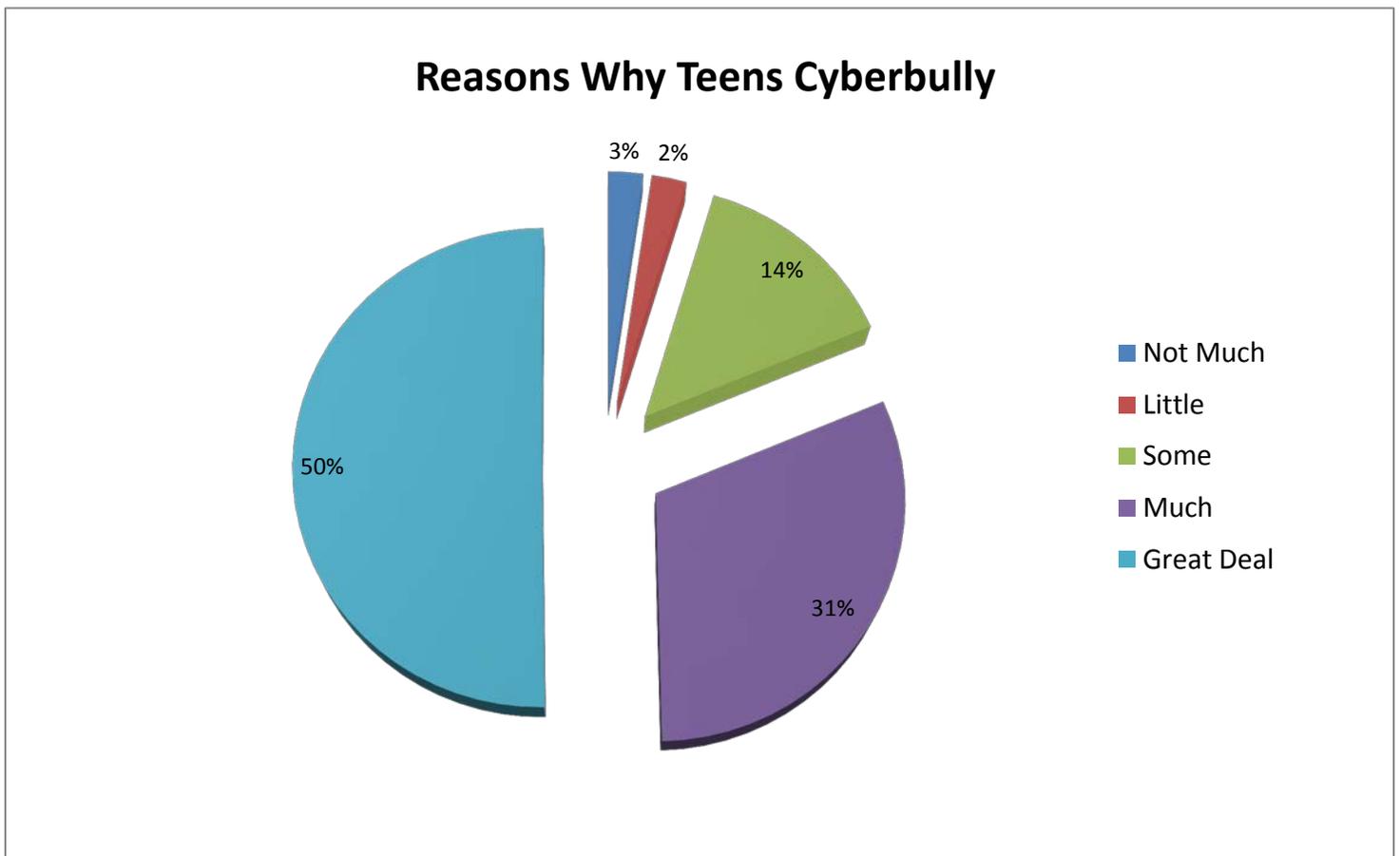
How Your Online Actions Affect Your Life Offline

2% 2%

14%

60%

22%

- Not Much
- Little
- Some
- Much
- Great Deal

The Multiple Consequences of Cyberbullying

1% — 1%

9%

21%

68%

- Not Much
- Little
- Some
- Much
- Great Deal

The Multiple Consequences of Sexting

1% — 1%

13%

18%

67%

- Not Much
- Little
- Some
- Much
- Great Deal

The Most Common Risky Behavior Online (Posting Personal Information)

- Not Much — 1%
- Little — 3%
- Some — 13%
- Much — 34%
- Great Deal — 49%
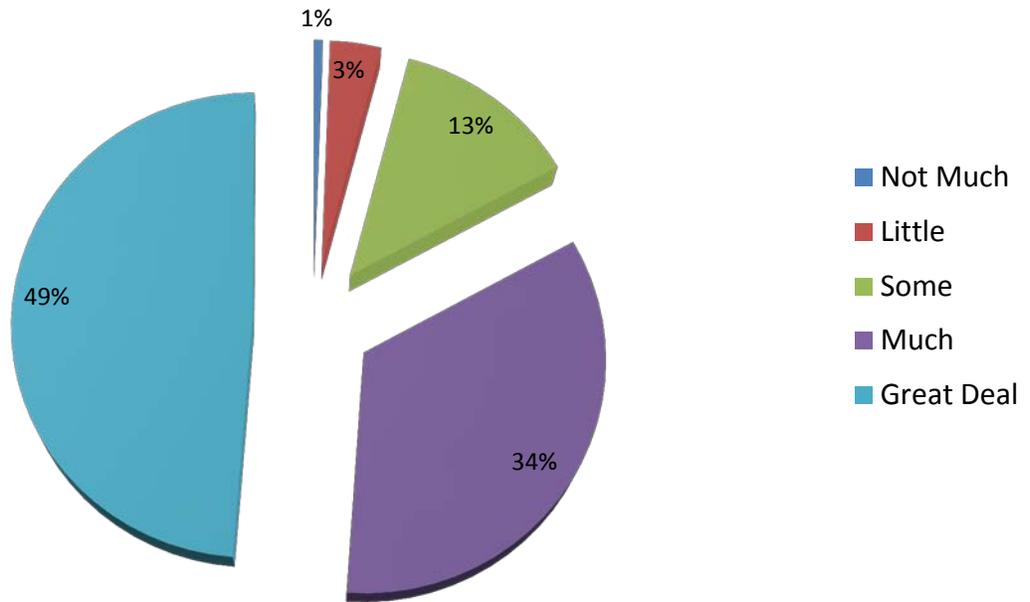
The Idea of "Think Before You Post"

