

# **Youth Impact Communication**

## **School Bullying In Chinese High Schools:No Bully Creates Harmony And Stand Out**

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# Summary

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In the last three months, our team did a lot of things to study school bullying in Chinese High School. In particular, the International Department of The Affiliated High School of Hangzhou Normal University.

To start with, we had a meeting about which topic we should focus on. As high school students in China, my teammates and I all realized that school bullying was a common problem in Chinese High School. To help students around us having a better understanding of school bullying, and to protect more victims of it. We decided to focus on the subject of school bullying and helping those who suffered from it.

What' s more, to know better about how well students in the international center know about the definition of school violence and typical types of school bullying, we printed out many research papers that we made which included some questions about the knowledge of school bullying. Not surprisingly, we found out that many students did not know clearly what actions count as school bullying or how to deal with it. Therefore, we had a speech about introducing school bullying and what to do when facing it.

The "No School Bullying" speech that we had gone on well because almost every student who was listening to our speech learned more about school bullying such as how to deal with bullying when it happened or some forms of bullying that people rarely noticed. Also, we told them that we set two boxes on the first floor of our international apartment. One carton is for letters from the Victims of school bullying (whether to be anonymity or not is up to the writer) and the other one is for possible solutions. Therefore, we could help more victims in the long run.

What' s more, we not only organized students in our school to do some speeches about bullying to make more people aware that bullying was wrong, but we also held a debate about how to define school bullying, how to prevent bullying, what should different people such as victims and bystanders do when there is school bullying happening around them. We also pose on some social media. We wrote about the commonness of school bullying and appeal to everyone to stop school bullying when it is happening around them. What we posted on The Red Book has 123 viewers, Weibo page has 373 viewers, and Zhihu' s posts also have a lot of viewers.

We have also said in every class that if someone wants to say something about their own school bullying experience, they are welcoming to come to the psychological counseling room at noon to seek help or just have a talk. Plus, those students who are not willing to talk about their problems face to face can ask us anonymous questions on a website where we can answer them and offer them some appropriate advice immediately.

All in all, we notice that after the speech we have done and held, many students who bullied others have stopped bullying after our speeches and talks at school, and those students who were used to be afraid of telling others the fact that they were bullied can tell the teacher instead of doing nothing when someone is bullied others. Also, we realize that the speeches and debates we organized between students themselves do help them get aware.

# Identify the Topic

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## | Topic Description

School bullying is an act that brings many physical and mental problems to young students. Students often take advantage of their physical strengths and gather into a group and bully one or several weak classmates. School bullying often includes verbal, psychological and physical violence. First, verbal violence means that students often use abusive language to attack other students. In return this results in psychological impacts. Then, physical violence refers to the use of physical strength to attack weaker students. Last, the meaning of psychological violence is that the constant use of language, behavior, etc. to create mental or psychological pressure on other students. In the case of campus violence, students should pay attention to the following points, It is detrimental to students' health in both the physical and mental parts. Avoiding school bullying is a fundamental rule for school and parents. School bullying is a serious event. As students, we need to pay attention to school bullying and protect people who are suffered from school bullying

## | Why it is important

There are more and more events in high school. In fact, many events are caused by school bullying. The phenomenon of school bullying is becoming a great fear for many students in China. Actually, it is general for students of high school to experience school bullying. Some teenagers even commit suicide because of school bullying. However, teachers and parents ignore the importance of the outcome of school bullying. At the same time, students often do not know how to handle bullying. Hence, it is important to pay attention to the impact of school bullying on the issue, we gave schoolmates a questionnaire on people's understanding of bullying. It was a real pity to find few people even knew what bullying was, or had any interest in the topic. That is the reason why we want to research this topic. Also, we had a questionnaire about the degree of comprehending school bullying. It is a pity that few people understand the definition of school bullying and they even think school bullying is an interesting thing. Therefore, it is a huge importance to value school bullying for high students in order to create students a healthier life.

