



CYBERBULLYING ON CAMPUS:

POLICY AND PRACTICE IN A 'LAWLESS' WORLD

A one-day conference for professionals working in further and higher education

3 September 2009, University of Westminster, central London

Cyberbullying is the term given to bullying carried out through electronic means such as mobile phones texts, social networking sites, email and chatrooms.

WHY CYBERBULLYING?

We have all heard about the rise of cyberbullying in schools using email, social networking sites and mobile phones with new strategies being implemented at local level via the Department for Children, Schools and Families, and local education authorities; but what about those who are 18+ and still in education, as well as those who are employed on campus? The strategies strangely appear to be non-existent for adults and for those studying or working in our further and higher education institutions.

As more and more of us sign up to social networking, use email, or spend increasing amounts of time texting, we are making ourselves increasingly and unknowingly susceptible to having facts about us known more widely.

"Every technological innovation creates deviant as well as respectable behavoir". (Edgley and Kiser 1981 p5)

Those in authority, or those who work with the victims, need to possess an understanding of the technology and the current regulation of cyberbullying so they can formulate appropriate policies and strategies to

effectively guard against, and deal with, the fall-out from the actions of the cyberbullies.

This conference will offer invaluable new insights into this under-explored, but rising scourge in our sector, and on the lives and experiences of those working or studying on campus, and offer some possible solutions for those engaged in either policy or practice, or both.

Whatever your role within your institution, the identification, management and response to the cyberbullies has an impact on us all. Often there are conflicts of interest, and also a lack of understanding when the behavoir is online.

Cyberbullying is the term given to bullying carried out through electronic means such as mobile phones texts, social networking sites, email and chatrooms. Where it differs from the the more traditional form of bullying is that for the person on the receiving end there is no escape. Often the perpetrators are anonymous and occasionally comments are posted about the bullied of which they have no knowledge.

JOIN US

Join the country's foremost experts on cyberbullying - from experts in dealing with the psychological and counselling aspects, to specialists in workplace bullying - to gain invaluable new insights into this growing and harmful activity.

Our keynote speaker will be professor Michael Sheehan, Professor of Management and a Co-Director of Centre for Research on Workplace Behaviours, University of Glamorgan, who will speak on workplace bullying in higher education, the evidence, implications and propositions.

Our plenary speakers include:

Michael Sheehan, professor of management and a co-director of the Centre for Research on Workplace Behaviours, University of Glamorgan, will deliver the keynote presentation and will speak on the work of the centre and their research into campus bullying.

Dr Monica Whitty, reader in psychology, Nottingham Trent University, will present her work on the sexy side of the internet and cyberstalking, as well host a workshop session on raising the awareness of cyberstalking as a crime.

Dr Thomas Chesney, Head of Undergraduate Admissions, University of Nottingham and **Dr Iain Coyne**, Associate Professor in Occupational Psychology, University of Nottingham, will present jointly on Second

Life and how the cyberbullying have infiltrated this domain.

Dr Subhajit Basu, lecturer in law and information technology, Queen's University Belfast and **Richard Jones**, reader in law and information technology, Liverpool John Moores University, will present jointly on the legal aspects of cyberbullying.

"A recent UK study found that 25 per cent of children and young people had been 'cyberbullied', feeling that there is no way out and nobody to help, some even contemplate suicide as the only way to escape. If this is the scenario for under-18s, what is happening in the post-18 arena?"





KEY ISSUES

Our speakers will spark debates on the most important challenges facing staff and students in the post-18 education environment. Their presentations will aim to give you new insights into, and a fresh perspective on, this modern technologically-based activity.

Sessions cover:

- * the sexy side of the internet
- * bullying within Second Life
- * legal aspects of cyberbullying
- * regulation of cyberstalking
- * use and abuse of phone technology
- * managing your professional reputation
- * the crime of cyberstalking, and
- * a series of afternoon workshops where specific issues can be further developed and discussed

ADDRESSING YOUR PROFESSIONAL NEEDS

Whatever your role or position in your board, trust, hospital, department, ward or centre, you will discover how you can learn from the principles of using social marketing techniques to help make a real improvement to the lives of your patients or clients.

- Sessions are designed to give you a cross-section of practical models for successful social marketing within many areas of delivery
- Our speakers are all leaders in their fields who will help you to advance your knowledge of social marketing by engaging with the specific challenges within the discipline.
- By attending the workshops in the afternoon you will hear your peers talk about specific projects and strategies and how they were formulated, executed and evaluated.
- This is your opportunity for professional development in one of marketing's fastest-moving and most complex fields.

