

CYBERWOOD

Een studie naar de effecten van celebrity bashing op cyberpesten bij jongeren:
recente bevindingen uit onderzoek bij Vlaamse scholen

Onder begeleiding van
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Achtergrond

- Cyberpesten: probleem bij jongeren
- Recente studies: ook anderen worden slachtoffer, zoals celebrities
- Dit benoemen we als "celebrity bashing"

Timing
Oktober 2015-
September 2019

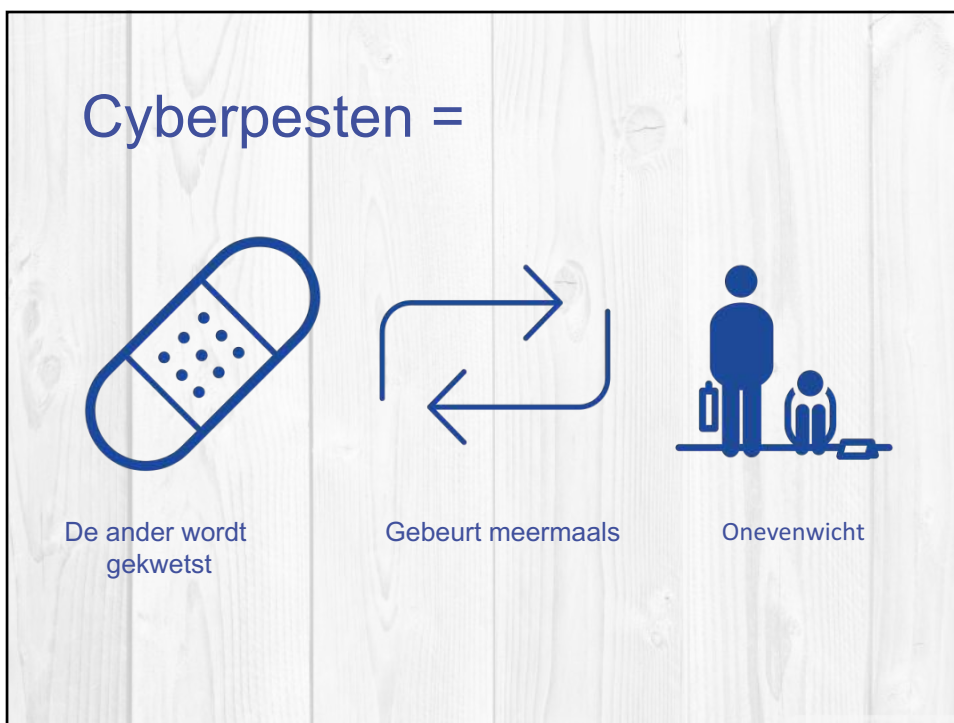
Doel
Geregelde blootstelling aan celebrity bashing
→ negatief gedrag tegenover celebrities en peers?





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De slachtoffers van cyberpesten



Celebrity bashing =



Online aanvallen



Bekende figuur



Journalisten



Publiek

Waarom is celebrity bashing een probleem?

- Theoretische achtergrond
 - **Social Learning Theory Bandura:** regelmatige blootstelling → kan eigen attitudes en gedrag beïnvloeden
 - Algemene **aanvaarding** van celebrity bashing
 - **Entertainment** functie: veiliger dan bij peers



Andere factoren

Andere factoren kunnen die processen versnellen of vertragen:

- **Omgevingsfactoren:** normen van vrienden, ouders
- **Persoonlijkheidsfactoren:** empathie, moral disengagement
- **Betrokken figuren:** wie is de dader/slachtoffer en hoe graag heeft men die?

Methode

1. Wat denken jongeren over celebrity bashing?

→ Focusgroep studie (nov-dec. 15)

2. Doen jongeren aan celebrity bashing?

→ Online survey (dec. 15 - jan. 16)

3. Hoe kunnen we dat gedrag verklaren?

→ Papieren survey (apr. 16)

- Omgevingsfactoren: normen
- Persoonlijkheidsfactoren: empathie en moral disengagement
- Betrokken figuren: dader, slachtoffer

4. Hoe ervaren celebrities dit?

→ kwalitatieve inhoudsanalyse (jun. 17)

STUDIE 1: Celebrity critiquing: hot or not?

