

**DITCH THE
LABEL**

YOUR WORLD, PREJUDICE FREE .

THE ANNUAL BULLYING SURVEY 2016

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Registered charity number 1156329.



ABOUT DITCH THE LABEL

WELCOME TO DITCH THE LABEL

We are one of the largest anti-bullying charities in the world, working internationally to help young people overcome bullying and the impacts it has on health, behaviour and self-esteem.

In 2015 alone, we helped over 180,000 young people overcome bullying through our partnerships with online games, social networks and through our award-winning support programmes available through our website.

Within the past year, 1.5 million young people in the UK experienced bullying, with half of them never telling anybody through fear, embarrassment or a lack of faith from support systems.

Through our work with schools, colleges and online communities, we conduct world-leading research on an ongoing basis to help us better understand the dynamics of bullying so that we can

tackle it with interventions that work.

We believe that bullying is a societal issue and advocate that everybody has a role to play in reducing the effect and prominence of bullying. This is why we work hard through partnerships with celebrities, brands and the media to shift societal attitudes and to generate awareness of the issues affecting young people.

Our focus is not only on those who experience bullying, but also on those who are doing the bullying. Bullying is a learnt behaviour and we won't stop until it's over.

5 FACTS ABOUT US

1.) We are a digital anti-bullying charity, which means that most of our support services are provided online, integrated within environments that are authentic, approachable and comfortable to young

people.

2.) We support people who are doing the bullying, too, because we recognise that bullying is a behaviour. Like all behaviours, there is a root cause and a remedy for change. Reactive support is important, but proactive support is the only way in which we can prevent bullying from happening in the first place.

3.) All of our interventions are evidence-based, which means that we are continuously using data and innovation to improve the support that we provide to young people.

4.) We don't patronise young people; instead, we empower them with skills, techniques and knowledge that enable them to resolve their own situations.

5.) We've won multiple awards in recognition of our work, campaigns and research.



ABOUT THIS RESEARCH

THE LARGEST BENCHMARK OF BULLYING IN THE UNITED KINGDOM

Published annually in collaboration with schools and colleges, The Annual Bullying Survey is the largest benchmark of bullying in the United Kingdom. The survey gathers the opinions and experiences of young people who are currently studying in high schools and colleges nationwide.

Approximately 60% of the survey is the same each year, enabling us to track progress and to forecast future trends and shifts in attitudes and behaviours. The remainder of the survey is used to explore new and emerging areas of interest, many of which have never been researched before.

In previous editions of this report, we have uncovered the relationship between bullying and grade performance, and the full extent of appearance-based bullying.

The flexibility of the survey enables us to respond rapidly to shifts in youth culture.

This year, for the first time ever, we have explored the individual stories and perspectives of young people who bully others. We used hundreds of unique variables to help us identify the key motivations and behavioural triggers for those who bully others.

We believe that this paper is the most important piece of research that we have published to date, because it uncovers groundbreaking and new insights which will enable our organisation, the sector, practitioners and policymakers to improve their preventative interventions.

In addition to The Annual Bullying Survey, we also produce a range of other related reports, all of which are freely available at www.DitchtheLabel.org.

WITH SPECIAL THANKS

We would like to thank everyone who has helped us produce, analyse and disseminate our research. A special thanks goes to:

- **Liam Hackett**, Founder and CEO
- **Professor Ian Rivers**, Ditch the Label Chairperson
- **Sue Jones**, Annual Bullying Survey Co-ordinator
- **Yuri Yakovlev**, Ditch the Label Research Co-ordinator
- **Hackett and Tiger**, for designing the report
- **Bullet PR**, for PR services
- **Proof Reading Service UK**, for proof reading
- **Plus all of the schools and colleges who participated, with special mention to:** Bexleyheath Academy, City College Brighton, Queen Anne High School, Salendine Nook High School, Hugh Baird College and The Purbeck School.

EXECUTIVE SUMMARY



Liam Hackett, Founder and Global CEO:

Bullying continues to be one of the biggest challenges facing young people, as we continue to show the huge impacts it has upon mental health, self-esteem, and future prospects.

We consistently find that 1 in 2 young people have at some point experienced bullying, with 1 in 4 being bullied at least once within the past year. This means that, based on the UK Census (2012), approximately 2.9 million young people aged 12-20 have been bullied and 1.5 million within the past year. 145,800 are bullied on a daily basis.

This year, for the first time, we explored the relationship between bullying and physical health and found that 27% of those who are bullied daily feel constantly ill, versus 8% on average.

As a result of bullying, 31% have self-harmed and 44% developed depression. One young person told us that she “used to skip school or classes and I would make myself sick after I ate food just so that I didn’t have to go back to school the next day”. Some people believe that bullying is ‘just part of growing up’. Well, let me tell you: suicide, depression and eating disorders should never be part of ‘growing up’.

It is the mission of Ditch the Label not only to support the millions of young people who experience bullying, but also to better understand the behaviour so that we can work to proactively combat bullying with prevention.

At Ditch the Label, we never call anybody a ‘bully’ or a ‘victim’, because we don’t see bullying as an identity. Just because somebody experiences bullying, it doesn’t make them a victim. Bullying is a behaviour and like all behaviours, there is a root cause and a remedy for change.

For some time now, we have had an active interest in generating a greater understanding of people who bully others. We knew

anecdotally that bullying behaviours are often used as a response to stress or trauma, or to project how somebody feels about themselves onto others, but we have never been able to substantiate it with hard data. Until now. For the first time ever, we have uncovered the reasons why young people bully others, by exploring the impact of stress, family dynamics, social conditionality and the perception of self.

We found strong correlations that have enabled us to paint a picture of the challenges young people who bully others are facing. It is my firm belief that this research will empower us as an organisation, the sector and will help the wider community of practitioners to better understand the dynamics of bullying.

Throughout 2015, we helped 180,000 young people overcome bullying through our digital support services. Increasing amounts of people who bully others are starting to actively reach out to us for support, which I believe is a fantastic sign of shifts in attitudes.

I hope that this research is of interest and benefit to you, your organisation and the wider community. Please approach it with an open mind.

A handwritten signature in black ink that reads "L HACKETT" with a stylized flourish underneath.

Liam Hackett - Global Chief Executive Officer

HOW WE DID IT

The Annual Bullying Survey is conducted annually in partnership with secondary schools and colleges across the United Kingdom. The survey was available for student participation online between November 1st, 2015 and February 28th, 2016. Students were each allocated time during registration and PSHE periods to complete the compulsory survey.

Upon completion, the data was cleansed and analysed using SPSS extrapolation techniques, which enabled us to identify complex and hidden relationships within the data.

A total of 10,969 young people between the ages of 12 and 20 completed the survey. The data for respondents above the age of 20 was limited and, as such, was excluded. We had a final total of **8,850** cleansed and complete responses from respondents aged 12-20, on which this analysis is based on.

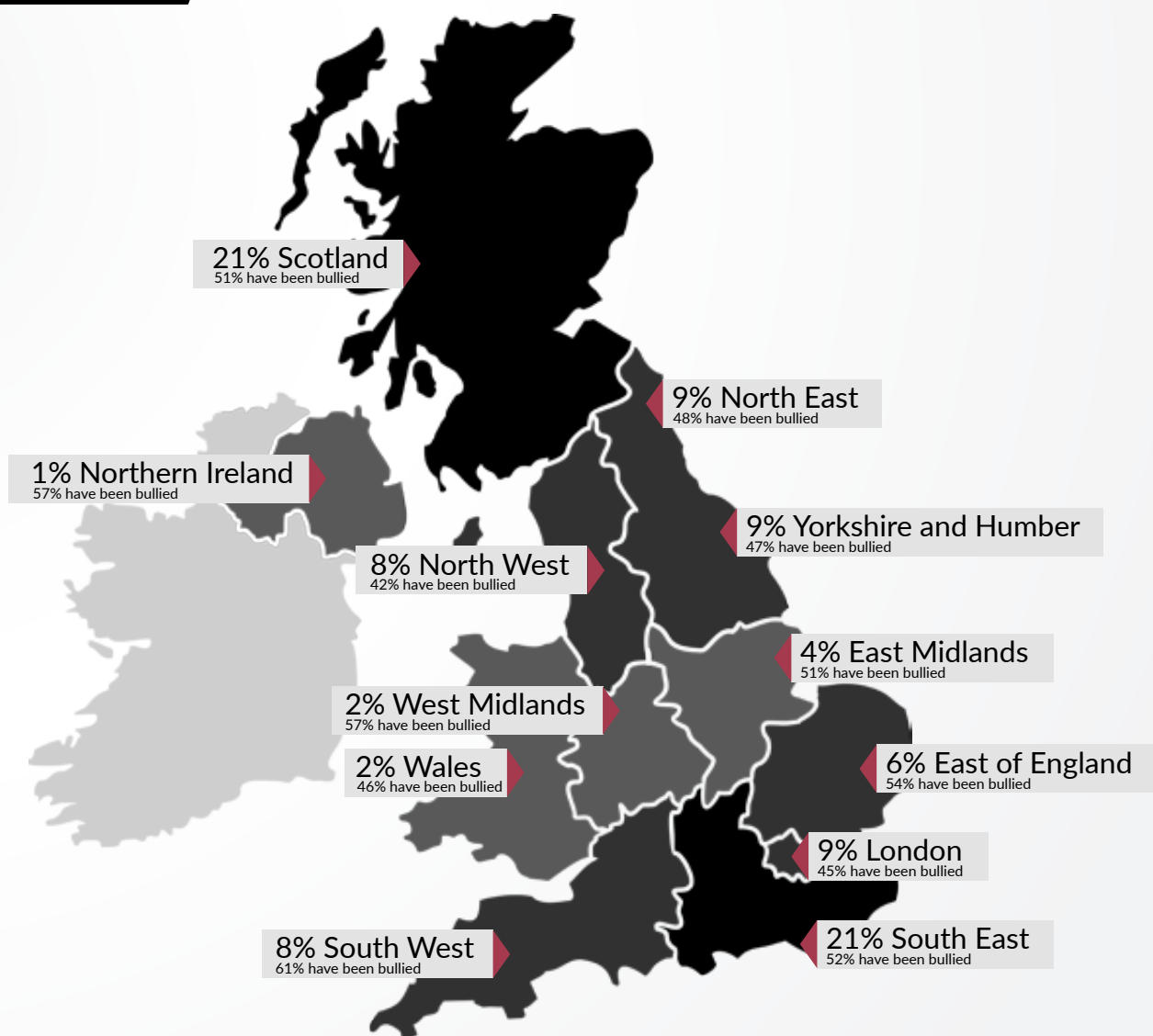
All respondents were required to have parental consent and all responses were screened regularly to identify any potential safeguarding issues, which were acted upon promptly.

