“Bystanders No More!”
Anti-bullying campaign: Stop-motion film

Mission
Bullying affects a vast number of children and adolescents in all schools. As in many countries, it is a growing concern among parents and teachers in Hong Kong. However, during my primary and secondary education, little was taught regarding the issue. As a psychology undergraduate student and a past victim of bullying, I have always wanted to use my knowledge in psychology to raise awareness for bullying among youngsters. I chose bullying as my thesis topic, conducted lectures on bullying in schools and shared my personal experience on bullying through digital stories on the internet. As I interacted with my recipients, I realized youngsters often overlooked the role of bystanders in bullying. They often neglect how they might encourage bullies by staying silent or how they could help as an “outsider”. In the future, I am hoping to raise awareness to bystander effect by modifying the lectures I am giving and expanding the scope of my recipients. Adding onto the lectures, as a recreational artist and crafter, I would like to endorse my knowledge in psychology as well as in art, to create and launch a stop-motion film on the topic onto Youtube to encourage youngsters to step up and help the bullied-victims around them.

Implementation Plan
Film Synopsis
The protagonist (the “camera boy” in the middle of the banner above) witnessing his classmate (“Rainbow hair” on the left) being bullied (by “Robot” on the left of the banner) after school.
Angered, he went home and showed mom the video recording of his classmate being bullied by projecting it to the wall (please refer to the storyboard for details).

His mom comforted him and projected the video onto the wall again. However, this time, his mom showed zoomed images of the crowd behind the bullying event. We can see people speculating the incident without providing help to the victim.

After showing the video again to his son, she asked the protagonist where he was and whether he provided help. The protagonist thought for a second, lowered his head and left the room.

Towards the end of the film, we can see a video projection again. This time we see the bully in front of us. (As the protagonist was standing in front of the bully).

The bully was not amused and was about to attack the victim. But just when the bully charged forward, he suddenly looked surprised. Instead of moving forward, he turned and left.
The protagonist then looked to the right where we can see two friends holding his hands.

As the protagonist looked to the left, we see the bullied-victim smiling at the camera. The protagonist offered the victim his hand, which the victim held on with a big smile on his face 😊.

Modification to Past lectures
In addition to my short-motion film, I would like to continue promoting anti-bullying lectures to schools in Hong Kong. This would include sending invitations to schools and giving lectures at a time given by the schools. In addition to the past materials I used which includes introduction to different types of bullying with interactive games and video sharing, I would add in more elaboration on bystander effect. The stop-motion film would also be included into the lectures. Please see the appendix for past lectures slides I have made.

Budget Plan
- Woollen puppets materials ~$500
- Crafting materials ~$500
- Project assistants ~$1500
- Software + technical supports ~$1000
- Transportation fee ~$500
- Marketing fee ~$1000

"The world is a dangerous place, not because of those who do evil, but because of those who look on and do nothing." – Albert Einstein
Appendix

1. Past woollen puppets I made

2. “Bystander No More!”: Story board

3. “Stand up against bullying”: Past anti-bullying lecture slides

   (A) Focus: Indirect Bullying (Target: Year 9-10)

   (B) Focus: Bystander Effect (Target: Year 6-7)
Sample woollen puppets (1)

Sample woollen puppets (2)

Sample woollen puppets (3)

Sample woollen puppets (4)
STAND UP AGAINST BULLYING

What is bullying? Olweus

- Important elements: (Olweus, 1993)

- Aggressive
- Intentional
- Usually repetitive
- Hard to defend oneself
Bullying types - What are they?

- **Direct Bullying** = direct confrontation!
  - Physical
  - Verbal

Bullying types - What are they?

- **Indirect Bullying** = relational involves social isolation

Examples of indirect bullying...

Let's not play with her...

Such a loser...
Indirect bullying - Crick & Grotpeter

- Changing the target’s social status and standing among peers by changing the ways others perceive and respond to the target
- Through...
  - telling false stories
  - spreading rumors
  - encouraging peers to isolate the target

A question to think about...

- What do you think are the consequences of labeling and isolating a group of people?
A Class divided – Jane Elliot

- The profound consequence of labeling

- A class divided 1 of 4

“Blue eye people are better than brown eye people”

- After knowing Blue eye people were “superior”...

Brown eye people
- “Feels like this is taking best friends away from us”
- Self-handicapping, feels “stupider”

Blue eye people
- Calling people “brown eyes” as an insult, starting fights
- From harmless + cooperative to vicious
“Blue eye people are better than brown eye people”

Reflection:

- Were you amazed at how quickly the students act “according” to their labels?
- Why did the blue eye people suddenly become vicious?
- Did you think the blue eye kid know calling other “brown eyes” as an insult is mean?
- How easy do you think it would be to reverse the effect?

A class divided – Jane Elliot

The profound consequence of labeling

A class divided 2 of 4
“Brown eye people are better than Blue eye people” Other effects!

- After knowing Brown eye people were “superior”…

Brown eye people
  - Suddenly become better at card games
  - Proud of having brown eyes

Blue eye people
  - Self-handicapping (become worse at card games)
  - Feels like the “under-dog”

“Brown eye people are better than Blue eye people” Other effects!