Wat denken tienermeisjes over celebrity bashing?

Methode:

- Focus groep studie
- 76 meisjes
- +/- 13 jaar
- Vlaamse scholen
- Bespreken van voorbeelden van celebrity bashing

Resultaten:

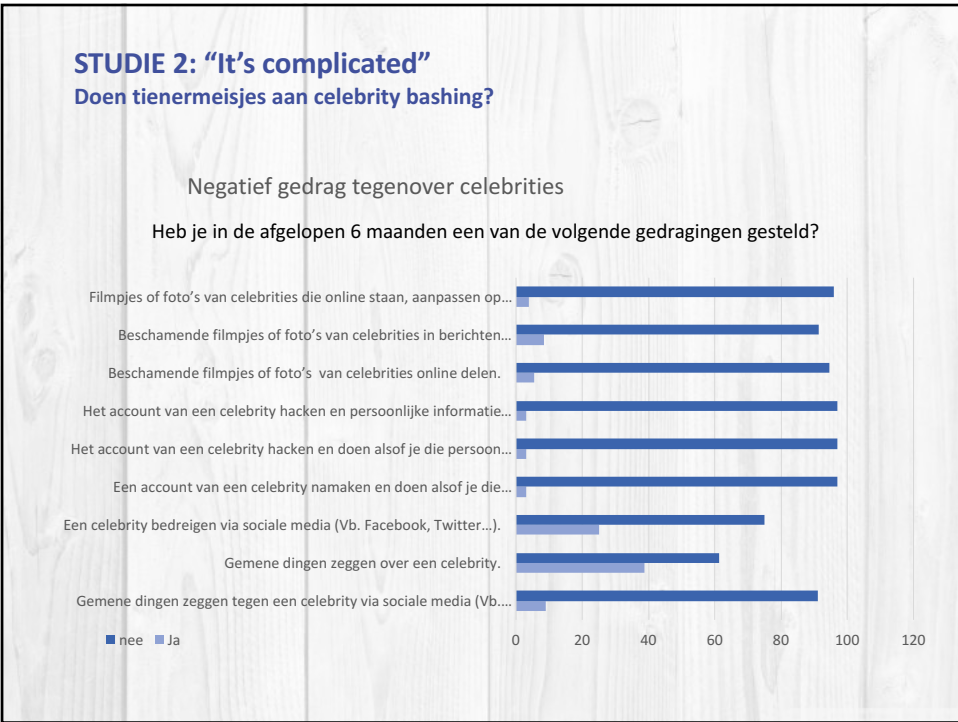
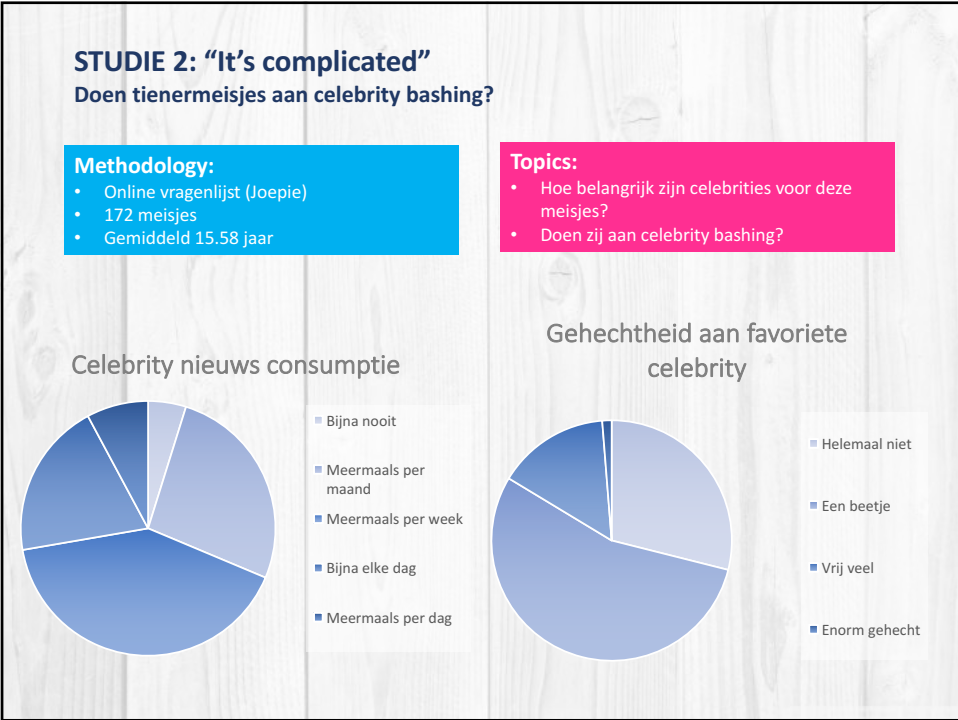
- Lezen graag celebrity bashing
- Geven de celebrity de schuld
- Beroemd zijn = haatberichten krijgen
- Weinig impact of de celebrity
- Celebrity bashing verschillend van cyberpesten