WHY YOU SHOULD ATTEND?

The event promises to provide an exciting mix of sessions as speakers discuss the many aspects of putting a successful social marketing intervention together. They will offer views on how social marketing techniques can be applied in an ever-changing, complex and free society for the public good.

You will have the opportunity to discuss how you can plan your social marketing campaigns and consider new ways of making your messages look more attractive as the 'competition' works in opposition.

By attending you will:

- understand the nature of social marketing within a Scottish health policy context
- hear from experts in their field about social marketing and the importance of the four As: appealing, affordable, available, appreciated
- discover how a number of your peers approach the challenges laid before them and how they implement the techniques of social marketing to best affect
- understand the social marketing journey and how your role as a health-care or related professional relates to policy directives and targets
- benefit from the latest thinking and network with colleagues

THE SPEAKERS INCLUDE:

Michael Sheehan (keynote speaker)

Professor of management and a co-director of centre for research on workplace behaviours
University of Glamorgan

Subhajit Basu

Lecturer in law and information technology
Queen's University Belfast

Amy Binns

Lecturer in media and journalism
University of Huddersfield

Dr Petra Boynton

Lecturer in international health services research
UCL

Thomas Chesney

Head of undergraduate admissions
University of Nottingham

Iain Coyne

Associate professor in occupational psychology
University of Nottingham

Alex Henderson

Student and anti-cyberbullying campaigner

Richard Jones

Reader in law and information technology
Liverpool John Moores University

Alan Reid

Lecturer in law
Edinburgh Napier University

Monica Whitty

Reader in psychology
Nottingham Trent University

WHO SHOULD ATTEND?

Those with an interest in this area and with responsibility for their institution's policy and governance, student and staff welfare, and academics.

Areas of interest may include:

- Academics and researchers
- Admissions tutors
- Communications/PR
- Corporate affairs
- Course organisers and administrators
- Counselling and advice
- e-learning professionals
- External relations/affairs
- Faculties and schools
- Governance
- Heads of department and directors
- Health and well-being
- Human resources
- Information services
- International
- IT
- Marketing
- Occupational and mental health
- Policy makers
- Press or Media
- Quality assurance
- Recruitment
- Registrars
- Registry
- Reputation management
- Research Centres
- Student counsellors
- Website
- Welfare officers

THE CONFERENCE VENUE

University of Westminster
Cavendish campus
115 New Cavendish Street
London W1W 6UW

Getting there

The Cavendish campus of the University of Westminster is located within easy reach of many tube and mainline stations and is in the shadow of the BT Tower. The nearest tube stations are: Goodge Street (Northern line), Great Portland Street (Metropolitan, Circle and Hammersmith & City lines), and Warren Street (Northern and Victoria lines).

There are many bus routes which use Tottenham Court Road and Euston Road. If you choose your stop carefully you will only be about five minutes' walk away.

The nearest mainline station is Euston, which is about 15 minutes walk away. Further afield are King's Cross, St. Pancras, and Thameslink railway stations.

Accommodation

Accommodation is not included in the conference fee. However, if you are travelling far you may wish to consider staying in London the night before the conference. The conference date falls within the summer holiday months and as a result, the University of Westminster is able to offer accommodation in its halls of residence, subject to availability. Should you wish to enquire about the University's accommodation please see: www.wmin.ac.uk/page-5198

In addition, there is a huge choice of accommodation available in central London, ranging from the cheap-and-cheerful to luxury five star! The University has negotiated special rates at a number of hotels for its staff, students and visitors, for further information please see: www.wmin.ac.uk/page-7301

You could also Google with your specific requirements, please but bear in mind that hotels closest to the venue will be in the WC1 postcode area.

Leisure time

Situated in the very heart of London, the University is ideally located for visitor attractions, restaurants, shops, theatres and cinemas.

London is a vibrant, cosmopolitan city, famed for its culture, its architecture, its nightlife and its green spaces. It offers a wealth of activities to visitors, from galleries and museums, to superb shops and a vast range of restaurants and cafes.

For additional information on the attractions of London, please see: www.visitbritain.fi/destinations/england/london/index.aspx



CONFERENCE FEES

Register for your place either by booking online using our secure server (and pay by VISA, Mastercard or debit card), or by completing the enclosed booking form.

All bookings are subject to our terms and conditions, shown in this brochure on page 9 and also available online at:
www.discoveringfutures.com/terms_and_conditions

Note: payment must be received at least ten working days before the date of the conference, i.e. by 20 August 2009 or within 20 days of registration.

Without payment you may be denied admittance.

