



FS Club Events



The Cost of School Bullying: Human And Economic Factors

**James O'Higgins Norman | Chair on Bullying
and Cyberbullying, UNESCO**

11:00, Wednesday, 11 September 2024



FS Club Events

A Word From Our Chairman



Charlotte Dawber-Ashley

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Today's Agenda

- 11:00 - 11:05 Chairman's Introduction
- 11:05 - 11:25 Keynote Presentation - James O'Higgins Norman
- 11:25 - 11:45 Question & Answer



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Today's Speaker



James O'Higgins Norman

UNESCO Chair on Bullying and Cyberbullying
Dublin City University

The Cost of Bullying in Schools: Human & Economic Factors

Professor James O'Higgins Norman,

UNESCO Chair on Tackling Bullying and Cyberbullying

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Bullying Definition

School Bullying is unwanted aggressive behavior that is repeated over time and involves an imbalance of power or strength.

(Olweus, 1977).

Bullying Definition

School bullying is a damaging social process that is characterized by an imbalance of power driven by societal and institutional norms. It is often repeated and manifests as unwanted interpersonal behaviour among students or school personnel that causes physical, social, and emotional harm to the targeted individuals or groups, and the wider school community.

(UNESCO/WABF, 2024)

How Big is the Problem?

Globally, one in three children experience bullying

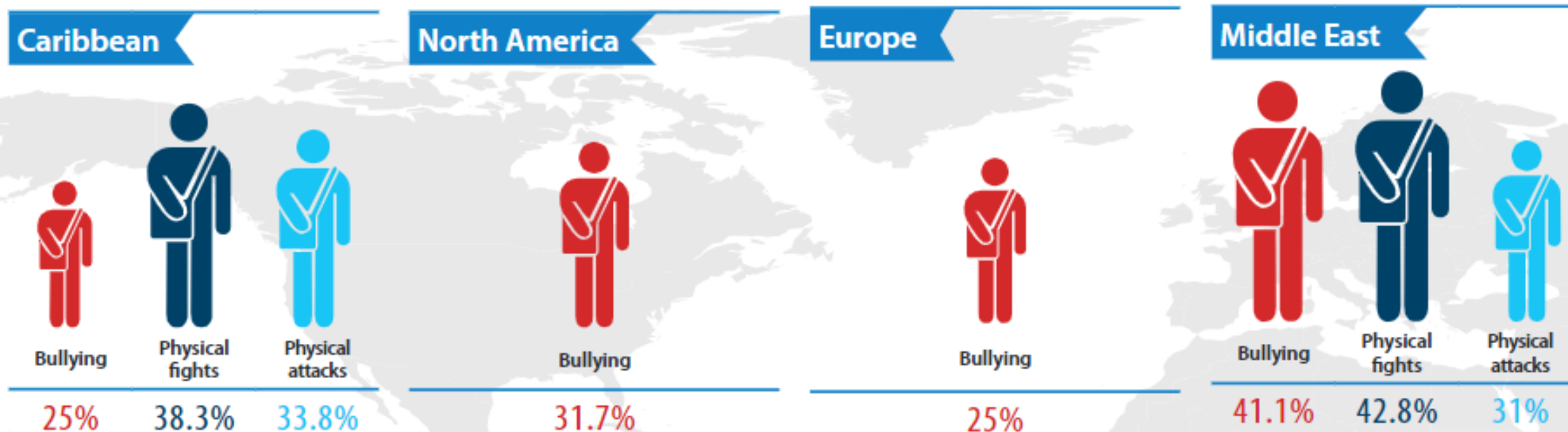
- (UNESCO, 2019)