Quote 1: "het is een beetje haar eigen schuld, als ze niet zou zingen of als ze die mensen niet zou aanvaarden als vrienden, zou er niets gebeurd zijn."

Quote 2: "als een beroemde persoon dit soort zielige teksten online zet, dat klinkt misschien graf, maar daar heb ik geen medelijden mee."

Quote 3: "Ik denk dat het niet bedoeld is om mensen te pesten, het is meer bedoeld om plezier te maken en te tonen dat niet alles altijd serieus genomen moet worden."



STUDIE 3a: Omgevingsfactoren
 Het effect van normen van peers, ouders en favoriete celebrities op celebrity bashing

Methode:

- Papieren survey
- 1.255 jongens en meisjes
- Gemiddeld 14.17 jaar

Topics:

- Hoe denken je vrienden/ouders/favoriete celebrities over celebrity bashing? (injunctieve norm)

The infographic features three circular icons. On the left, a person is seated at a desk with a laptop, enclosed in a pink circle. In the center, a person is shown from the chest up, holding a magnifying glass to their eye. On the right, a person stands with a thought bubble above their head, enclosed in a blue circle.

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The infographic features three circular icons. On the left, a group of three people are shown, with one person in the center being embraced or surrounded by the other two. In the center, a person is shown from the chest up with a large question mark above their head. On the right, a person in a tuxedo is walking on a red carpet, flanked by stanchions and ropes, enclosed in a blue circle.

STUDIE 3a: Omgevingsfactoren

Het effect van normen van peers, ouders en favoriete celebrities op celebrity bashing

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STUDIE 3B: Persoonlijkheidsfactoren

Empathie en moral disengagement als voorspellers van celebrity bashing

Methode:

- Papieren survey
- 1.255 jongens en meisjes
- Gemiddeld 14.17 jaar

Topics:

- Empathie: cognitive en affectieve empathie
- Moral disengagement: deactiveren van morele gevoelens

Celebrity aggression

STUDIE 3C: Betrokken figuren Wat is de invloed van hoe graag men de dader/slachtoffer heeft?

Methode:

- Papieren survey
- 399 meisjes
- Gemiddeld 14.09 jaar

Cases:

- Bashing cases: door journalist versus door publiek
- Celebrities: Selena Gomez (geliefd) versus Miley Cyrus (niet geliefd)

Below you can find an example of an online news article on Selena Gomez. Under the news article, there are a few Twitter reactions of readers. Read both the news article and the tweets carefully and answer the related questions.

Is the hot Selena Gomez really such a dumb bimbo?

It is hard to deny that Selena Gomez is a gorgeous woman. However, there are some doubts about her mental capabilities.

Not so long ago Justin Bieber and Selena Gomez were a couple. Every once in a while they are together again. Selena really loved Justin. However, the two didn't get together until they were 21.