8,850

YOUNG PEOPLE AGED 12-20 PARTICIPATED IN THE SURVEY*

*** MAKING THIS THE LARGEST ANNUAL BULLYING
SURVEY EVER**

REGIONAL SPLIT



WHAT IS YOUR GENDER?

- 48% Female
- 51% Male
- 1% Transgender

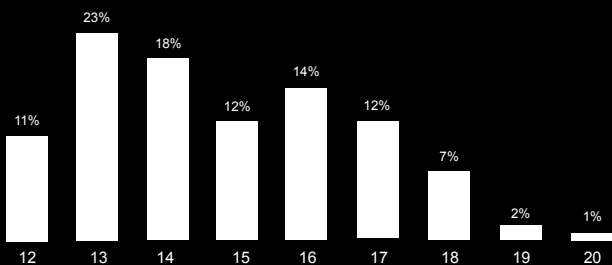
98% are the same gender assigned to them at birth and 2% are not.

DO YOU HAVE A DISABILITY?

- 9% have a learning disability
- 3% have Autism/Asperger's
- 3% have a physical disability

HOW OLD ARE YOU?

This year, we welcomed participation from students aged 12 and up. In previous years, the minimum age required was 13.



ARE YOU RELIGIOUS?

76%

24%

No

Yes

IF YOU ARE RELIGIOUS, WHICH IS YOUR RELIGION?

- 1% Agnostic | 0% overall
- 2% Atheist | 0% overall
- 2% Buddhist | 0% overall
- 67% Christian | 15% overall
- 4% Hindu | 1% overall
- 1% Jewish | 0% overall
- 19% Muslim | 4% overall
- 1% Pagan | 0% overall
- 3% Sikh | 1% overall

WHAT IS YOUR SEXUALITY?

- 87% Straight
- 4% Bisexual
- 1% Gay
- 2% Curious / unsure
- 1% Lesbian
- 1% Asexual
- 4% Prefer not to say

WHAT IS YOUR ETHNICITY?

- <1% Arab
- 1% Asian
- <1% Asian other
- <1% Bangladeshi
- 2% Black African
- <1% Black Caribbean
- 1% Gypsy/Irish Traveller
- 2% Indian
- 4% Mixed race
- 2% Pakistani
- 81% White British
- 1% White Irish
- 4% White other

Marginal data for 'Black other' and 'Chinese'.

WHAT IS YOUR HOUSEHOLD INCOME?

- 6% said £200,001 or greater
- 3% said £100,001 to £200,000
- 5% said £70,001 to £100,000
- 7% said £50,001 to £70,000
- 6% said £41,000 to £50,000
- 7% said £31,000 to £40,000
- 9% said £20,001 to £30,000
- 8% said £12,001 to £20,000
- 6% said Below £12,000
- 43% Preferred not to say.

About this section:

By definition, the very nature of bullying is subjective, meaning that everybody has a different idea of the behaviours that are considered to be bullying. We extracted key behaviours which are universally recognised as bullying and asked all respondents, regardless of bullying experience, if they had ever exhibited any of the behaviours. 58% had done at least one of the following (51% of females, 64% of males and 70% of transgendered respondents). It is important to note, however, that there were no scales used in this question, so some may be defensive behaviours or small, singular incidents.

HAVE YOU EVER DONE SOMETHING TO **PURPOSELY UPSET** SOMEBODY?

33% HAVE

37% of males have, 27% of females have and 47% of trans have.

HAVE YOU EVER **PHYSICALLY ATTACKED** SOMEBODY?

20% HAVE

29% of males have, 11% of females have and 43% of trans have.

HAVE YOU EVER **PURPOSELY EXCLUDED SOMEBODY** FROM A SOCIAL GROUP?

19% HAVE

20% of males have, 17% of females have and 42% of trans have.

HAVE YOU EVER **SAID SOMETHING NASTY** TO SOMEBODY ONLINE?

27% HAVE

31% of males have, 23% of females have and 42% of trans have.

HAVE YOU EVER **TAKEN OR DAMAGED SOMEBODY'S THINGS** TO UPSET THEM?

9% HAVE

12% of males have, 4% of females have and 32% of trans have.

HAVE YOU EVER **STARTED A RUMOUR** ABOUT SOMEBODY?

13% HAVE

16% of males have, 10% of females have and 33% of trans have.

BULLYING OTHERS

We asked respondents to firstly define bullying and, based on this definition asked them if they thought they had ever bullied anybody.



MY STORY

Aged 16, Male, South East.

"I have been bullied during my entire education, mostly stopping when I got to college. It's such a normal thing to me now that I don't know if I respond the same way as I did at primary school (which was mainly depression and pushing myself away from everyone and everything). As for secondary school, it was a regular occurrence.

It has affected me in ways including not learning as much as I wished and that I have a natural tendency to judge everything around me. In the end, I don't need anyone to make me feel awful already, it just doesn't help me if they do."

Aged 18, Female, Scotland.

"The bullying that I experienced was a result of being hard of hearing. Because I am deaf I sometime mispronounce my words or I struggle to say some words that to most people are normal and easy to say. As a result of this I was singled out from the crowd. The impact that it had on me was that I became more withdrawn and more reluctant to meet new people because I was unsure of their reactions to me being deaf."

Aged 17, Male, South East.

"I was bullied throughout primary and secondary school for no reason other than I was just the odd person out. It ruined my secondary school life and I turned into a different person; I started smoking weed and I got excluded multiple times for disruptive behaviour and not going to lessons."

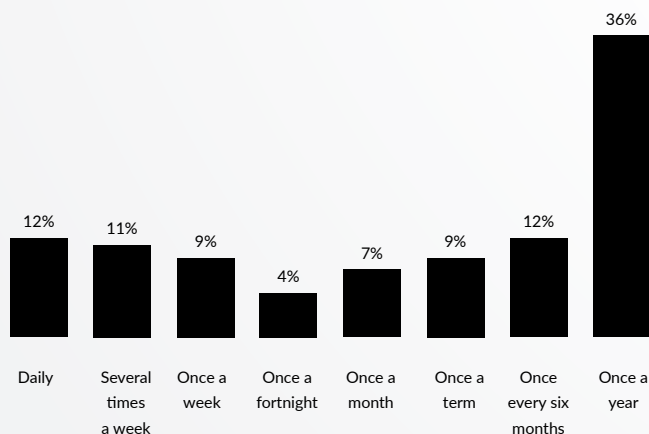
Aged 17, Male, East Midlands.

"It was mainly due to older students within my secondary school that didn't agree with the way I acted as I wasn't the 'stereotypical boy' who enjoyed football and rugby. Instead I would do performing arts-based things."

BASED ON YOUR OWN DEFINITION, HAVE YOU EVER BULLIED SOMEBODY?



OF THOSE WHO RECOGNISE THAT THEY HAVE BULLIED SOMEBODY, THIS IS HOW FREQUENTLY THEY DO IT



BEING BULLIED

FREQUENCY

**50% HAVE NEVER
BEEN BULLIED**

**50% HAVE BEEN BULLIED
AT SOME POINT**

**14% OF THOSE WHO
HAVE NOT BEEN
BULLIED ADMIT TO
BULLYING SOMEBODY
ELSE**

**24% OF THOSE WHO
HAVE BEEN BULLIED
ADMIT TO BULLYING
SOMEBODY ELSE**

**57% OF FEMALE
RESPONDENTS HAVE
BEEN BULLIED**

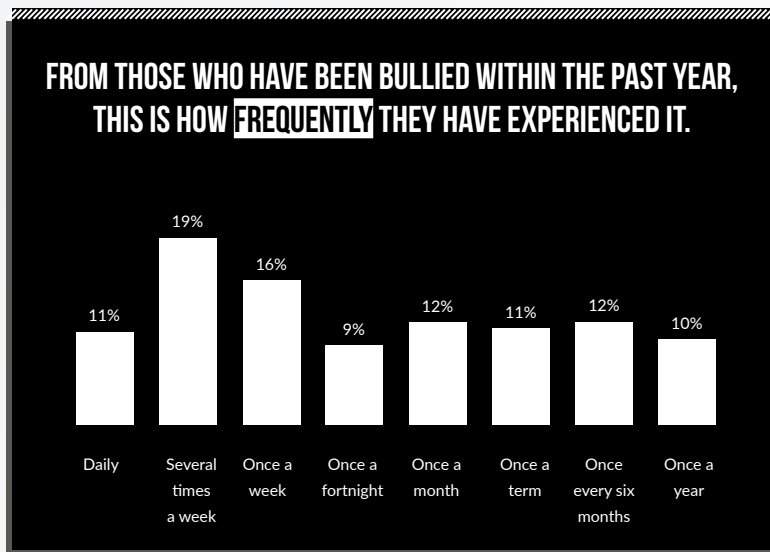
**44% OF MALE
RESPONDENTS HAVE
BEEN BULLIED**

*** 59% OF RESPONDENTS WHO IDENTIFY AS TRANS
HAVE BEEN BULLIED**

**FROM THOSE WHO HAVE BEEN BULLIED AT SOME POINT,
50% OF THEM HAVE EXPERIENCED IT WITHIN THE PAST YEAR.
THIS MEANS THAT 25% OF ALL YOUNG PEOPLE SAMPLED HAVE BEEN
BULLIED WITHIN THE PAST YEAR.**

BEING BULLIED

FREQUENCY



FROM THOSE WHO HAVE BEEN BULLIED
IN THE PAST YEAR, **11% WERE BULLIED
DAILY.**

BASED ON THE 2012 UK CENSUS,
**145,800 YOUNG PEOPLE AGED 12-20
WERE BULLIED TODAY, AND EVERY DAY.
WE WON'T STOP UNTIL IT'S OVER.**

VISIT **DITCHTHELABEL.ORG** FOR SUPPORT AND
MORE INFORMATION ON WAYS TO GET INVOLVED.