# | Project Objective

There are several purposes for why we are doing this project. The first goal is to raise individuals (including parents, teachers, and students themselves) awareness of these incidents in schools before it gets any worse in China. Many students at school who are bullied by others don't dare to tell others the truth that they are being bullied. By doing some actions like having speeches to call on students not to bully at school and a series of acts, we hope to encourage these students to tell teachers and parents about their situations at school. We also hope to alert parents to this issue. Also, many parents in China don't know how their children behave at schools. Many of them think their kids are doing well and getting along well with their classmates. However, the fact is that their children are having a tough time at schools and they don't know what to do or even know it is happening. Finally, through these actions we hope to also educate teachers on just how serious these problems are as well. Thus, our actions help a lot. through implementing theses actions, teachers can aware of how serious the problems are.

# Identify the Target Audience

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## | Who Are They?

Our target audiences are students in the International Department of The Affiliated Middle School of Hangzhou Normal High School who commit violence or the students who are bullied. Such as uniting other students to isolate one or some students or even beat other students at school and those victims of school violence.

## | Why Are They?

In this survey, we chose high school students in our school. In China, the proportion of high school students is relatively high, they represent the new generation of Chinese youth. However, this period of high school is also a period of high incidence of psychological problems among teenagers. At this stage of the high school, campus violence is often occurring. Therefore, our group wants to have an in-depth understanding of high school violence through this investigation. In our investigation, we mainly interview and observe the international department of our school students. Because the population of students in the international department is relatively small, we can also conduct intensive interviews and researches. Since we are students from the International Department of The Affiliated High School of Hangzhou Normal University, we are most familiar with students, teachers, and the environment in this department. Therefore, we can help them better because we are closer to them and can contact them easier if they want to seek help. Also, according to our researches, most of the students in our International Department are not clear about the definition of school violence. In other words, they might hurt other students unintentionally and easily. However, we want to protect more students who are going through school violence. Therefore, we choose them.

## | What is your scope?

Our scope is the students who are being bullied or were being bullied by others, especially those in our international center. Among them all, some were treated

with cold violence by other students, some were abused by others and some were even beaten by other students. We pay much attention to the students who commit violence or the students who are bullied.

## | **How to reach them?**

For those students who are not willing to have a "face to face" talk, there are two boxes we set on the first floor of our international apartment. One carton is for letters from the Victims of school violence (whether to be anonymity or not is up to the writer so it can protect the victims' privacies) and the other is for the letters we write our solution on to them. We don't have to worry that some students do not know the existence of these two boxes, because we had already told all students in the international department about the two boxes on the first floor and their functions when we gave a lecture on the prohibition of school violence. In this way, we can help more students who are going through school violence by providing them advice. Also, every day at noon in the school psychological counseling room, the psychological teacher and us will wait for them to be there and talk to them face to face about their problems at schools. As for how to influence the other people who are not in the circle of your "face to face" interview, students can connect with us. We publicize our activities on many platforms. Hence, it is possible for students who can not face to face, they could through email and phone to connect with us.

# Identify the Key Message

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## | The Key Message

"No bully creates harmony and stand out"

## | The Tactics Behind

School bullying is very horrible, so lots of students who commit violence or the students who are bullied dare not to stand out, so we want to raise individuals' awareness, asking the students don't bully others, encouraging the bullied to tell the elder what they have experienced. Also, we decide to post these words into our poster. This slogan greatly encouraged them not to be afraid, mobilized them to express their problems and actively seek outside help.



# Choose the Platform

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## | The Platform Chosen

We chose a lot of social applications and media in our survey. The first one we choose is Weibo. Weibo has 4.4 billion downloads in the world. Not only Chinese but also many people overseas are paying attention to Weibo. Through microblogging, we can put our findings in front of the world, so that more people can see our research results and pay attention to the problem of campus violence. Propaganda on Weibo can bring us more platforms.

The second platform we choose is Redbook. The download volume of this app has reached 1.4 billion. Many young people in China can share some life events through this software. Through this platform, we can tell many of our views to other young people and enhance the awareness and protection of campus violence.

We also use Zhihu, most of the social software for young people are Zhihu, so Zhihu can be very good to promote our activities. Besides, Zhihu can be forwarded, which can be forwarded by students, parents, teachers, we can let more young people know.