- Not Much — 2%
- Little — 2%
- Some — 14%
- Much — 23%
- Great Deal — 59%

How Cyberbullying and Sexting 'Collide'

Legend:
- Not Much
- Little
- Some
- Much
- Great Deal

- 2% — Not Much
- 3% — Little
- 19% — Some
- 25% — Much
- 51% — Great Deal
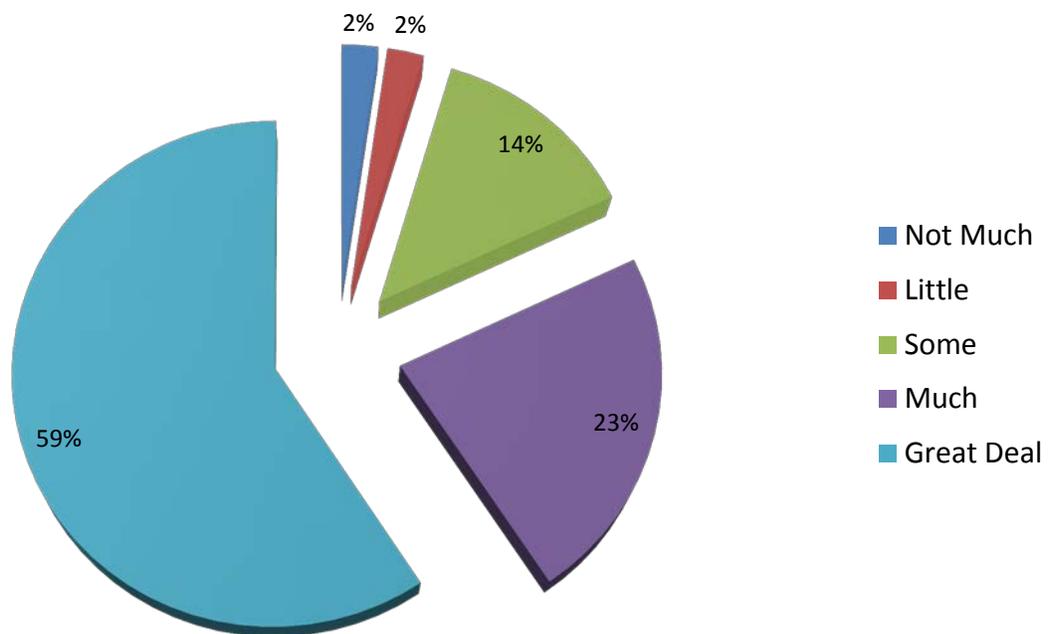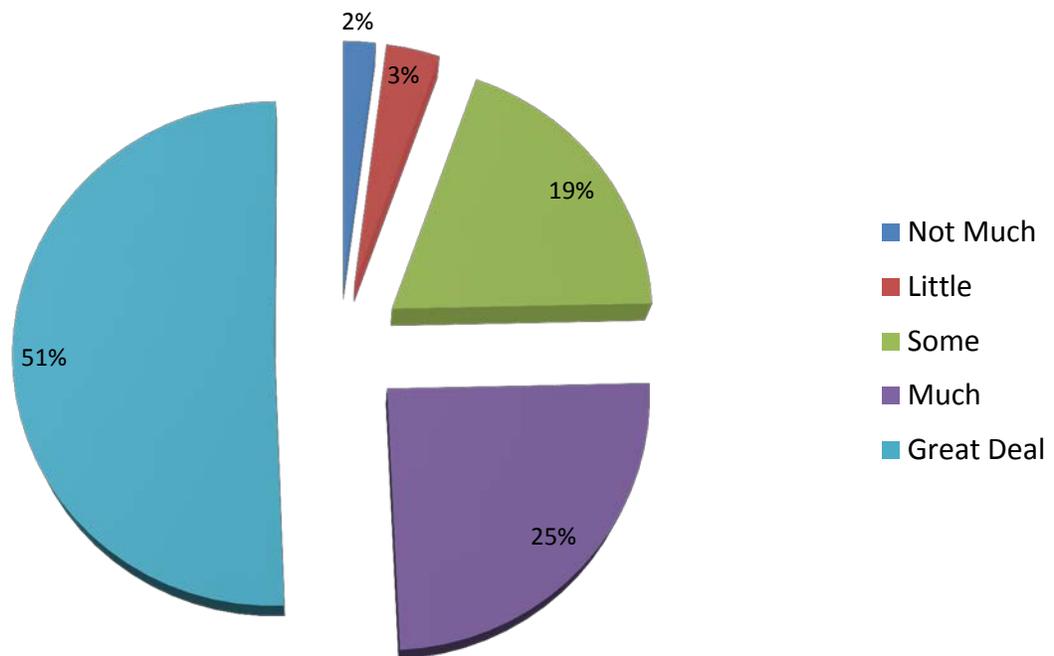
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