MY STORY

**Aged 15, Female,
London.**

"I was bullied all through secondary school, I wasn't able to concentrate on my studies because of the bullying. I used to skip school or classes and I would make myself sick after I ate food just so that I didn't have to go back to school the next day. Nobody wanted to be my friend, I would always be pushed or shoved out the way.

I felt so alone. I started self-harming and that became my addiction for around 3 years. I used to have suicidal thoughts and I used to think that this world would be better off without me. I eventually told my Dad what was happening and he told the school straight away. I was dissatisfied with how the School dealt with the matter, however I knew at least I had someone to talk to and that I wasn't alone anymore. I wasn't able to trust anyone, I had no friends, I grew a fear of public speaking and I became very timid."

**Aged 14, Transgender,
Scotland.**

"In primary school, I knew this girl who was very jealous that I got good marks in tests, and she frequently made fun of me for various things and sometimes got one of her friends to whip me with the straps used for P.E. activities until my arms bled. This happening at such an early age is probably what caused me to be so shy.

In my first and second year at Junior School, I was often verbally picked on for looking different and in later school when people found out I am transgender, there have been rumours about me and people gossiping when they think I can't hear."

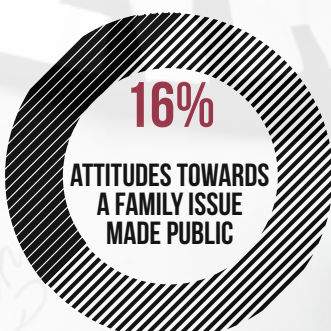
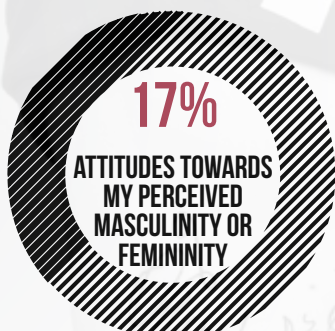
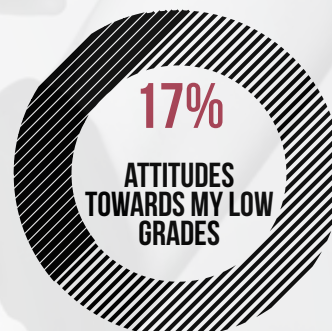
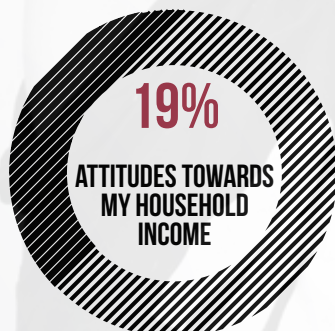
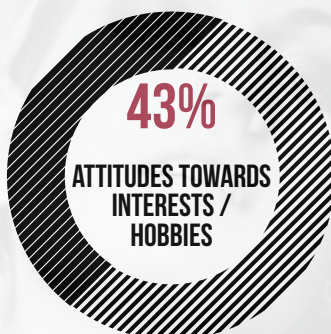
**Aged 19, Female, South
East.**

"I used to get called racist names. I have been physically attacked because I am a Muslim and used to wear a hijab when I was younger. It made me become more self-aware and feel targeted."

BEING BULLIED

MOTIVE

FROM THOSE WHO WERE BULLIED WITHIN THE PAST YEAR...
WHY DO YOU THINK YOU WERE BULLIED?



BEING BULLIED

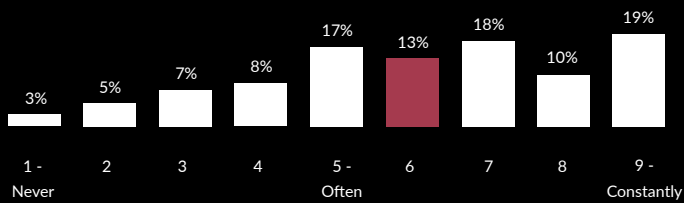
NATURE

FROM THOSE WHO WERE BULLIED WITHIN THE PAST YEAR...

WHAT KIND OF BULLYING DID YOU EXPERIENCE AND HOW FREQUENTLY?

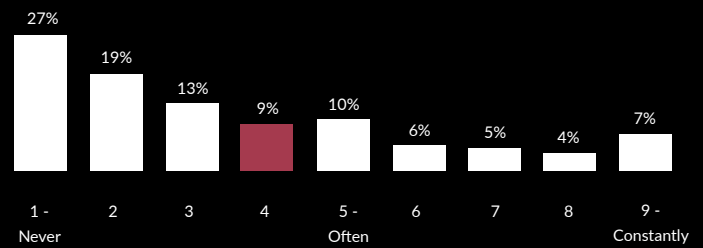
HOW FREQUENTLY DID YOU EXPERIENCE **VERBAL BULLYING?**

(Anything that is said to offend, such as insults and abusive language.)



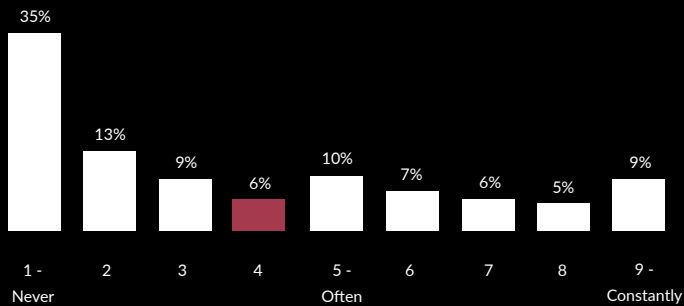
HOW FREQUENTLY DID YOU EXPERIENCE **PHYSICAL BULLYING?**

(Anything that is physically done to hurt you, such as hitting, tripping and pushing.)



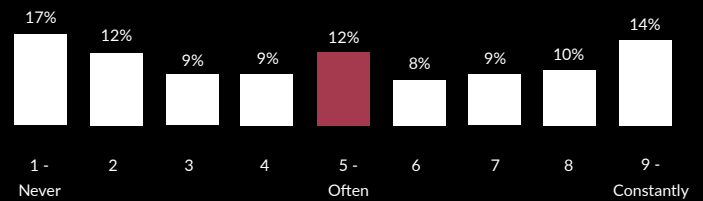
HOW FREQUENTLY DID YOU EXPERIENCE **CYBERBULLYING?**

(Any bullying that is online or via your mobile phone.)



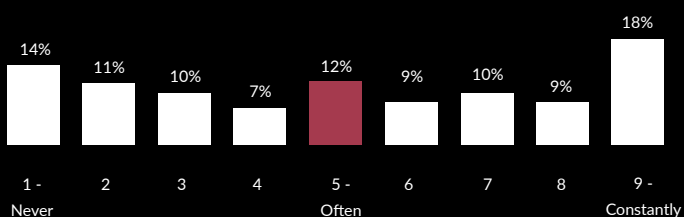
HOW FREQUENTLY DID YOU EXPERIENCE **SOCIAL EXCLUSION?**

(Being ignored purposely or excluded from group activities.)



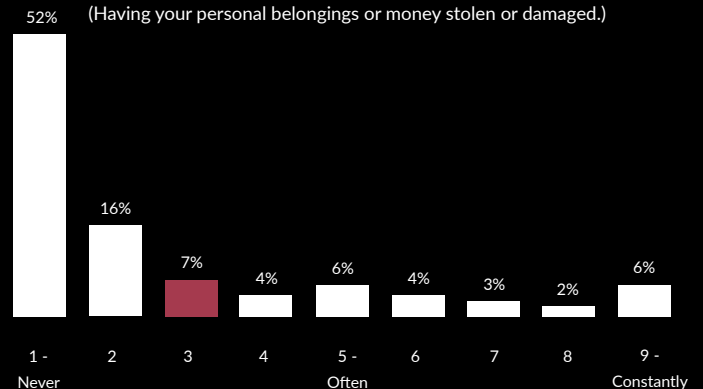
HOW FREQUENTLY DID YOU EXPERIENCE **INDIRECT BULLYING?**

(Anything that isn't directly threatening, such as silent treatment and rumours.)