The last platform we choose is lectures. We invited some professional professors to our school and take a class with our students. The professor will tell us a lot about psychology. Give help and psychological counseling to students who have experienced campus bullying.

## | The Alternative Platforms

The alternative platform we chose was a video platform. In China, we have a website called Bili Bili. Most of the software is for young people and many internet stars. Most of the software is for young people and many internet stars. Thus, lots of teenagers use Bili Bili. Through Bilibili, teenagers are more likely to see our video. The problems we investigated also happen to many young people today. Publishing and disseminating on this platform can help many young people have a sense of prevention. And on this platform, we can contribute freely without violating the law

and express many of our real ideas. This way can effectively help young people get knowledge about campus violence.

## | The Criteria to Evaluate

Let's assess our platform through flexibility and Sustainability. In terms of flexibility, we are good at using the information around us and expressing our ideas and opinions through the Internet and social software. The Internet is very flexible. We can also use any network to show their use for us and let more people see and understand our findings. There are also people of different identities and ages on the Internet, and we can look at this issue from different perspectives, and we can also implement our survey more comprehensively from their feedback.

The second is Sustainability , the platform like the website will always exist, which can build a good permanent platform for us to carry out our activities and investigations. The Internet is a good platform for us to maintain a perfect survey environment and help us solve lots of problems that make more people to watch our video and survey findings.

## | The Rating Sheet

Our main platform is Weibo and Tik Tok such social media. The advantage is that there are many customers using such a platform, which also provides us with more opportunities to make our discoveries and more people. So we don't have to worry about whether no one has read our articles or made our own videos, which have no small impact on this society. But there are also some disadvantages of too large a platform. There are many different information on the Internet, such as many entertainment news and star gossip. More people are likely to pay more attention to celebrity gossip than to the severity of school violence. The other is that the number of articles we send on the Internet is not based on any contacts. The probability that we are read and remembered on the Internet to help us spread. Our second platform is through video applications. The advantage of this is that many young people are using it, and the problems we study also happen to young people. Young people who resonate with us will be willing to help us forward or provide us with valuable opinions after seeing our videos. But video application software also has some disadvantages. Many popular TV plays and variety shows will be broadcast on the video application software many times, which will attract many people's attention and make them not pay attention to our video.

# Set the Agenda

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## | Set the Agenda

### 1.Questionnaire

Date : 12/1/2019

Location ; Online questionnaire

Receive roughly 70 questionnaires

Conducted by Rebecca/ Crystal/Bob/Selena

### 2.Consult a psychology teacher in our school

Date : 12/5/2019

Location : In the Affiliated Middle School To Hangzhou Normal High School

Comprehend the definition of school bullying and then seek how to help the students who commit violence or the students who are bullied

Conducted by Rebecca, Bob, and Crystal

### 3.Report on questionnaire

Date:12/10/2019

Location: On the internet

Exactly analyze this questionnaire' s data and summarize the results

Conducted by Rebecca and Selena

### 4. A Mailbox Program

Date:12/14/2019-now

Location: In the Affiliated Middle School To Hangzhou Normal High School and on the internet

One carton is for letters from the Victims of school violence (whether to be anonymity or not is up to the writer so it can protect the victims' privacies) and the other is for the letters we write our solution on to them.

Conducted by Bob/ Crystal/Rebecca/ Selena

### 5.A small lecture : between the schoolmates

Date:12/25/2019

Location : In the Affiliated Middle School To Hangzhou Normal High School

Bob and Crystal make a lecture about school bullying and they lecture how horrible of school bullying, there are some cases of school bullying, they teach how to deal with the problems of school bullying

Conducted by Bob and Crystal

#### 6. School bullying debate competition

Date: 12/31/2019

Location: In the Affiliated Middle School To Hangzhou Normal High School

After the students' preliminary understanding of school bullying, we organized a School Bullying Debate Competition. In this debate, the topic we debated was whether we should help the students and teachers with the victims of school bullying. Students debate through data, through examples. Finally, we have a deeper understanding of school violence. We also have the right practices and solutions to school bullying. As students, we should help.

