

---

# Contents

---

|     |   |  |
|-----|---|--|
| 1   | <b>INTRODUCTION</b>   |  |
|     | The Bullying Enigma   |  |
| 15  | <b>CHAPTER 1</b>  |  |
|     | The New Face of Bullying  |  |
|     | <i>Understanding “Gateway Behaviors”</i>                                |  |
| 33  | <b>CHAPTER 2</b>  |  |
|     | How Common Are Bullying and Cyberbullying, Anyway?                      |  |
|     | <i>Parsing the Numbers to Identify—and Help—Children at Risk</i>        |  |
| 51  | <b>CHAPTER 3</b>  |  |
|     | Why Do Children Bully and Cyberbully?                                   |  |
|     | <i>The Impact of Digital Technology on Social Behavior</i>              |  |
| 69  | <b>CHAPTER 4</b>  |  |
|     | How Bullying and Cyberbullying Interact                                 |  |
|     | <i>The Amplification of Conflict in Cyberspace</i>                      |  |
| 83  | <b>CHAPTER 5</b>  |  |
|     | New Times, New Troubles   |  |
|     | <i>Sexting, Self-Cyberbullying, and Other Risky Online Behaviors</i>    |  |
| 103 | <b>CHAPTER 6</b>  |  |
|     | Responding Effectively to Bullying                                      |  |
|     | <i>The “9-Second Response” and Other Informal and Formal Strategies</i> |  |
| 125 | <b>CHAPTER 7</b>  |  |
|     | Engaging Bystanders and Other Peers                                     |  |
|     | <i>A Developmental Approach to Cultivating Prosocial Behavior</i>       |  |

|     |   |
|-----|---|
| 143 | <b>CHAPTER 8</b><br>Working with Parents<br><i>Shared Goals, Different Perspectives</i> |
| 161 | <b>CONCLUSION</b><br>Moving the Field Forward   |
| 167 | <b>APPENDIX A:</b><br>Research Discussed in This Book                                   |
| 171 | <b>APPENDIX B:</b><br>The Massachusetts Aggression Reduction Center                     |
| 175 | <b>Notes</b>  |
| 195 | <b>Acknowledgments</b>  |
| 197 | <b>About the Author</b>   |
| 199 | <b>Index</b>  |