HOW FREQUENTLY DID YOU EXPERIENCE **EXTORTION?**

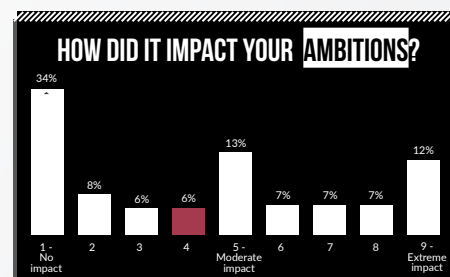
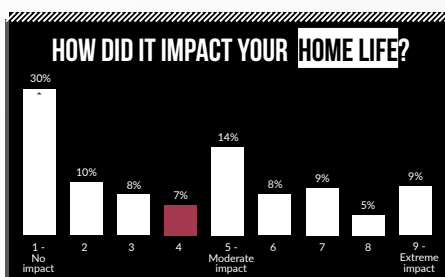
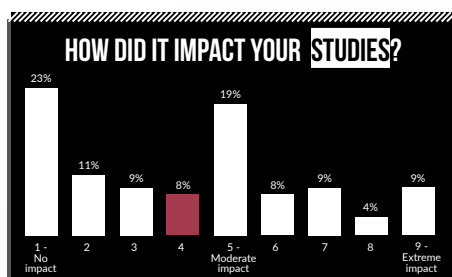
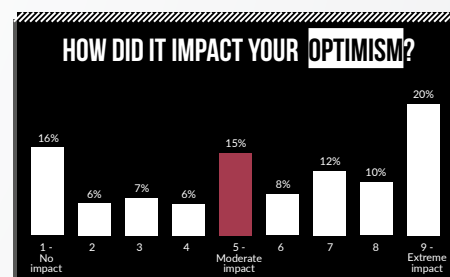
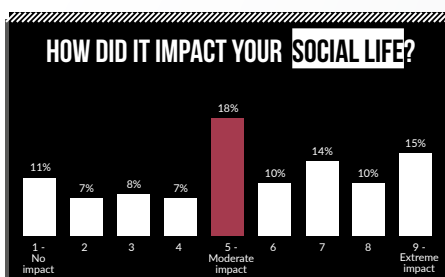
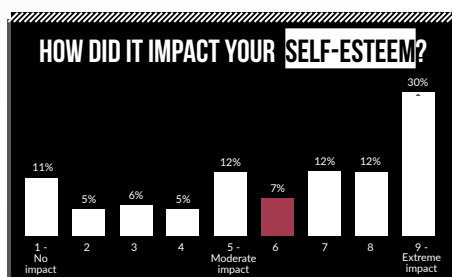
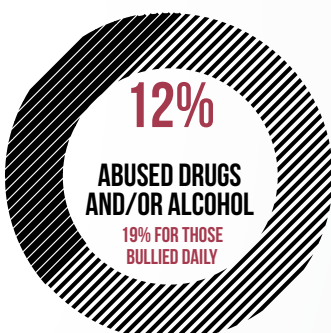
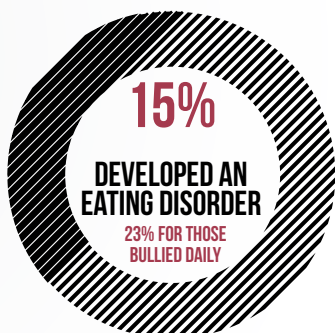
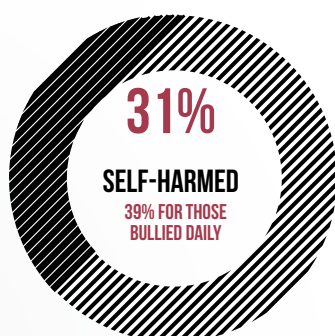
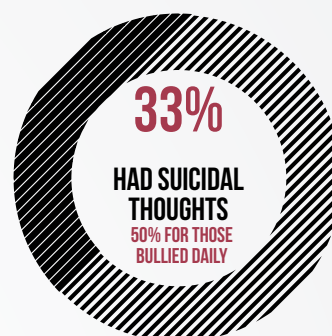
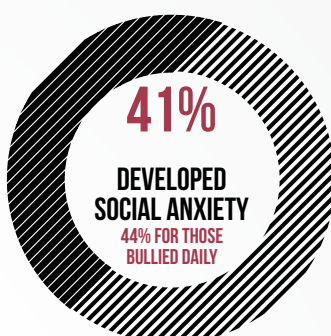
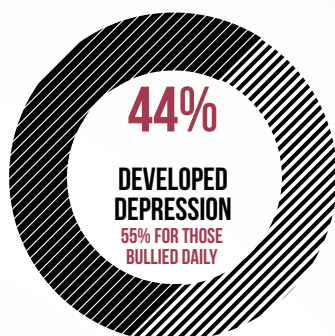
(Having your personal belongings or money stolen or damaged.)



BEING BULLIED

IMPACT

FROM THOSE WHO WERE BULLIED WITHIN THE PAST YEAR...
WHAT KIND OF IMPACT DID THE BULLYING HAVE ON YOU?



BEING BULLIED

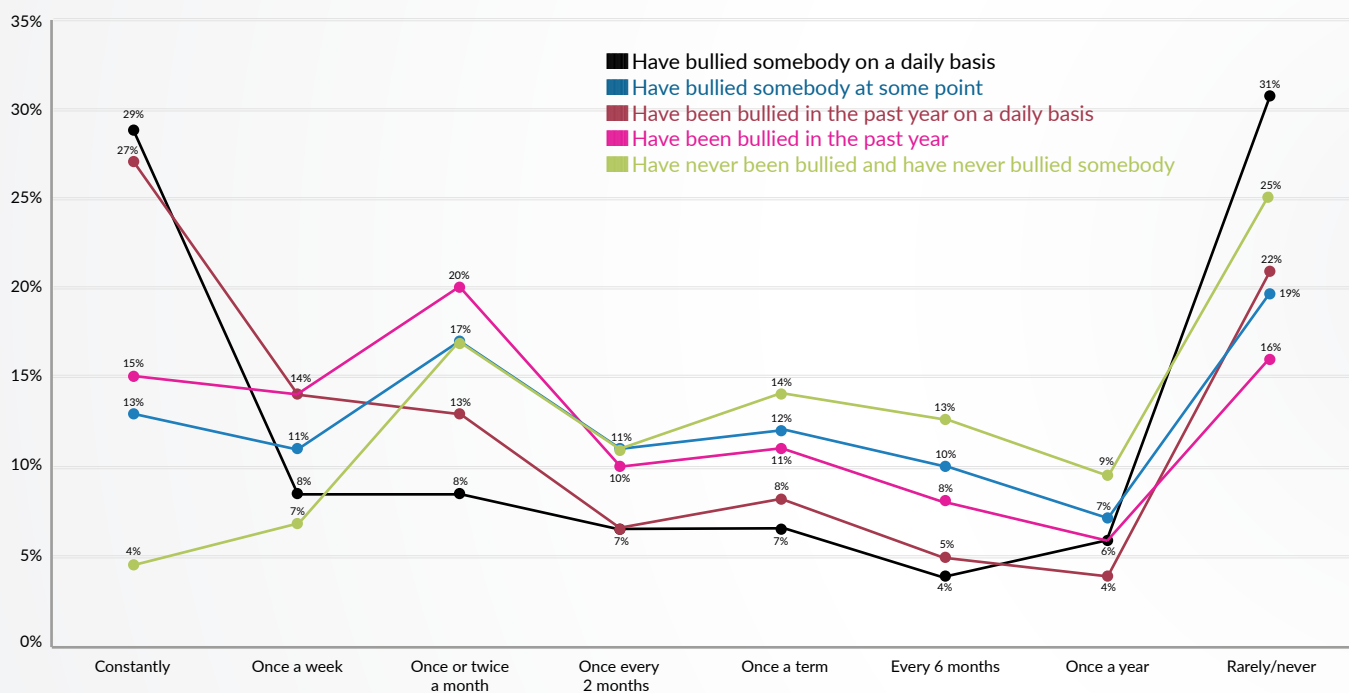
IMPACT

INTRO

About this section:

When we talk about bullying, we often talk about the impact it has on mental health, such as self-harm, depression and anxiety, but we rarely, if ever, consider the impact bullying could also be having upon physical health. We found that both those who are being bullied and those doing the bullying are far more likely to experience ill-health than our recorded average. In an additional question, we found that 15% of young people on average experience a sore throat or tonsillitis at least once a month; for those bullied daily, it increases to 29% and 32% for those who bully others daily.

FROM ALL RESPONDENTS... HOW FREQUENTLY DO YOU FEEL PHYSICALLY ILL?



EXPERT COMMENT



Doctor Christian Jessen,
Channel 4's
'Embarrassing Bodies'

"As a doctor, and as someone who was bullied himself, the figures in this report alarm and sadden me. They sadden me because reading it brings back some very unhappy childhood memories, and they alarm because, from my medical practice, I am all too well aware of the negative physical and psychological effects bullying has both on bullies and those bullied. Extensive, well-conducted studies have clearly shown bullying significantly increases the likelihood of physical symptoms, that can adversely affect all areas of life. It is important that we acknowledge that those who bully others may well be suffering too, resorting to abusive behaviour as a way of dealing with their own troubles, and looking for acceptance and control.

Both parties suffer, and we must do all we can to stop it. To do anything less is to let our children down in ways that can have long reaching and devastating consequences."

BEING BULLIED

REPORTING IT

FROM THOSE WHO WERE BULLIED WITHIN THE PAST YEAR...
DID YOU REPORT THE BULLYING TO ANYBODY?

60% REPORTED IT
-and-
40% NEVER TOLD ANYBODY

of those who reported...
**87% TOLD A
TEACHER**
58% were satisfied with the support

of those who reported...
**86% TOLD A
FAMILY MEMBER**
88% were satisfied with the support

of those who reported...
**70% TOLD A
FRIEND**
77% were satisfied with the support

of those who reported...
**23% TOLD A
COUNSELLOR**
56% were satisfied with the support

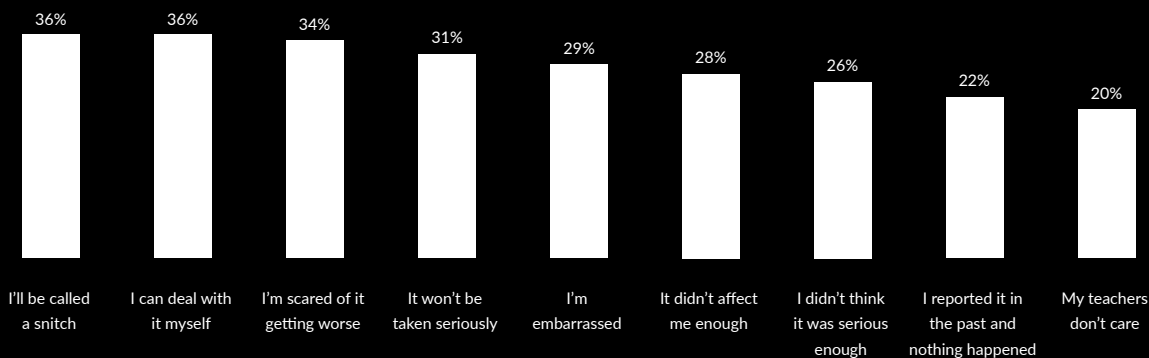
of those who reported...
**16% TOLD A HEALTH
PROFESSIONAL**
58% were satisfied with the support

of those who reported...
**17% TOLD
THE POLICE**
59% were satisfied with the support

of those who reported...
**11% CALLED A
HELPLINE**
50% were satisfied with the support

of those who reported...
**15% TURNED TO
SOCIAL MEDIA**
49% were satisfied with the support

WHY DIDN'T YOU REPORT THE BULLYING TO ANYBODY?