- Reflection
  - Effects can be reversed quite instantly when the labels are reversed!
  - Labeling people can change ones cognitive ability?
    - self-handicapping effect
    - self fulfilling prophecy
  - Some brown eye kids become mean to the blue eyes as a revenge. Do you think this act is justifiable?
  - Is this a kind of social justice we should aim for?
Different reasons why we bully...

For social justice?

For social justice?

Harmless jokes?

Anything else?

Can bullying be justifiable?

Social justice

- Can you ever tell what you’ve heard or what you’ve seen is the full picture of what has happened?

- Sometimes we think we can “punish one’s behavior” with bullying in order to carry out social justice...
A case to think about…

Amanda always talks really loudly, causing a nuisance wherever she goes. One day, Mary saw her in the library. Amanda went and greeted Mary. Mary felt embarrassed with Amanda’s extremely loud voice. So without saying anything to her, Mary left the library. Mary went to her friends and had a laugh about what had happened. From then on, Amanda was always told to “shut up” by her classmates whenever she speaks.

Reflection:

☐ Do you think Amanda is rude for being loud all the time?
☐ Would you be embarrassed if Amanda came to you in the library and speak to you really loudly?
☐ Do you think it would help Amanda to learn to be quieter using peer pressure?

This is a real case. “Amanda” was my schoolmate who suffered from hearing impairment.
Individual vs. Group

- “People who backstab others are nicer when you interact with them alone”

Has anyone here experienced that before? Is that true?

Yes, it could be true!

De-individuation effect

- People lose their inhibition when they are no longer identifiable!

- Halloween Study by Diener et al., (1976)

Children got only 1 candy from the jar when they are asked to report their names and when they live.

Children got more than 1 candy from the jar when they were not asked to report names. They also tried to steal candies from other containers in the room!
De-individuation effect and bullying

- So we know it's important to think before you judge.
- But also be beware of the de-individuation effect!
- If you won't say something to someone directly, DO NOT say it behind his/her back.

End
STANDING UP AGAINST BULLYING

What comes to your mind?

Being Mean?

Starting a fight?

Name calling?

Anything Else????
What bullying is...

- Important elements: (Olweus, 1993)
- Aggressive
- Intentional
- Repetitive
- Victims find it hard to defend themselves (Power imbalance)

Let’s check our understanding!

Guess what they are doing… Wait..
That’s bullying!!! (game)

- Beating someone (Yes)
- Threatening someone (Yes)
- Extortion (Yes)
- Backstabbing (Yes)
- Isolating someone (Yes)
- Accidentally slipped and kicked someone (No)
- Creating a hate group on Facebook (Yes)
- Posting nasty picture of someone on the internet (Yes)
Different types of bullying

- Direct Bullying
  - Physical
  - Verbal
- Indirect Bullying
  - Instrumental bullying
  - Cyber-bullying

Bullying types - What are they?

- **Direct Bullying** = direct confrontation!
Bullying types - What are they?

- **Indirect Bullying** = social isolation!
  
  Let's not play with her...
  
  Such a loser...

  Which one of these is “socially isolating” someone?

- **Instrumental Bullying** = goal oriented!
  
  I only want this toy from her... I am not beating her or calling her names...

  Is this bullying?

  Ask people nicely and get their permission!

  YES!!!!!
Bullying types- What are they?

- **Cyber Bullying** = bullying on internet and other electronic platforms!

A picture was taken when Woody was not ready. Buzz thought it would be funny to share this on Facebook.

Is this bullying? Why?

Consequence of bullying

- Which of the following do you think would yield more punishment from teachers?
  - A) Beating someone
  - B) Calling people names
  - C) Backstabbing
  - D) Extortion
  - E) Sending hateful messages on the internet

Nononononononono!
Consequence of bullying

- Tend to think direct + physical bullying is worst among all!
- But they are equally bad!

Being laughed at is just as bad...

Do you agree?

Consequence of bullying

- Megan was good friends with Josh.
- Someone took Josh’s account and sent cruel messages to her.
- Electronic bulletins were being posted about her: "Megan is a nasty person. Megan is fat."
- Megan lost Josh as her friend and was isolated.

If you were Megan… How would you feel?
Consequence of bullying

- Victim:
  - Depressed
  - Anxious
  - Low Self-esteem

Bullying has nothing to do with me…

- “I am not the bully nor a victim. Bullying has nothing to do with me?”

Is that right????
Bullying has nothing to do with me…

- No!!! You can do something to help!
- Don’t let yourself be a bystander

The Price of Silence, Anti-bullying Ad

Bullying has nothing to do with me…

- A) What happened at first?
- B) Why do you think the bully bullied the boy?
- C) What happened in the end?
- D) Why did the bully stop taunting the boy?
How to prevent bullying?

- Stand up for yourself, Say NO to bullies
- Learn how to protect yourself on the internet
- Tell people you trust about problems you have, they might be able to provide you with answers!
- Do not just walk off when you see someone being bullied, stand up for him/her!
Robot 发怒并想攻击镜头 (左)，

Robot 被一些事情惊吓了 (中)

Robot 低下头 (右)

Robot 出口 (左)

镜头 Pan 右 (中)

见到两个人紧握着手，其中一位向镜头伸手 (右)

(镜头 Pan 右) 肇事 Victim 感激地微笑，走向 V 伸手，V 握着手破涕而笑 (左)

END (右)