**Project Summary**

**Sarah Kistner and Jordan Mondell**

**South Williamsport Jr./Sr. High School FCCLA**

**Purpose of Project:**

The purpose of our Digital Story for Change was to raise awareness and inform our peers and community that cyberbullying is still a very real and prevalent thing that is happening online today. Within our own school and surrounding neighborhood, a twitter account cyberbullied students using subliminal tweets was incredibly popular. We decided that we needed to take action and try to move our peers away from liking and sharing these hurtful tweets. Our hope was that, through a digital story that outlined what cyberbullying is, how it affects people, and how we could stop it, even just a few students would stop encouraging it and take a stand. We want each person to understand the role that they play in changing the way we use social media.

**Relationship to Family and Community Related Careers and Standards:**

This project focuses on multiple Family and Consumer Science Standards such as:

11.2.12 – Evaluate the effectiveness of action plans that integrate personal, work, family, and community responsibilities.

11.2.12 – Evaluate the effectiveness of using interpersonal communication skills to resolve conflict.

11.2.3. – Examine consequences of family, work, or career decisions.

**Research and Background Information:**

* 93% of American teens ages 12- 17 use the internet
* 69% of American teens own their own computer and/or cell phone
* 73% of American teens have an account on one or more social media website
* Nearly 43% of American teens have been bullied online through a social media website
* Cyberbullying includes threats, harassment, tormenting, humiliating, embarrassing and/or targeting other in attacks that occur online or through mobile devices
* Subliminal attacks or messages also count as cyberbullying, though they may not be direct
* For people aged 15-24, suicide is the third leading cause of death. Bullying (cyberbullying included) and physical or verbal are among the leading causes of these suicides

**Goal:**

Our overall goal is to use the research we have conducted to reach out and touch the lives of our peers and community. We hope the through a digital story that demonstrates both real-life situations and delivers facts, we can raise awareness of cyberbullying and bring about change in behavior on social websites. We also hope that this will create a dialogue between students, their parents, their teachers, and the community.