BEING BULLIED

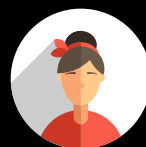
MY STORY



MY STORY

**Aged 14, Male,
East of England.**

"Kids have beaten me up, thrown things at me, called me names, excluded me from friendship groups and sports, stolen my stuff, humiliated me in front of large groups of people, spread rumours about me, laughed at me and got others to join in. This caused me to start smoking to try and calm my feelings down and to start self-harming. My home life was hugely affected and my life was very stressful, I always feel bad about myself and am still called names and excluded. I find it very difficult to cope sometimes."



MY STORY

**Aged 17, Female,
East Midlands.**

"People were horrible about the way I looked both in person and online. They'd say how ugly I was, then it went on to how I was a slut, then it went on to telling me to kill myself. It lowered my self-esteem dramatically, so I tried to change the way I looked as much as possible so that they would stop. I stopped eating, tried to make myself look more 'acceptable'. I'm still struggling to eat and constantly worried about my appearance. I try to dress and do my makeup and hair according to how I feel the person I am meeting will prefer it so that I don't get judged negatively."



MY STORY

**Aged 15, Female,
Scotland.**

"It used to be regularly, every day that I wouldn't want to go to school but my mum would make me go. Every day there would be at least one comment made, whether it was about my weight, my appearance, me apparently being a teacher's pet, about my hobbies, etc. and they used to physically bully me, resulting in fights. But the teachers would never do much, it would always be passed off as just a silly argument, when in reality it was every day."

At secondary school I was cyberbullied by a girl I thought used to be my friend. She started making up rumours about me, attacking me verbally over Facebook, accusing me of doing stuff I had never done and kept writing horrible anonymous comments over on my Ask.FM account. It all makes you conscious of who you're around."



MY STORY

**Aged 15, Male,
East of England.**

"I experienced physical and mental bullying from a variety of people, many nights I would go home and close myself away and sort things out alone - this affected my home life dramatically. I would not eat with family, watch TV; I would do it all alone, I became very independent. My family felt bad for me and my mum being a single parent, it was very hard to find time to talk to her as she used to be very busy. Bullying ended with me self-harming different body parts; my thighs and ankles."



UNDERSTANDING PEOPLE WHO BULLY

WHY IT'S IMPORTANT

Anti-bullying initiatives have been going for decades, yet the problem exists. As a leading innovator within the anti-bullying sector, we are constantly asking the question why. We have a natural curiosity to better understand the dynamics of bullying and for some time now, we have spent time working with young people who bully others to gain a greater understanding of their motives and own individual experiences.

We would never call anybody a bully or a victim, because we recognise that bullying is a behaviour and not an identity. Like all behaviours, there is a root cause and a remedy for change. By branding people as bullies and villainising them within society, we are no closer to resolving the bullying; in fact, it often just makes it worse.

Our previous research has found that young people who bully others are far

more likely to engage in crime than the national average. We also know anecdotally that people who bully others are less likely to reach out for support because they are scared of being villainised and punished.

This is why, after over a year of development, we have devoted the remainder of The Annual Bullying Survey 2016 to exploring the lives, pressures and motivations of those who bully others.

In doing this, we are able to better understand the causes of bullying behaviour, so that we can help young people overcome those issues before the bullying even happens.

We hope that this research will go on to shape changes within education, the sector and the wider community in which we live in.

THE THINGS WE EXPLORED

Previously in our survey, we asked young people if they had ever bullied somebody, based on their own definition. We then asked them how frequently they had bullied somebody and from this, we created two groups: those who had bullied somebody at some point and those who have bullied somebody on a daily basis. We then used hundreds of variables to compare both groups against national averages.

We explored the impact of stress and trauma, family dynamics and home life, social conditionality and bullying used as a protective behaviour.

Our research shows very strong correlations within each section.

WHY DO PEOPLE BULLY?

STRESS AND TRAUMA

INTRO

About this section:

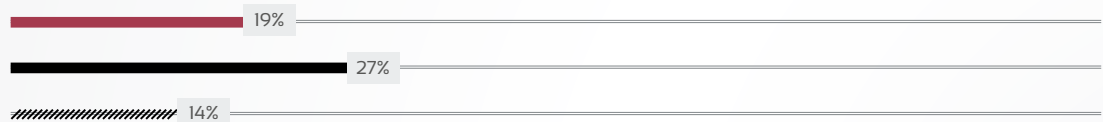
Everybody responds to stress and trauma in different ways. Managing stress is a skill form in itself. For some people, they respond to stress by alleviating it with things like exercise, meditation and socialising. For others, they respond with behaviours which are less productive, such as drinking alcohol or violent behaviours. We were interested to see if bullying could be considered a behavioural response to stress or trauma. Our hypothesis was confirmed with very strong correlations - finding those who bully are more likely to experience stressful and/or traumatic situations than those who do not, suggesting it is a responsive behaviour.

■ Those who have bullied somebody
■ Those who have bullied somebody daily
▨ Overall average from all respondents

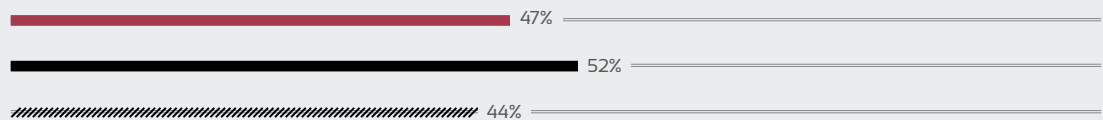
DEATH OF A RELATIVE



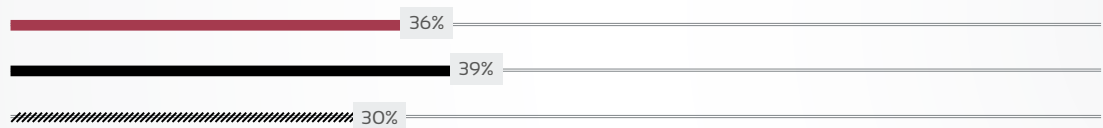
DEATH OF A FRIEND



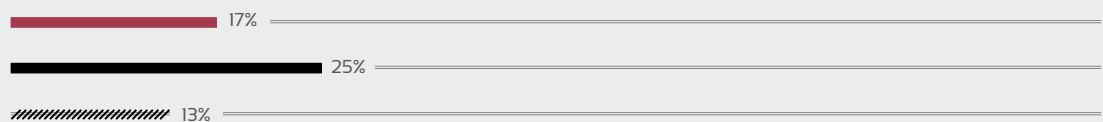
DEATH OF A PET



A SIGNIFICANT FAMILY FALLOUT



PARENTS SEPARATED/GOT DIVORCED



MOVED HOME



sudden decrease in household income



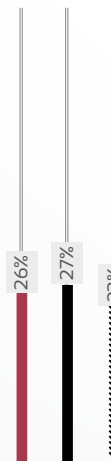
sudden increase in household income



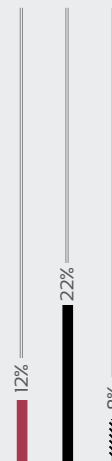
gain of a new sibling



a serious accident, attack or illness affecting a relative or friend



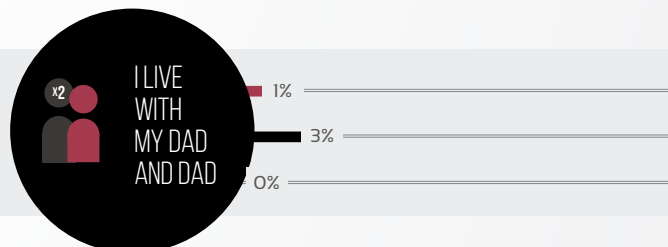
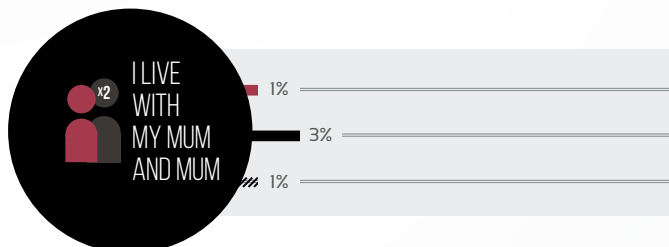
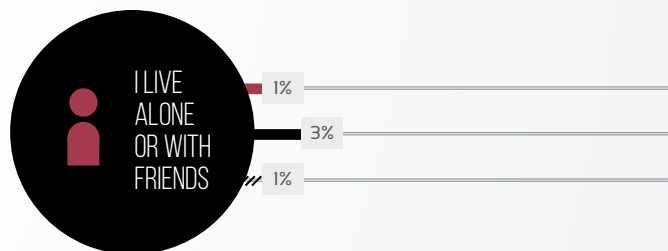
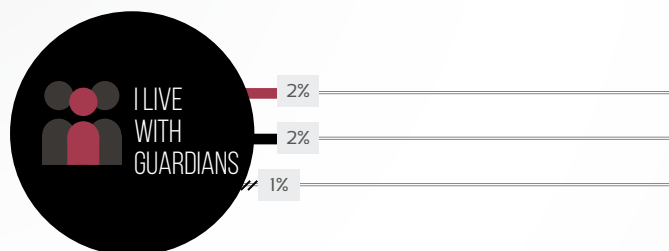
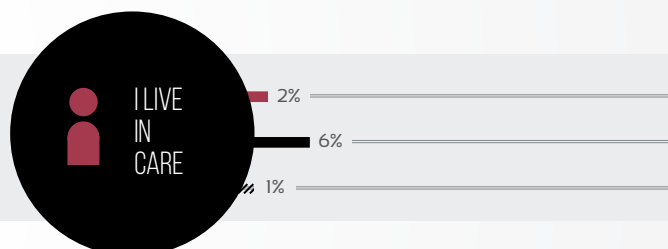
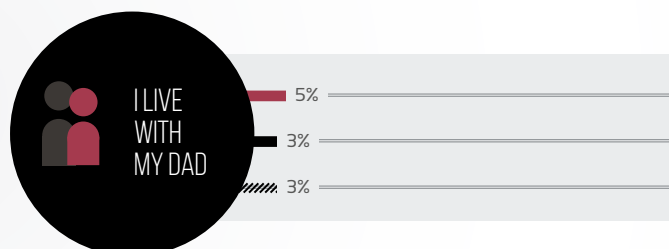
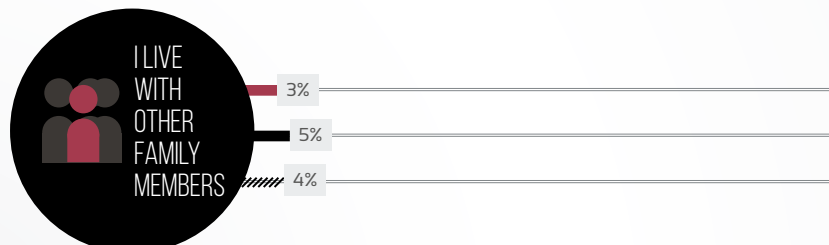
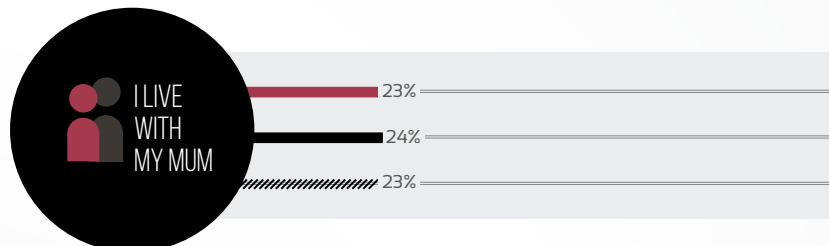
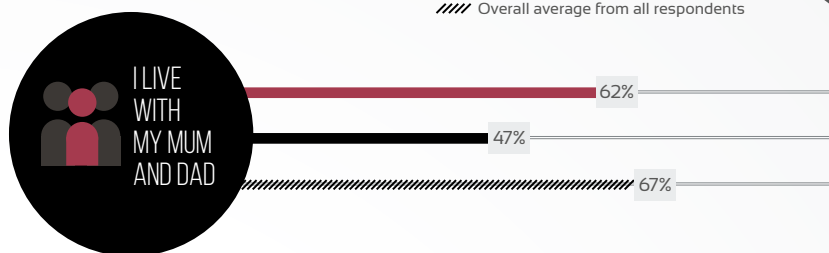
a serious accident, attack or illness affecting me