Conducted by Selena/ Bob/ Rebecca/ Crystal

#### 7.Speech Competition about school bullying

Date:1/4/2020

Location: In the Affiliated Middle School To Hangzhou Normal High School

We had a speech competition about school bullying. The students expressed their views on school bullying. In our school, everyone participated in this activity, which also means that everyone in our school has acquired the knowledge of school bullying. The purpose of this event is to let individuals participate in the activities of school bullying, to understand, to understand the school bullying.

Conducted by Selena/Crystal/ Bob/ Rebecca

#### 8. A huge lecture

Date:1/10/2020

Location: In the Affiliated Middle School To Hangzhou Normal High School

We invited professor oral Li to our school to lecture on post-traumatic stress recovery. In this talk, we realized that the psychological trauma of students may be worse than the physical trauma, and we learned how to recover after the trauma, some changes in the mentality of school bullying. At the same time, we realize how serious the real harm of school bullying is.

Conducted by Selena/Crystal/ Bob/ Rebecca

#### 9.Post our article

Date:2/8/2020-now





Location: On the internet

We post our article on the Weibo, The Red Book, and Zhihu

Conducted by Rebecca/ Bob

# Design the Packages

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-  [analyze questionnaire's data](#)
-  [Speech Competition](#)
-  [our actions of school bullying 1](#)
-  [our actions of school bullying 2](#)

# Create and Track the Impact

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## | The Execution Plan

A small lecture : between the schoolmates

On December 14, we organized a lecture. We publicized our activities in Senior One and Senior Two respectively. In all, more than sixty people attended our lecture. We had the students fill out a questionnaire before the lecture. We explained the definition of school violence and the harm of school violence, how to deal with school violence and many incidents of school violence. When we finished the presentation, we handed out the questionnaire to everyone again and gave their comments and questions. For example, we asked them about their attitudes toward school violence, and there was a big contrast between this data and the data before the lecture. This shows that our lecture is still effective.

A Mailbox Program

We officially launched our Mailbox Program. At the same time, we made a poster showing our key message "No bully creates harmony and stands out" in the poster, to encourage people to participate in our activities. And in our lecture, we have introduced our activities to you in advance. So the students are aware of our activities. For those students who are not willing to have a "face to face" talk, there are two boxes we set on the first floor of our international apartment. One carton is for letters from the Victims of school violence (whether to be anonymity or not is up to the writer so it can protect the victims' privacies) and the other is for the letters we write our solution on to them. We don't have to worry that some students do not know the existence of these two boxes, because we had already told all students in the international department about the two boxes on the first floor and their functions when we gave a lecture on the prohibition of school violence. In this way, we can help more students who are going through school violence by providing them advice. Also, every day at noon in the school psychological counseling room, the psychological teacher and us will wait for them to be there and talk to them face to face about their problems at schools.

School bullying debate competition

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deeper understanding of school violence. We also have the right practices and solutions to school bullying. As students, we should help

### Speech Competition about school bullying

We had a speech competition about school bullying. The students expressed their views on school bullying. In our school, everyone participated in this activity, which also means that everyone in our school has acquired the knowledge of school bullying. The purpose of this event is to let individuals participate in the activities of school bullying, to understand, to understand the school bullying. Let's begin to resist school bullying!

## | Impact Statistics

First of all, our total attendees for the small lecture between the schoolmates are 60 students. We discussed what is school bullying in a relaxed environment. Different individuals have different opinions about school bullying. In addition, through Bob and Crystal's lecture, students watched 3 videos related to school bullying and learned 5 examples of school bullying. Besides, our articles in the Weibo has 375 views, 300 likes in the Red Book and much attention in the Zhihu. Our total attendees for the huge lecture are 160 students and 12 teachers. Through professor li's explanation, teachers and students understand the harm of school bullying, and because of the understanding of school bullying, teachers pay more attention to this aspect of the problem in school and pay attention to students with psychological problems. Our director also emphasized the prohibition of school violence and stated the school rules on how to carry out school violence. To a greater extent, students are in awe of school bullying.

Other than that, we get about 22 letters a month from people with problems large and small. When faced with problems we can solve, we respond with letters and suggest solutions. When we get a really bad problem, we report it to the teacher and ask him to come up with a solution. In our efforts, more and more to express their own things, get the method. More and more people want to talk to us. We have also grown in this process.