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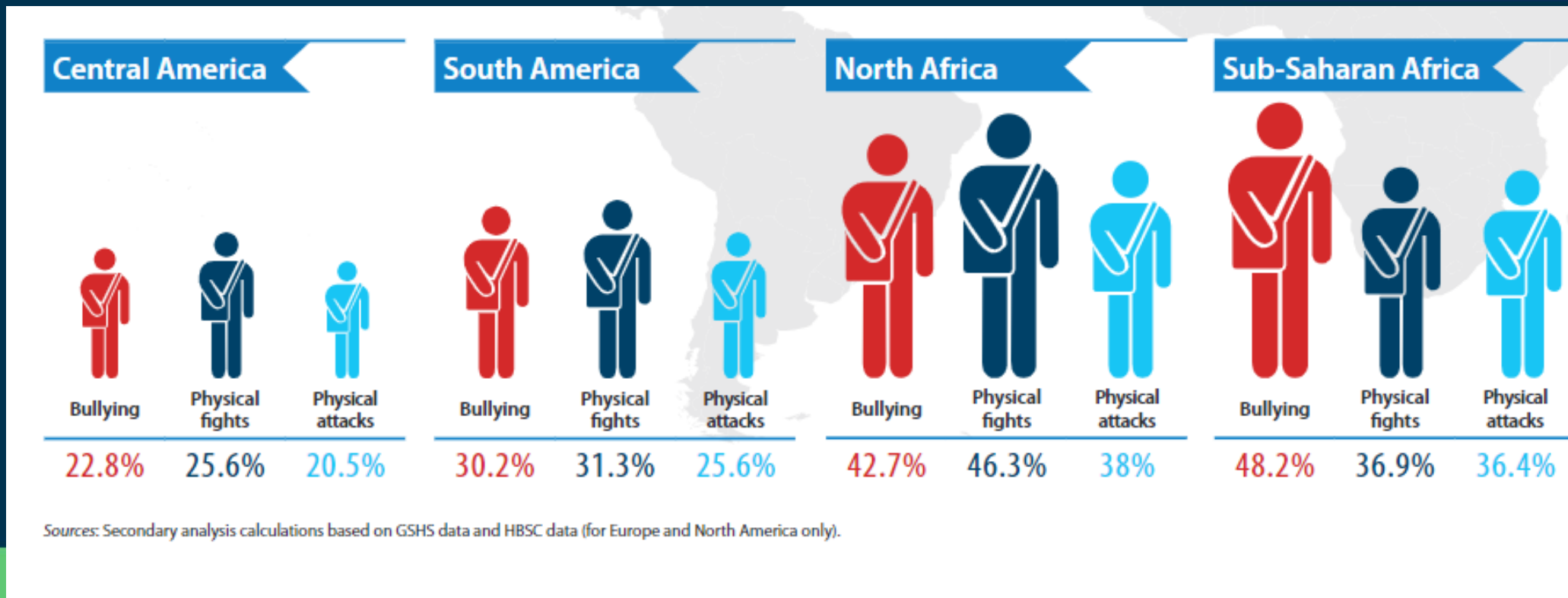


Global Comparisons

Figure 2. Percentage of students who were bullied, in a physical fight or physically attacked, by region



Global Comparisons



Global Comparisons

- 30.4% girls / 34.8% boys 13-15 yrs
- Boys are much more likely to be bullied in Middle East, North Africa and Pacific
- Girls more likely to be bullied in Europe and North America

(UNESCO, 2019)

How do we explain Global differences?

- cultural attitudes,
- social dynamics,
(Individualism, Mistrust of Authority, Strongman Mentality)
- the way schools address and report incidents of bullying

- Adolescents who attend schools and live in countries where socioeconomic differences are larger are at higher risk of being bullied.
- Low Affluence = More Risk

Who is bullied?