WHY DO PEOPLE BULLY?

FAMILY DYNAMICS

■ Those who have bullied somebody
■ Those who have bullied somebody daily
▤ Overall average from all respondents



INTRO

About this section:

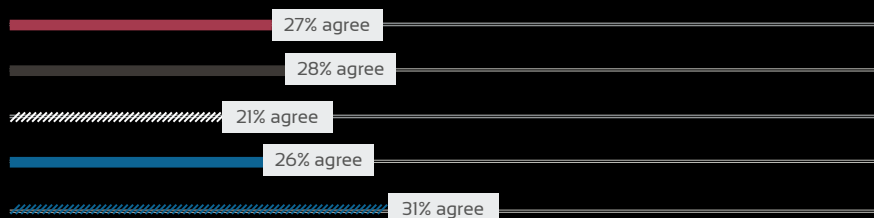
In the Annual Bullying Survey 2015, we found that young people cited their family as some of the most influential people in their lives.

We wanted to explore the impact that family dynamics and home life can have upon young people and their behaviours.

Our research shows that family dynamics do have a strong correlation with bullying behaviours, identifying them as a significant contributing factor.

In this section, we explore family structure, relationships, hostility, and power dynamics.

"MY FAMILY PUT A LOT OF PRESSURE ON ME TO SUCCEED."



WHY DO PEOPLE BULLY?

FAMILY DYNAMICS



MY STORY

**Aged 20, Female,
East of England.**

"When I was in lower and middle school, there was a disabled girl in my classes who had autism and Asperger's syndrome. I used to pick on her, take the mick, call her names and torment her to the point where if she even just saw me she'd run off. I did this for several years up until the age of about 13.

Whilst this was going on, I had a really, really awful home life. I was physically and mentally abused, as well as neglected by my mother all the way up until I was 12-13. This meant I was extremely unhappy and scared all of the time, so I took it out on this girl at school. Looking back I realise why I was so cruel to her, I was a completely different person.

Had I not had such a rough time at home I highly doubt I'd have felt the need to bully anyone, let alone this poor girl. Nowadays I'm a lot happier, I suffer from mental health issues as a direct result of what happened to me but I'm much more aware of myself and the consequences my actions have. Bullying isn't just black and white, there are so many hidden things going on which leads to it happening and from what I've seen it's usually because the person doing the bullying is extremely unhappy and not confident within themselves. If I could turn back time and undo it all I totally would."

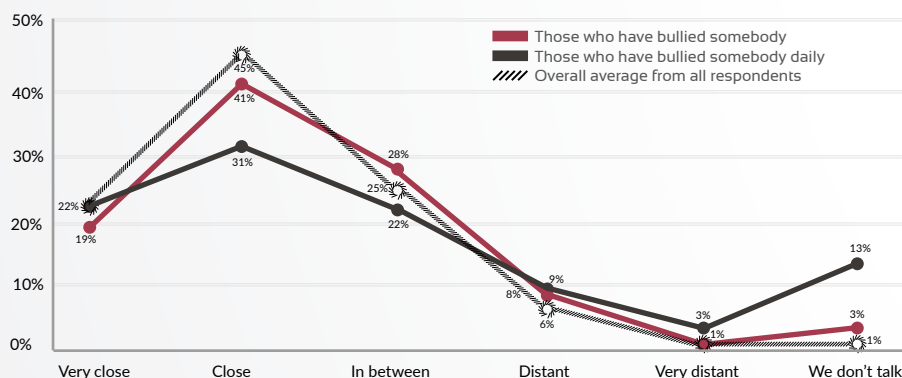
**Aged 19, Male,
South East.**

"I bullied kids when I was at secondary school. Due to being very frustrated and unhappy with my life and myself."

Those who have bullied somebody
Those who have bullied somebody daily
Overall average from all respondents
Those who have been bullied in the past year
Those who have been bullied in the past year on a daily basis



HOW CLOSE IS YOUR FAMILY?



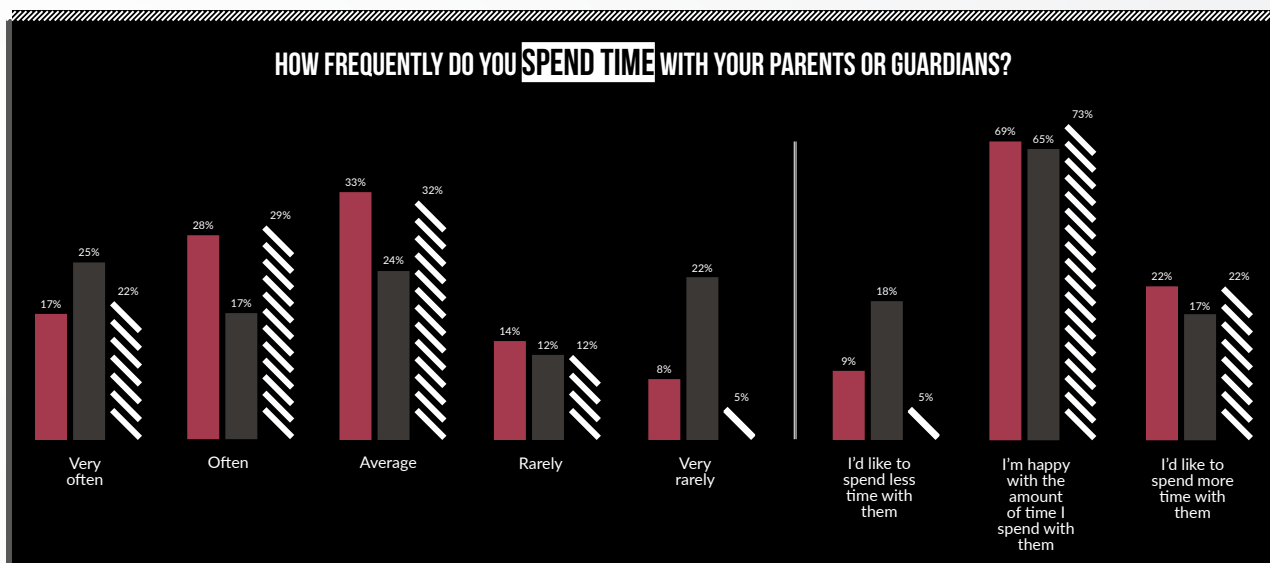
HOW MANY SIBLINGS DO YOU HAVE?

How many siblings do you have?	Average	Those who have bullied somebody	Those who have bullied somebody on a daily basis
None	8%	7%	10%
1	38%	32%	19%
2	25%	24%	18%
3	13%	14%	14%
4	7%	10%	7%
5	4%	4%	9%
6 or more	5%	9%	23%

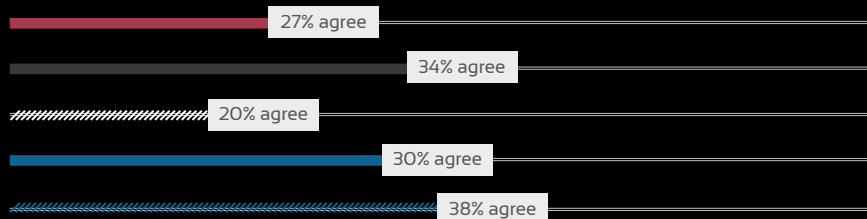
WHY DO PEOPLE BULLY?