Save £££s by booking your place early!

The early bird discount expires at midnight on 31 July 2009, so register today.

HE / FE / college *: Early bird discounts apply to bookings made on or before 31 July 2009. Teams also receive a discount!

One delegate	Two delegates**	Three delegates**
£275	£500	£705

All other sectors: Early bird discounts apply to bookings made before 31 July 2009. Teams also receive a discount!

One delegate	Two delegates**	Three delegates**
£345	£640	£915

HE / FE / college *: fees for bookings made on or after 1 August 2009. Teams also receive a discount!

One delegate	Two delegates**	Three delegates**
£345	£640	£915

All other sectors: fees for bookings made on or after 1 August 2009. Teams also receive a discount!

One delegate	Two delegates**	Three delegates**
£415	£780	£1125

Please note:

We do not charge VAT.

* HE / FE / college sector rates apply to universities, colleges and other educational establishments. Third party organisations associated with education do not qualify. Definition of the education sector will be determined on the delegate(s) having a bonafide university/college address and/or email address ending in 'ac.uk', 'edu', or recognised equivalent.

** These special rates are for two or three delegates who book at the same time and who are from the same organisation.

We will be able to offer more advantageous rates if you wish to book four or more delegate places from the same organisation, please contact the conference office, details are on the final page.

Your fee includes:

- all written materials
- access to a protected part of our website for pre- and post-conference information
- lunch, and teas and coffees



The agenda: Cyberbullying on campus: policy and practice in a 'lawless' world



3 September 2009, University of Westminster

9.00	Registration / refreshments	
9.45	Welcome from the conference chair	Christine Hodgson
9.50	Keynote speaker	Professor Michael Sheehan Professor of Management and Co-Director, Centre for Research on Workplace Behaviours, University of Glamorgan Setting the scene: the trends on bullying staff and students in higher education
10.30		Dr Monica Whitty Reader in Psychology Nottingham Trent University The sexy side of the internet - the dark side?
11.00	Refreshment break and networking opportunity	
11.30		Dr Thomas Chesney Head of Undergraduate Admissions University of Nottingham and Dr Iain Coyne Associate Professor in Occupational Psychology University of Nottingham Griefing in virtual worlds
12.15		Alan Reid Lecturer in Law Edinburgh Napier University The legal pitfalls of mobile communications: Bullying anytime, anywhere, anyone
12.45	Lunch	
1.45		Dr Subhajit Basu Lecturer in Law and Information Technology Queen's University Belfast and Richard Jones Reader in Law and Information Technology Liverpool John Moores University Where Evil Dare: Regulation of Cyberstalking
	Workshops 1 (40 mins)	
• 1		Dr Petra Boynton Lecturer, Department of Primary Care & Population Health UCL Managing the emotional side of cyberbullying
• 2		Alex Henderson Undergraduate and anti-cyberbullying campaigner Y.A.N.A. - you are not alone: the story of Alex's campaign and objectives
• 3		Amy Binns Lecturer in Media and Journalism University of Huddersfield Managing your professional reputation

CYBERBULLYING ON CAMPUS conference continued...

3.10 Refreshment break and networking opportunity

3.30 Workshops 2 (40 mins)

- 1 Professor Michael Sheehan
Professor of Management and Co-Director, Centre for Research on Workplace Behavoirs, University of Glamorgan

Exploring the campus's propensity for bullying

- 2 Dr Monica Whitty
Reader in Psychology
Nottingham Trent University

How might we raise social awareness of the crime of cyberstalking?

4.10 Workshops 3 (40 mins)

- 1 Dr Thomas Chesney
Head of Undergraduate Admissions
University of Nottingham

Second Life anti-bullying

- 2 Dr Monica Whitty
Reader in Psychology
Nottingham Trent University

How might we raise social awareness of the crime of cyberstalking?

- 3 Dr Petra Boynton
Lecturer, Department of Primary Care & Population Health
UCL

Managing the emotional side of cyberbullying

4.50 Closing plenary

Reports from the workshops, the themes, the possible solutions and the way forward plus Qs and As

5.15 Conference ends

(In exceptional circumstances, sessions may be subject to change)



Booking Form



Please reserve me a place at the forthcoming Discovering Futures
Cyberbullying on campus" policy and practice in a 'lawless' world conference
3 September 2009

Name (Mr/Mrs/Ms/Dr/Prof) _____

Position _____

Organisation _____

Address _____

Tel _____ Postcode _____

Fax _____

Email _____

Do you have any special dietary or access requirements? (Please state) _____

How did you hear about this conference? _____

I agree to the terms and conditions as stated in this brochure (page 9) Tick box to agree

By signing this booking form you are agreeing to our terms and conditions as stated in this brochure (page 9) and on the Discovering Futures website.