Earlier this week, the news came out that Selena had slept with a Victoria Secret model. For Selena, this was her first time. She had slept with someone else, but doing so was a bridge too far.

However, a couple of hours ago Justin posted a picture on his Instagram together with Selena Gomez. Reading and looking at the picture he wrote "At this moment all other things are still a bit fuzzy."

When we saw this picture, we immediately wondered: Is Selena Gomez really that stupid? Did she really give that picture and where manager yet another chance?

Reader reactions:

Selena Gomez is HOT, but so stupid!

Is there anyone else who thinks Selena Gomez is a dumb whore or is it just me?

Below you can find an example of an online news article on Miley Cyrus. Under the news article, there are a few Twitter reactions of readers. Read both the news article and the tweets carefully and answer the related questions.

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Reader reactions:

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STUDIE 4: De kant van de celebrity

Hoe ervaren celebrities celebrity bashing?

Methode:

- Framing analyse
- 106 online artikels
- Celebrity magazines: Seventeen and Twistmagazine

"Even though it's hard, the best thing to do is ignore the negative comments. Use your online privacy settings to **block anyone posting hurtful messages** and surround yourself with people who make you feel amazing." (Kylie Jenner)

"I am a girl, I have feelings and people think I take no S--- and I'm tough, **tougher than nails, but I'm a human being.**" (Pink)

"I've been receiving messages of a group of fans, they **drowned my phone in messages, keeping me awake at night, saying things you wouldn't even believe about me** [...]" (Niall Horan)

Resultaten:

- **Ervaringsframes**
 - Geen controle
 - Het ergste moet nog komen
- **Coping frames**
 - Gedrag
 - Terugreageren
 - Niets van aantrekken
 - Negeren
 - Cognitief
 - Focus op de positieve dingen
 - Gevoelens onder controle houden
 - Celebrities zijn ook mensen
 - De pester heeft een probleem
 - Sociaal
 - Hulp zoeken

"Do not respond with hate, because you might make that person feel terrible, and you feel terrible. So who want that? **Respond with positivity** and focus on all those positive comments". (Bethany Mota)

Implications

- Celebrity bashing is een probleem omdat
 - Gezien als aanvaardbaar zonder impact
 - Toegangspoort tot cyberpesten
- Leer adolescenten dat celebrity bashing onaanvaardbaar is
- Leer adolescenten dat zelf als je iemand niet leuk vindt, het niet OK is om die persoon te pesten
- Hou rekening met de mogelijke rol van persoonlijkheidskenmerken

CYBER BULLYING ON FACEBOOK

Stop poking yourself; stop poking yourself; stop poking yourself



somee cards



Publicaties

- Ouvrein, G., Vandebosch, H., & De Backer, C.J.S. (2017). Celebrity Critiquing: HOT or NOT? Teenage Girls' Attitudes and Responses to the Practice of Negative Celebrity Critiquing. *Celebrity Studies*, 8(3), 461-476. DOI: 10.1080/19392397.2017.1307126
- De Backer, C.J.S., Van den Bulck, H., Fisher, M.L & Ouvrein, G. (2017). Gossip and reputation in the media. How celebrities emerge and evolve by means of mass mediated gossip. In F. Giardini & R.P.M. Wittek (Eds). *Handbook of Gossip and Reputation*. Oxford: University Press.
- Ouvrein, G., Vandebosch, H., & De Backer, C. J. S. (2018). The celebrity cyberbullying experience and coping guide. A framing analysis of online celebrity cyberbullying citations in news articles. In H. Vandebosch & L. Green (Eds.), *Narratives in research and interventions on cyberbullying among young people*. Belgium: Springer.
- Ouvrein, G., Pabian, S., Machimbarrena, J.M., Vandebosch, H., & De Backer, C.J.S. (publication forseen 2018). Online celebrity bashing: Wrecking ball or good for you? Adolescent girls' attitudes toward the media and public bashing of Miley Cyrus and Selena Gomez. *Communication Research Reports*.