FAMILY DYNAMICS

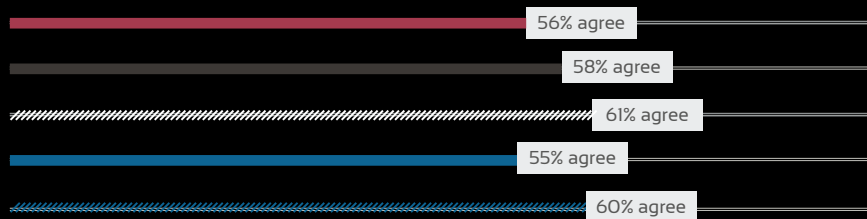
■ Those who have bullied somebody
■ Those who have bullied somebody daily
▨ Overall average from all respondents
■ Those who have been bullied in the past year
▨ Those who have been bullied in the past year on a daily basis



"MY PARENTS / GUARDIANS ARE USUALLY TOO BUSY TO SPEND TIME WITH ME."



"MY PARENTS / GUARDIANS WOULD RATHER SPEND TIME WITH ME THAN DO ANYTHING ELSE."



EXPERT COMMENT

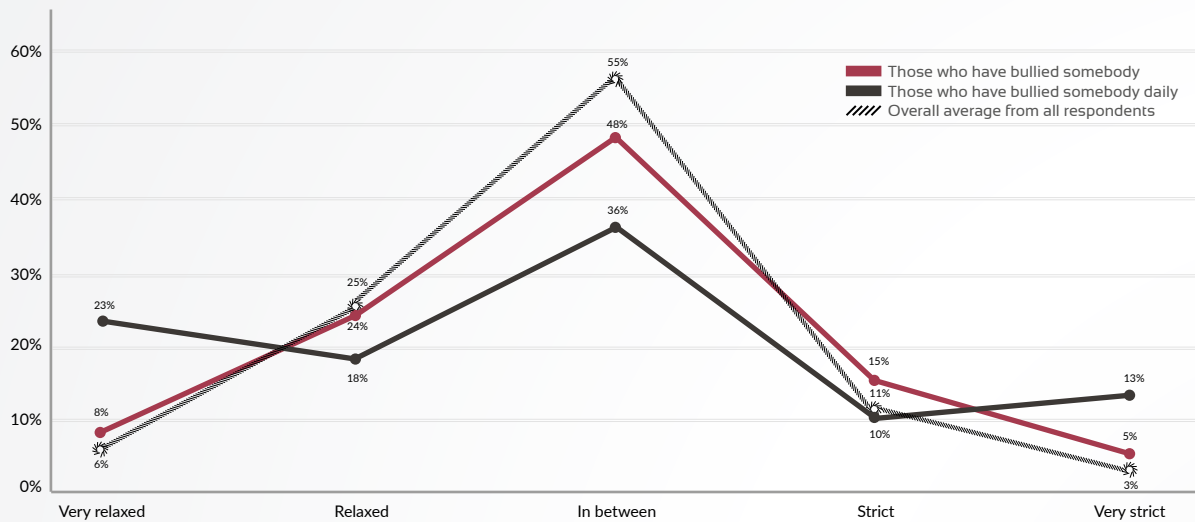
Dr Rick Fraser,
Clinical Director
Children &
Young People's
Services. Sussex
Partnership
NHS
Foundation
Trust.

"Bullying in children and young people is associated with mental health problems including depression, anxiety and self harming. There is also an association with physical ill health as well as a reduction in social functioning including truanting from school. Young people who bully others are more likely to have suffered upset and distress in their lives and to have their own mental health difficulties. Whether perpetrator or recipient, bullying has negative consequences for young people that can have lasting effects into adulthood. This is a problem that needs to be addressed. Anti-bullying campaigns and charities such as Ditch the Label are extremely important in raising the profile of this issue. An integrated response involving working with children/young people, families, schools/colleges and employers is required not only to address the negative outcomes of bullying but also to work towards prevention. Our society requires a unified approach to this problem."

WHY DO PEOPLE BULLY?

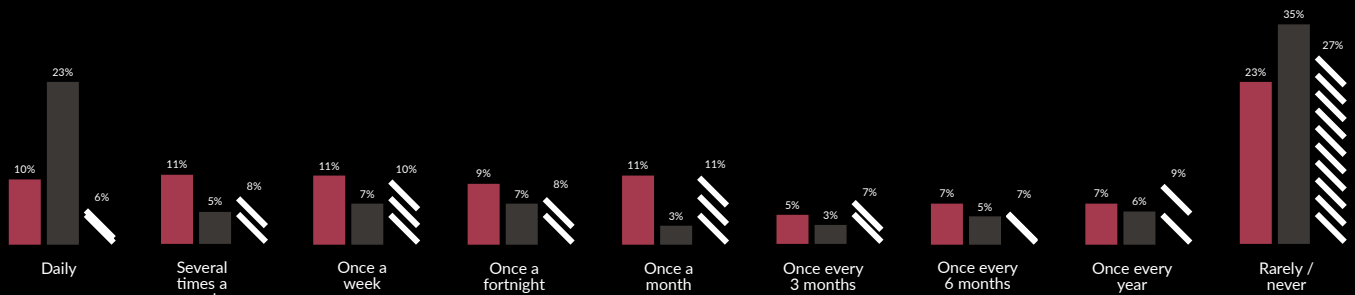
FAMILY DYNAMICS

HOW STRICT ARE YOUR PARENTS/GUARDIANS?

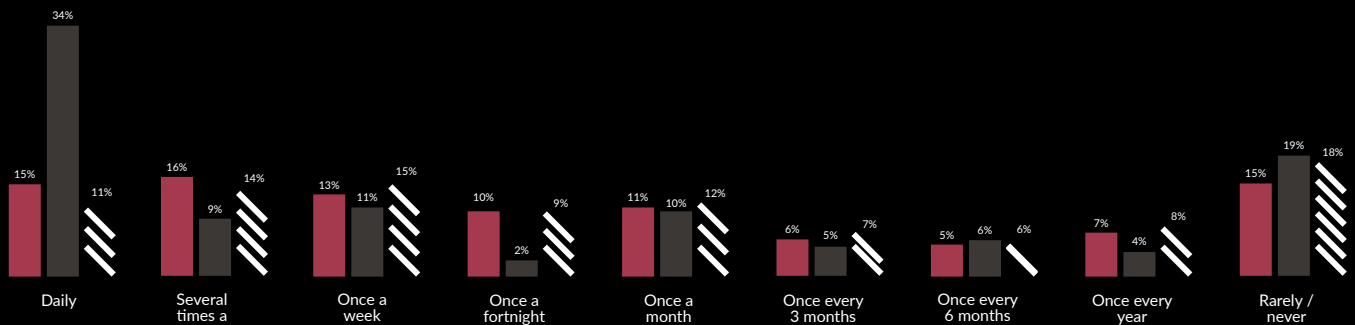


ARE THERE EVER ARGUMENTS AT HOME?

HOW OFTEN DO ARGUMENTS HAPPEN AT HOME BETWEEN THE PEOPLE WHO LOOK AFTER YOU?



HOW OFTEN DO ARGUMENTS HAPPEN AT HOME BETWEEN YOU AND OTHERS?



WHY DO PEOPLE BULLY?

SOCIAL CONDITIONALITY

INTRO

About this section:

Growing up can be tough, especially when you feel like you don't fit in. We all have a basic need to feel valued and accepted within our communities. We wanted to explore the impact that having conditionality within friendships and family relationships has on young people and their propensity to bully others. We explored the impact of peer pressure, social conditionality, emotional openness, and attention, finding that there is a direct correlation with bullying behaviours.

RELATIONSHIPS WITH FAMILY MEMBERS

To what extent do you agree with the following on a scale of 1-9. (1 is disagree, 5 in the middle, and 9 agree)	Average	Those who have bullied somebody	Those who have bullied somebody on a daily basis
My family like me unconditionally	7	7	6
My family make me feel supported	8	7	6
I would speak to my family for advice	7	6	6
My family love me	8	8	7
My family encourage me to do things I don't want to	4	4	5
I probably won't see my family when I'm older	3	3	4
My family would disown me if I did something they didn't like	3	3	4
My family don't give me as much attention as I'd like them to	3	3	4

RELATIONSHIPS WITH FRIENDS

To what extent do you agree with the following on a scale of 1-9. (1 is disagree, 5 in the middle, and 9 agree)	Average	Those who have bullied somebody	Those who have bullied somebody on a daily basis
My friends like me unconditionally	6	6	6
My friends make me feel supported	7	7	6
I would speak to my friends for advice	7	6	6
My friends love me	6	6	6
My friends encourage me to do things I don't want to	4	4	5
I probably won't see my friends when I leave school/college	4	4	4
My friends would disown me if I did something they didn't like	4	4	4
My friends don't give me as much attention as I'd like them to	3	3	4

WHY DO PEOPLE BULLY?

PROTECTIVE BEHAVIOURS

INTRO

About this section:

As part of this research, we wanted to better understand the psychology of those who bully others, to explore the possibility of bullying used as a protective behaviour or as a way of projecting how a young person feels about themselves onto others. We found that certain attitudes do have a stronger correlation with those who are doing the bullying. Interestingly, we found that those who do the bullying and those who experience it felt similar about certain things, such as a tendency to believe that other people take advantage of them.

Which of the following statements do you agree with? (As a percentage of respondents who agree)	Average	Those who have bullied somebody	Those who have bullied somebody on a daily basis	Those who have been bullied in the past 12 months	Those who have been bullied in the past 12 months on a daily basis
Some people cannot be trusted	73%	74%	69%	72%	66%
There is good in everybody	56%	53%	42%	52%	48%
Other people look down on me	30%	35%	37%	42%	43%
I am better than some people in society	24%	33%	43%	23%	25%
Attractive people go further in life	17%	27%	35%	21%	25%
You have to be cruel to be kind	16%	23%	37%	14%	16%
People try to take advantage of me	25%	32%	33%	39%	44%
Some people are scared of me	19%	33%	41%	22%	23%
It is important that people respect me	43%	45%	42%	41%	38%
Some people are luckier than I am	44%	49%	42%	49%	49%
Other people have it better than I do	34%	39%	34%	40%	42%
I am more fortunate than others	38%	41%	39%	32%	29%

To what extent do you agree with the following on a scale of 1-9. (1 is disagree, 5 in the middle, and 9 agree)	Average	Those who have bullied somebody	Those who have bullied somebody on a daily basis	Those who have been bullied in the past 12 months	Those who have been bullied in the past 12 months on a daily basis
I am confident	6	6	7	5	5
People like me	6	6	6	5	5
People find me approachable	6	6	6	5	5
People assume that they can't trust me	4	5	5	4	4
I am special	5	5	6	4	4
I use humour to hide my emotions	5	6	5	6	6
I am lucky	5	6	6	5	4
People would say that I'm a good person	7	6	5	6	6

**Text DITC12 £5 to 70070 to donate £5 and
help 2 young people overcome bullying.**

WHY DO PEOPLE BULLY?