Overall, for our speech competition and debate competition, a total of 145 students participated. We discussed our views on school bullying and whether we should help when faced with it. As students, what should people do? In these two activities, students all found the answer, even as very weak students, we also want to do our best to help other victims of the students. The students learned about the danger of school violence in these activities. We also know how to treat the abuser and the victim with the right attitude.

## | Collect Feedback

Participant one: Although I don't care about school bullying, I still do care about the victims. I would feel very sorry for people who are victims of school violence. If I see a student committing an act of campus violence, my heart, my body wants to help, but I dare not. So I just watch from a distance. But I really am not an indifferent person, I am not a cold person. The reason is that my abilities don't allow me to help. Maybe if I help hurt people, I will be hurt also. I feel frightened.

Participant two: I am a very brave man. So if I see someone being beaten, I'm willing to go up and help. When I see someone being beaten, I call the police or ask the teacher for help. When others are in trouble, we have to help, even if we are ordinary people.



# Review and Reflections

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## | Overall Self Check

*This part is absent or not available temporarily.*

## | What Are Successful

We think the significance of our activity is to let the students around more and less understand a basic definition of school bullying, and let everyone know that the original danger is in our side, let everyone to prevent more. As for the success, we think the success is very broad when people have done this activity, they may also be successful, but we think the success of our group can be a very influential group, can promote more positive energy of a group. we think that's what success is all about. We made a lot of efforts in this activity, of course, we also have a very good result, we want to be successful, of course, the definition of success is very broad, so we think our success is very simple, let everyone know some basic knowledge about school bullying.

## | What to Improve

In teamwork, we will encounter a lot of difficulties. We also get along with solutions when we have difficulties or are inefficient. At the beginning, when we choose the research content, each team member has different ideas, but they only exist on the surface. Without in-depth research on the topic we choose, it is difficult to reach a consensus. So, in response to this, we're starting to develop questions. At present, we search for papers and details about topics we like on different websites. After we have a deep understanding of the topic we choose, we will find out whether the topic is easy to be studied in depth, and whether the topic can reflect the current ordinary young people. At last, we had a group discussion to select the most meaningful and beneficial topics for us. We also encountered other problems in the course of our activities. Generally, children who encounter violence on campus will not tell us their own experience. Adolescent children are sensitive to psychological trauma and are afraid of being known to make their lives worse. In order to solve

this problem, we asked many teachers about whether they noticed bullying between students in their class. The teachers are very cooperative with our interviews and investigations, and help us find solutions together. With the help of our teachers, we decided to hold lectures on school violence in order to improve the students' psychology of prevention and rejection of this kind of behavior. Let students know that it's not disgraceful to encounter violence on campus. We should speak up bravely and let students and teachers work together to help him maintain dignity and safety

## | Summarize Learnings

In the past three months, we are a team of three girls and a boy. We have learned a lot of skills and knowledge in these three months. First of all, we learned social and media-related skills. We didn't make posters before, but in the process, we made posters through software for promotion. In addition, we used the questionnaire survey to understand students' ideas. We did not only the paper version but also the electronic version. We use weibo (like Instagram), WeChat and other media to promote our campaign. Then, we have grown in this activity. In order to publicize our activities in different classes, she dared to stand in a strange environment to publicize our activities. Our group also asked the professional teacher, although the psychology teacher did not teach our class. For the first time, we held an activity against campus violence on our own. We designed the activity ourselves and arranged the time with our teachers. This was the first time we held an activity on our own. Before, we thought we would not be able to complete this difficult task. Last but not least, we learned how to work together efficiently to accomplish the task. We will discuss our plans before each activity. We will sit together and discuss our plans. We will make plans, assign tasks and execute tasks. This is a time-saving way to discuss the plan before act. We'll use this method for every activity from now on.

# Team Credits

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Bob

The purpose of this activity is to let students around the high school have a certain understanding of school bullying so that they can get some information about how to avoid school violence, how to make some measures in school violence.

