The Production of Stop Cyberbullying Animation Media: Stop Cyberbullying for Primary School Students

Research Background

Cyberbullying is an emerging issue among primary school children. Although its prevalence is relatively low, it can have lasting psychological and behavioral effects.

Most primary students lack adequate skills to handle online problems, and parents and teachers are often unaware of these behaviors.

Animation media is a suitable educational tool for this age group, enabling children to understand situations and prevention strategies in an engaging and memorable way.

Research Objectives

- Investigate bullying behaviors, forms of bullying, and strategies for preventing cyberbullying
- Develop and produce the animated cartoon "Stop Cyberbullying"
- Evaluate the effectiveness of the animated cartoon "Stop Cyberbullying"

Methodology

Phase 1: Investigate
– Interview 10 teachers
– Interview 20 students
– Survey 350 students (G 4-6)

Phase 2: Develop animation media
– 3 psychology experts
– 2 computer science specialists

Phase 3: Evaluate
170 students
(10 schools, Chiang Mai)

Instruments

- Stop Cyberbullying animation media
- Interview protocol
- Cyberbullying behavior scale
- Media suitability evaluation form
- Satisfaction questionnaire

Results

Key Findings:

Three of forms of primary cyberbullying

- Textual mockery
- group exclusion
- Identity impersonation

43.6% Indicated occasional involvement in gossip, verbal abuse, or provocation

Bullying can be classified into eight distinct forms

Four prevention strategies:

- Avoidance
- Help-seeking
- Self-protection
- Collective support

Impact of the Intervention:

The proportion of students displaying high-level cyberbullying behaviors.

3.31% → 2.26%

Highest suitability rating from expert.

* A statistically significant reduction in mean cyberbullying behaviors was observed ($p < .05$).
* Students reported high levels of satisfaction with the media.

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