OWNERSHIP OF BULLYING

“PEOPLE GET BULLIED BECAUSE THEY DID SOMETHING TO **DESERVE IT**”

- 19% on average agree
- 32% of those who have bullied agree
- 48% of those who have bullied on a daily basis agree
- 17% of those who have been bullied agree
- 19% of those who have been bullied daily agree

“THE PERSON **BEING BULLIED** NEEDS TO CHANGE”

- 10% on average agree
- 18% of those who have bullied agree
- 31% of those who have bullied on a daily basis agree
- 13% of those who have been bullied agree
- 18% of those who have been bullied daily agree

“THE PERSON DOING THE BULLYING IS GOING THROUGH A **TOUGH TIME**”

- 43% on average agree
- 46% of those who have bullied agree
- 41% of those who have bullied on a daily basis agree
- 43% of those who have been bullied agree
- 37% of those who have been bullied daily agree

“PEOPLE GET BULLIED BECAUSE THE PERSON DOING THE BULLYING IS **JEALOUS** OF SOMETHING”

- 70% on average agree
- 65% of those who have bullied agree
- 48% of those who have bullied on a daily basis agree
- 72% of those who have been bullied agree
- 68% of those who have been bullied daily agree

“THE PERSON DOING THE BULLYING SHOULD **CHANGE**”

- 38% on average agree
- 40% of those who have bullied agree
- 36% of those who have bullied on a daily basis agree
- 39% of those who have been bullied agree
- 40% of those who have been bullied daily agree

“PEOPLE GET BULLIED BECAUSE THEY ARE **DIFFERENT IN SOME WAY**”

- 71% on average agree
- 74% of those who have bullied agree
- 64% of those who have bullied on a daily basis agree
- 77% of those who have been bullied agree
- 73% of those who have been bullied daily agree

EXPERT COMMENT



Professor Ian Rivers,
Professor of Education

“Bullying remains a significant concern in UK schools. Ditch the Label’s 2016 report highlights the challenges young people face in schools, the reasons why young people are bullied and why young people bully others. It is very important that we understand the context in which bullying takes places, and how and why young people are bullied by their peers. This report shows that young people who are bullied in schools are more likely to report physical illness as well as psychological distress when compared to their non-bullied peers. However, it is also significant that those young people who report bullying others daily also report feeling physically unwell and proportionally more report being depressed, anxious and having suicidal thoughts when compared to those who are bullied. Ditch the Label continues to ‘lift the lid’ on this issue and asks the questions other do not ask. Such insightful and relevant research is a must read for those interested in ensuring that all young people feel valued and are able to achieve their very best.”



IS YOUR SCHOOL OR COLLEGE DOING ENOUGH?

45% of young people who have been bullied in the past year told us that they don't feel like bullying is taken seriously by their school or college.

- 21% feel like teachers need more anti-bullying training;
- 19% said that they'd like to see more lessons and activities designed to combat bullying;
- 17% want greater promotion of varied support services;
- 17% want to have greater access to self-help materials;
- 16% want guest speakers to talk about bullying and related issues;
- 16% want to see more discussions and debates in class about bullying, equality and related issues.

At Ditch the Label, we can help your school or college achieve all of the above, so please do get in touch to see how we can help you. At the very least, please consider signposting students to the DitchtheLabel.org website for support and self-help materials.



OUR RECOMMENDATIONS

FOR PRACTITIONERS

> Dealing With Those Who Bully

It is vital not to overlook the fact that many students who bully others do so as a coping mechanism for their own trauma and stressful situations that are not being addressed. It may be that the student is being bullied themselves or there could be abuse in their home life. Try to compassionately understand a student who is bullying to the best of your ability in order to find the source of the problem. Responding with negativity and punishment may not be a strategy that meets the complex needs of all students. It is progressive to avoid the villainisation of those who bully and we strongly advise studying the insights contained within this report in order to proactively help all young people.

> Appearance and Body Weight, Size or Shape Based Bullying

Appearance and weight related bullying is incredibly damaging to self-esteem and can have long-term impacts on confidence and self-perception. Body-positive messages need to be promoted throughout educational establishments. Workshops with guest speakers to promote positive body image, health campaigns featuring different healthy body shapes and sizes, and PSHE lessons on health issues such as anorexia and extreme dieting are some examples of positive measures.

> Interests and Hobbies Based Bullying

Interest derived bullying was the second greatest reason given for bullying. It is important to provide the opportunity for a wide range of extracurricular activities and enrichment programmes that represent the interests of your students. Embracing events such as Black History Month, culture weeks, special days, LGB&T pride, talent shows, and school or media projects can be a great way to bring different demographics together and celebrate diversity.

> Gender Stereotype Based Bullying

Bullying for not conforming to gender stereotypes affects a large proportion of bullied students and continues to limit young people's future ambitions and careers. Educating and engaging with young people about preconceived gender role ideas and stereotypes can help in ensuring they understand the limitations this puts on both genders.

Males and females should be encouraged to take part in a range of activities, courses and positions of authority within the school or college community. Do not segregate genders within lessons or extra curricular activities; especially within sports, science, performing arts, computing and business. Gender neutral facilities are, in addition, a positive way of removing gender barriers.

> Bullying of Minority Groups

A large proportion of bullying was prejudice based and due to attitudes towards a disability, race/culture, gender identity and sexual orientation. It is important to ensure that all minority groups are well represented and that

appropriate support services are made available and endorsed.

Education holds a huge opportunity to teach young people about different cultures, religions, lifestyles, and disabilities. PSHE lessons are a valuable space to reinforce the importance of acceptance and equality for all groups in society. Schools and colleges should diversify the range of charities they fundraise for by including a wide variety of causes. Time should always be set aside to engage pupils in raising awareness of a charity and its associated issues to promote altruism and a care for the wider community.

> Cyberbullying

Of those who reported bullying, 6 in 10 had experienced bullying online. It is essential that schools and colleges take cyberbullying seriously and treat it on the same level as other bullying issues. Teachers should proactively monitor the potential signs of cyberbullying as they can be less obvious than verbal or physical bullying in the classroom.

Education is key in arming all students with the knowledge of how to stay safe online and how to report offensive content; PSHE lessons and workshops are effective spaces for this. Information should constantly be updated to reflect the changing nature of social media and online trends. Please do get in touch for our updated resources.



OUR RECOMMENDATIONS

> Mediation and Restorative Justice Techniques

Although zero-tolerance policies may be appropriate at times, we strongly suggest that schools and colleges utilise mediation and restorative justice techniques wherever possible.

Mediation can be highly effective in rebuilding friendships where bullying has occurred as a result of a fall-out between friends or peer groups. It encourages understanding and creates empathy for the person being bullied and can prevent those involved from engaging in bullying behaviour again. Other restorative justice techniques can be effective in enabling the person bullying to reflect on their behaviour and challenge their views and actions.

> Reporting to Teachers and Family

Even though teachers were the most turned-to source of support for students, over half were typically dissatisfied with their response. It is essential that teachers are regularly trained in bullying protocol and are approachable, proactive and fully aware of their school/college's anti-bullying procedures and how best to support students. It is vital to keep an open dialogue of consultations between teachers and parents/guardians so parents feel able to express or raise any concerns.

> Digital Support

Young people are increasingly turning to the internet for advice and support. At Ditch the Label, we provide the largest online support service for those who are either being bullied or are bullying others. Support is confidential, innovative and empowering. Please feel free to signpost your students to our website.

FOR PARENTS/GUARDIANS

First and foremost, we advise parents to build open and honest relationships with their children so that they know they can talk to you about any issues that may be troubling them and create a homeplace culture that is inclusive and allows for freedom of expression. It is important they feel comfortable approaching parents for help as it can be daunting for young people to speak about their experience as they may be embarrassed, or even afraid of the potential repercussions of doing so.

Familiarise yourself with common warning signs that they may project if they are being bullied, these can often include a low mood, loss in appetite, a desire for isolation and sudden changes in behaviour, many of which have been identified in this report. If a child is being bullied, families must familiarise themselves with the school's anti-bullying procedures, contact the school and follow up with what action is being taken. We also strongly recommend that parents familiarise themselves with social media platforms such as social networking sites and apps that are popular with young people in order to advise them on how to report content or bullying.

Young people often tell us they do not think their parents will understand, or take cyberbullying seriously so it is crucial to be aware of the severe consequences of bullying. For more information please visit the dedicated Parents and Guardians area on the 'Get Help' section on our website at DitchtheLabel.org. You will find full information on how to spot

bullying, how best to help and detailed advice on reporting bullying.

FOR TEENS

It is important for anybody who is being bullied to firstly understand that it is not their fault. The person doing the bullying is likely going through a difficult time or is projecting their low self-esteem onto others.

It is always important to be vocal about bullying by reporting it or by talking about it with a friend, family member or mentor at Ditch the Label. Certain types of bullying are considered to be hate crimes and can be reported to the Police, based on severity.

We always advocate more holistic approaches to tackling bullying and we have advice and support materials available on our website for those who want to consider speaking to the person bullying them, or to help young people better understand the psychology of those who bully.

Sometimes, bullying can have extreme impacts on those who experience it; especially if it is over a prolonged period of time. In cases of self-harm or suicidal thoughts, it is important to speak to an adult or trained professional. We recommend the Samaritans (116 123) and Childline (0800 11 11).

Further help and support is available to anyone who has been, or is, experiencing bullying, including those who are bullying others, via our website at DitchtheLabel.org.

**DITCH THE
LABEL**

YOUR WORLD, PREJUDICE FREE .