I played an important role in our group, and we discussed all the decisions. In the execution of various activities, I played the role of shooting records, recording all the activities and efforts we made. As well as some presentations PPT production and explanation work

I don't think the effort is worth mentioning, but I want to talk about what I gained from this activity. I think I still gained a lot, mainly I think I finally realized the importance of the team. In all the previous activities and competitions, I was a single participant, so I took my interests as the center. However, after this activity, I found that I could not take my interests as the center, and should focus on the overall situation. I am the only male in our group, so I have to take on some things more, just like a man.

Selena

First, the other teammates and I pick the theme of our essay. Also, I write the summary and identify the target audience parts in our essay. I came up with the idea of putting two boxes on the lobby for those students who are not willing to have a face-to-face talk about bullies. What's more, I made a PowerPoint about school bullying which clarifies the types of bullies, how to deal with a bully and so on to let the students in our school realize the seriousness of bully and get to know ways to cope with bully. At the same time, I publicized my teammates' questionnaire at school.

Crystal

In our activities, everyone has their painless tasks and plays different roles. In the recent activities, I was mainly responsible for three parts. At the beginning of the activity, our group leader suggested to me that we could issue a questionnaire about school violence to survey our school. Before making the questionnaire, I learned about the definition of school violence on the Internet to have a deeper understanding of school violence. Then I made this questionnaire based on some real cases that happened in the Chinese campus and my thinking. The second activity I mainly carry out is to invite teachers with a certain expertise in psychology to give lectures in our school. In my life, some relatives and teachers are specialized in studying psychology at the university and have certain professional training in

psychological counseling for teenagers. The influence of school violence on students is mainly psychological. Inviting the elders who have a good understanding of this aspect to teach students science can serve as a warning to students and possibly help them in the future.

Rebecca

As the leader of this activity, I participated in each part of this activity. We conducted questionnaires, have a lecture, arranged time with teachers, and discussed school bullying with teachers. Discussing the harm of school bullying with students. I conducted a questionnaire for the first time, organized an activity for the first time, and served as a leader for the first time. Besides, I was deeply affected by this activity. I investigated a lot of school bullying incidents, which made me more deeply aware of the harm of school bullying. In this activity, I learned how to mobilize the enthusiasm of team members. Understanding how important it is to work together as a team.

# Judge Comments

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" You have an important topic. Its significance can't be overstated. Bullying is a problem, and it's incumbent on all of us to take a stand. I appreciate that you took the time to define the terms and help people understand what constitutes bullying. That education is vital. Your justification for the topic could've been enhanced with data and statistics about the prevalence of bullying. I'm not certain you need to define your audience as those who bully and those who are bullied. Perhaps it's simply students. You have identified an audience of convenience, though. Consider spreading your reach to other students in other schools, as well. You were considerate and thoughtful about how you solicited responses from members of your audience. I appreciate that your key message is succinct. You've distilled your idea to a tagline, and that's useful. Perhaps the translation to English isn't doing much service, though. It says "no bully create harmony and stand out." The first part of that is easily understood, but I'm not sure what "and stand out" means. That said, I have not held the translation against you in my score. Good mix of online and offline platforms. You've identified interesting online options. I'm not sure Tik Tok is your best option, considering it's a platform mostly used for entertainment purposes. You have a serious idea here, so you need to justify why you're considering Tik Tok and how you'd use it. Your agenda is solidly devised. I think you could've planned to post more articles online throughout the entire process. Small updates with new information that are posted consistently would bring more attention and traffic to your project. You missed an opportunity to share the materials you produced. Leading up the "design the packages" component of your project, you talked about a survey and video and lecture and articles and more, but you didn't present all those materials. You offered the results of your survey, but not open-ended reflections. You have a photo of your speech competition, but no video. It felt like you were leading up to a larger release of your messaging products. And putting a human face on this problem is so important to telling the story. That's not present here. It looks like you had good turnout and response rate for the work you did. In particular, 22 letters a month is wonderful feedback. Nice job reflecting on the difficulty of getting victims of bullying to go on the record to talk about their experiences. That is a challenge, but it's also important toward putting a face to the problem. Your pivot to teachers was smart, though. "