This booking is not valid without a signature.

Signed _____ Date _____

Please indicate how you wish to pay:

Enclosed is a cheque made payable to Discovering Futures for: £ _____

Please invoice me. I attach a purchase order (or agree to provide one within seven days).
The purchase order number is: _____

Bookings cannot be accepted without either a purchase order number or written confirmation that a p/o is not required.

If this form has been completed by a person other than the named delegate please record your name:

Telephone: _____

Email: _____

Once completed, you can fax this form to: + 44 (0) 20 7788 3484

or post to: Discovering Futures 'Cyberbullying on campus' conference,
Sixth Floor, 30 Farringdon Street, London EC4A 4EA, UK

or email the required information to: info@discoveringfutures.com

If you have any questions please call +44 (0) 20 7099 6033

Thank you for booking a place at the Discovering Futures 'Cyberbullying on campus' conference.



VISA, Mastercard and debit card payments can be made on our secure website: www.discoveringfutures.com

THE SMALL PRINT

All bookings are subject to written confirmation by DISCOVERING FUTURES LIMITED ("DISCOVERING FUTURES") and are made subject to the following terms and conditions.

You as the client accept responsibility for payment of all charges and any additional charges which may arise under this contract. You may not transfer your responsibilities under this contract to any other party.

1. Bookings

A provisional booking will be held for 14 days. After that time, if confirmation has not been received, Discovering Futures will be free to accept firm bookings from other clients.

All bookings will only be regarded as confirmed and a contractual relationship having been created when Discovering Futures receives a completed and signed booking form.

Once we receive written confirmation of a booking along with payment, we will send you a receipt along with confirmation. If you have not received confirmation two weeks before the conference date, please contact the Discovering Futures office. Joining instructions will be issued to all delegates via email around two weeks prior to the conference date.

All notifications of changes and/or alterations to booking details are only deemed to be accepted when received in writing.

2. Fees

Your fee includes all-day access to the event, buffet lunch, refreshments and available conference papers. Fees do not include travel. Shared places are not permitted. Payment must be received in full prior to attending the event.

Delegates are not provided with accommodation.

Payment of the fee(s) is due within 30 days of date of invoice. In the event that payment becomes overdue, Discovering Futures reserves the right to charge interest and associated costs as permitted in the Late Payment of Commercial Debts (Interest) Act 1998 on all overdue balances.

Sector discounts:

We are pleased to offer discounts appropriate to each conference. Where a discount is offered it is applied to delegates who are applying from an identified organisation. The **education sector discount** rate(s) applies to HE/FE/colleges and other educational establishments. Third party organisations associated with education do not qualify. Definition of the education sector will be determined on the delegate having a bona fide position and university/college address, and/or an email address ending in 'ac.uk' or 'edu', or recognised equivalent. The **public/health sector discount** rate(s) applies to NHS boards and trusts / central and local government / PCTs / SHAs / voluntary organisations / trade unions / educational institution). All other categories of organisation do not qualify. Definition of the health/public sector will be determined by the delegate having a bona fide position and work address or email which includes 'nhs', 'org', 'gov', 'ac', 'edu' or equivalent.

3. Cancellation

Conference fees are payable in full before the start of the conference. Should you be unable to attend, a substitute delegate from your institution only is welcome at no extra charge; you are however required to notify Discovering Futures (tel: +44 (0) 20 7099 6033) of such substitute delegate in good time. In the event of cancellation of your place on the conference, cancellation fees will apply as follows:

Date of cancellation	Cancellation Fee (% of full cost)
21 days or more:	20%
Between 14-21 days	50%
Less than 14 days	100%
Failure to attend	100%

In the case of force majeure or any eventuality beyond our reasonable control we will not offer refunds unless the conference is cancelled. Reasons beyond our reasonable control include, but are not limited to: failure of electricity, heating or water supplies, weather conditions, industrial action, terrorist alert, fire or flood. In this eventuality we will retain up to 50% of the conference fee to cover administration costs. Discovering Futures reserves the right to

make changes to the programme, location and/or speakers. Discovering Futures do not accept any liability for delegates travel or accommodation costs should the event be rescheduled, postponed or cancelled.

4. Liabilities

Discovering Futures shall not accept responsibility for any loss or damage to property (including personal property) brought onto the conference premises, howsoever incurred.

