

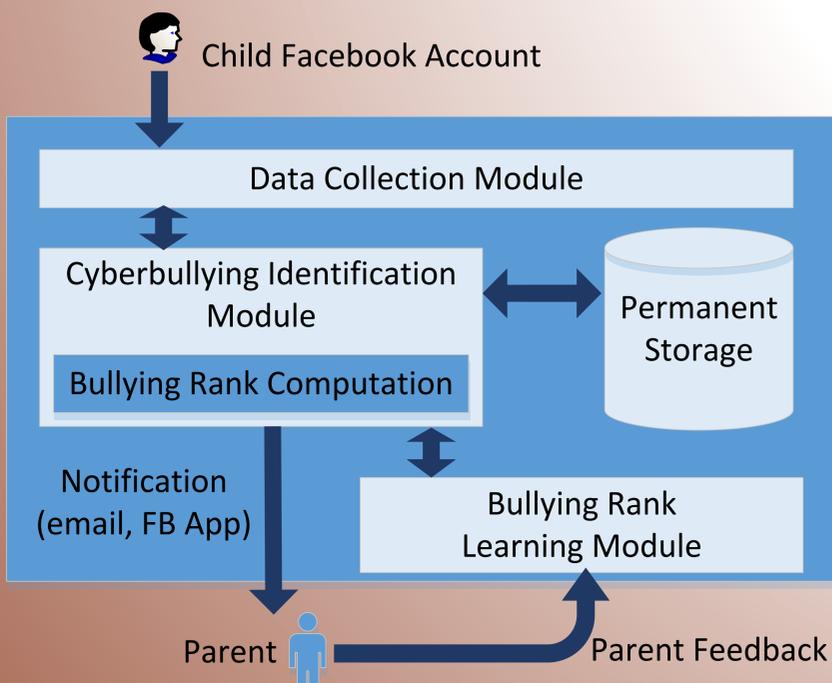
## Motivation

Over half of adolescents have been bullied online, and about the same number have engaged in cyber bullying. While more than 1 in 3 young people have experienced cyber-threats online, well over half of them do not tell their parents when cyberbullying occurs.

Cyberbullying can take multiple forms, and there has not been sufficient research in identifying cyberbullying behavior in social networks and media.

BullyBlocker is an application designed to automatically identify cases of cyberbullying by exploiting the social media data available. The application is based on a model designed for cyberbully identification that was built on previous research findings of cyberbullying in adolescents.

## Architecture



## Design

BullyBlocker measures the intensity of online aggression a user may be experiencing by first identifying two major factors:

- Warning signs
- Vulnerability

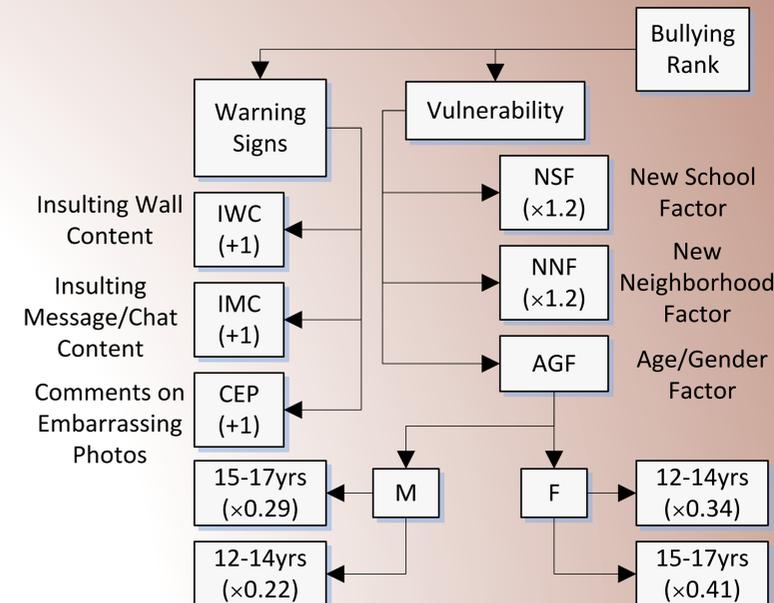
Each factor consists of sub-factors whose values can be computed from the data available in the user's profile.

The computed Bullying Rank is returned to the parent/guardian of the minor.

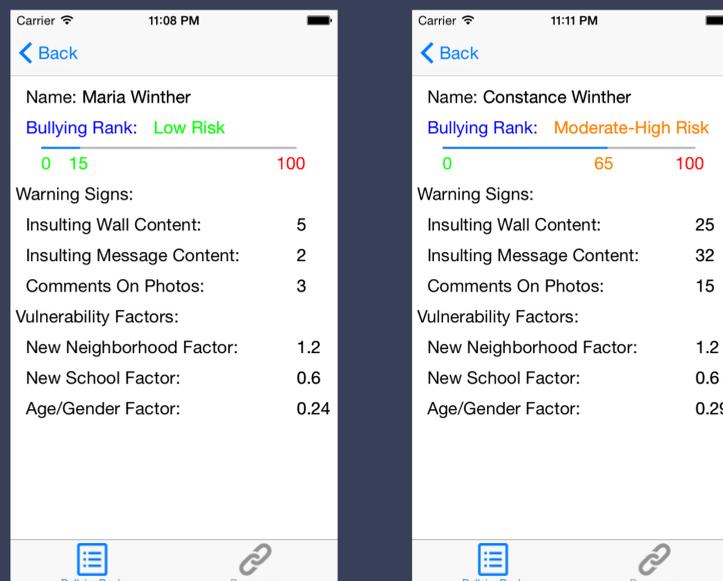
The Bullying Rank is divided into three normalized levels of risk intensity:



## Risk Factors



## Notification



## Deployment

Once BullyBlocker is ready for deployment, it can be used by parents to monitor their children via their social network and help to forewarn them if their child might a victim of online aggression.

The application will also take advantage of the wealth of data used to check for bullying to help predict what the causes might be. This allows it to provide tailored resources to the parent.