- Physical appearance
- Race & Ethnicity
- Poorer families as well as
- Migrant children
- Gender non-conforming,

(UNESCO, 2019)

Detrimental Effects on People

- Feelings of insecurity
- Emotional & Mental Health
- Physical Health
- Stress, Anxiety, Depression
- Low Self-Esteem
- Psychosis
- Suicidal Ideation/Suicide
- Reduced Educational Achievement*

Online Bullying Impact on Mental Health

- Gender
- Friendship Quality
- Previous involvement in cyberbullying

(Foody, McGuire, Kuldass, O'Higgins Norman, 2020)

Detrimental Effects on Society

- Maintenance of Dominant Social Processes & Ideologies
- Restrict development of culture and ideas
- Increased levels of hate and crime
- Social Inequalities are reproduced

Detrimental Effects on Economy

- Sweden – 140,000 children bullied (2022)
- 14,000 require specific interventions from public services in long-term
- €4.1 billion to the economy over 30 years

(FRIENDS Report, 2022)

Detrimental Effects on Economy

Australia

- 8% of anxiety disorders
- 11% of depressive disorders
- AUD \$147 million for anxiety disorders,
- AUD \$322 million for depressive disorders,
- Annual cost of health and non-health outcomes AUD\$763 million

(Jadambaa A, Brain D, Pacella R, Thomas HJ, McCarthy M, Scott JG., 2021)

What can we do?

- Whole Education Approach to Prevention and Intervention (UNESCO, 2020).
- Ensure education about diversity and inclusion in schools
- Set targets to reduce prevalence linked to wider societal norms
- Measure prevalence
- Fund anti-bullying programmes that are evidence based and focus on underlying social processes (not just behaviour)

Summary

- Bullying is a serious public health issue
- Impacts millions of children and their families worldwide each year
- Negative impact on individual mental health, wellbeing and education
- Negative impact on society
- Negative impact on Economy
- Whole Education Approach to Tackling Bullying in Schools

DCU Guide for Parents on Bullying & Cyberbullying



Further Reading

- Smith, P.K. & O'Higgins Norman, J. eds. (2021) The Wiley Blackwell Handbook of Bullying. London. Wiley.
- Donoghue, C. ed. (2022). The Sociology of Bullying, New York. NYU Press.
- O'Higgins Norman, J. (2020) 'Tackling Bullying from the Inside Out: Shifting Paradigms in Bullying Research and Interventions'. *International Journal of Bullying Prevention*, 2 (3):161-169
- Foody, M., McGuire, L., Kuldass, S; O'Higgins Norman, J. (2020) 'Friendship Quality and Gender Differences in Association With Cyberbullying Involvement and Psychological Well-Being (vol 10, 1723, 2020)'. *Frontiers in Psychology*, 10
- Kofoed, J. and Staksrud, E. (2019). 'We always torment different people, so by Definition, we are no bullies' The Problem of Definitions in cyberbullying research, *New Media and Society*, 21:4. 1006-1020.
- [UNESCO Whole Education Approach to Bullying & Cyberbullying](#)
- www.dcu.ie/abc
- [Cinéaltas, Action Plan On Bullying](#) (2022).
- Jadambaa A, Brain D, Pacella R, Thomas HJ, McCarthy M, Scott JG, m.fl. The Economic Cost of Child and Adolescent Bullying in Australia. *J Am Acad Child Adolesc Psychiatry* 2021;60(3):367–76.
- Due P, Merlo J, Harel-Fisch Y, Damsgaard MT, Holstein BE, Hetland J, Currie C, Gabhainn SN, de Matos MG, Lynch J. Socioeconomic inequality in exposure to bullying during adolescence: a comparative, cross-sectional, multilevel study in 35 countries. *Am J Public Health*. 2009 May;99(5):907-14.



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Comments, Questions & Answers



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Question & Answer

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Forthcoming Events

- Thursday, 12 September 2024 (15:00 - 15:45 BST) The City! Wall St! Two Markets Divided By The Same Language
- Friday, 13 September 2024 (11:00 - 11:45 BST) Thames Vision 2050 – A Safe, Sustainable And Thriving Port For London
- Tuesday, 17 September 2024 (15:00 - 15:45 BST) Innovation In Mental Health & The GALENOS Project: How To Look Back To Move Forward

Visit: <https://fsclub.zyen.com/events/forthcoming-events/>

Watch past webinars: <https://www.youtube.com/zyengroup>