Discovering Futures shall not be liable, whether in contract, tort or otherwise, for any loss, consequential loss (which shall include but which shall not be limited to loss of business revenue or profits, anticipated savings or wasted expenditure), damage or injury (except personal injury or death as a result of negligence by Discovering Futures) which may arise out of, or in connection with, your attendance of the Discovering Futures conference.

You shall be responsible for any loss or damage caused to any property by you whilst attending the Discovering Futures conference. In the event of such loss or damage, you shall pay Discovering Futures on demand the amount required to make good or remedy such loss or damage. Where it is believed such loss or damage has occurred, Discovering Futures will contact you as quickly as possible with particulars of such loss or damage.

Delegates are responsible for their own safety and security, and are advised to keep doors and windows locked when meeting rooms are unoccupied.

5. Special requests

If any delegate has any special request or a physical condition requiring special arrangements you must advise Discovering Futures at the time of booking (or as soon as you become aware, if later), and clearly note this on the booking form or via email to: info@discoveringfutures.com

Confirmation that a special request has been noted, or is included on the booking form, is not confirmation that your request will be met. All special requests of this nature are subject to availability.

6. Accuracy of Promotional Material

All information and prices shown in promotional material for the Discovering Futures conference (including, but not limited to, brochures, flyers, adverts and the website) are correct at the time of print. However, these may have changed by the time you make your booking. Whilst every effort is made to ensure the accuracy of this information, regrettably errors or changes in prices and facilities changes may occur. You must therefore ensure that you check with Discovering Futures all details at the time of making the booking.

7. Animals or Pets

No animals or pets of any kind, except guide dogs, are allowed on the premises.

8. Privacy Policy

Discovering Futures does not sell, trade or rent your personal information to others. Your details will be added to the Discovering Futures database in order to process your conference booking, and to keep you up-to-date with the conference arrangements. We would like to use your details to inform you of further Discovering Futures events in the future. If you do not wish to receive any further information from us, whether by post or email, please notify us at the address below or as shown on our website.

Booking a place on this conference indicates acceptance of these terms and conditions.

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30 Farringdon Street
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w: www.discoveringfutures.com

ABOUT US

Discovering Futures was set up in 2006 by marketing and communications consultant Robert Hawker. In recognition that the world of public policy making and implementation is in constant flux, Discovering Futures provides a forum for new ideas and practical solutions for today's busy public sector professionals.

Discovering Futures conferences focus on the very latest developments in the sector and equip delegates with the knowledge and practical skills they need to apply these concepts in their own organisations.

Speakers are drawn from the highest levels of health, public policy-making, education, industry and the public sector. These professionals are setting the agenda in their fields, helping organisations to retain their competitive advantage and to flourish in challenging times. Senior figures from Apple, The British Council, Bebo, GCap Media, Teachers' TV, and The Guardian, as well as experts from over 30 universities, have all contributed to our conferences, providing a multi-faceted view of the key themes and complementing the diverse range of speakers.

Each Discovering Futures conference is designed and managed by a team of experts, led by Robert Hawker and his associates. For this conference, on 'Cyberbullying on campus', we are delighted to be working in partnership with Amy Binns, a lecturer in media and journalism at the University of Huddersfield.

Our partners and contributors are known as innovators and leaders in their fields, with specialist knowledge of their areas and chosen for their relevance to the conference theme. Many are keen to share their knowledge and skills with colleagues in the sector and profession. This collaboration ensures that our delegates benefit from the most up-to-date intelligence and the most effective tools in the workplace today. Our conferences attract large audiences of delegates representing the broad spectrum of providers in the UK today. Indeed, the events have also attracted colleagues from a number of institutions in the EU. We respond to their needs and are committed to the continuous improvement of our events, using delegate feedback to create conferences that will help our clients to thrive in today's increasingly competitive marketplace.

Robert Hawker: "The public and health sectors today need to exploit the latest technologies and management solutions. The challenge is staying ahead of the game, especially if heavy workloads are stopping you from getting the staff development you need."

"With Discovering Futures conferences we aim to encapsulate the best ideas and deliver them in a useful and highly enjoyable package that will help you to kickstart your plan of action."

Robert Hawker has worked in marketing and communications roles in higher education for 16 years, most recently at director level at Roehampton University. Here he led a team of 27, managing the annual cycle of recruitment activities to meet the university's targets, whilst ensuring that the full mix of marketing channels – from media to website – supported this goal. He is a highly experienced events organiser. His portfolio includes royal, ministerial and VIP visits, high-level receptions, chancellor installations, student open days, the opening of new buildings and annual series of graduation ceremonies.

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