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# Bullying and project motivation

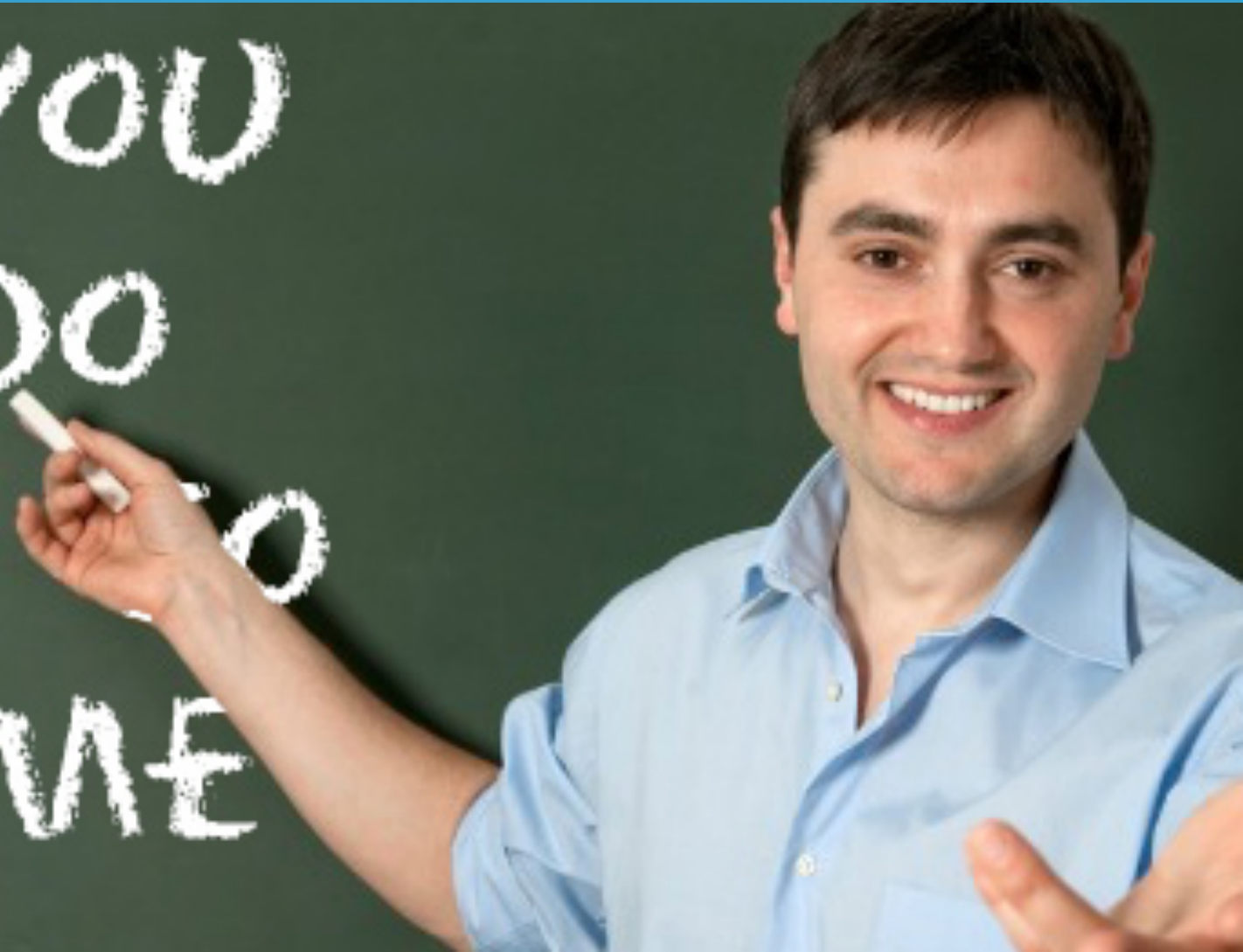
- 30% of U.S. students have experienced bullying<sup>1</sup>
- 70-85% are affected at some time by bullying<sup>1</sup>
- Effects lasting into adulthood<sup>1</sup>
- Most prevalent in middle school<sup>2</sup>

<sup>1</sup>[http://www.mhsoac.ca.gov/MHSoAC\\_Publications/docs/Publications/Bullying\\_AnUrgentPublicHealthIssue\\_052413.pdf](http://www.mhsoac.ca.gov/MHSoAC_Publications/docs/Publications/Bullying_AnUrgentPublicHealthIssue_052413.pdf)

<sup>2</sup>Bullying researcher

# Contextual Inquiries: Experience

WHO ARE YOU  
AND WHY DO  
YOU WANT TO  
TALK TO ME



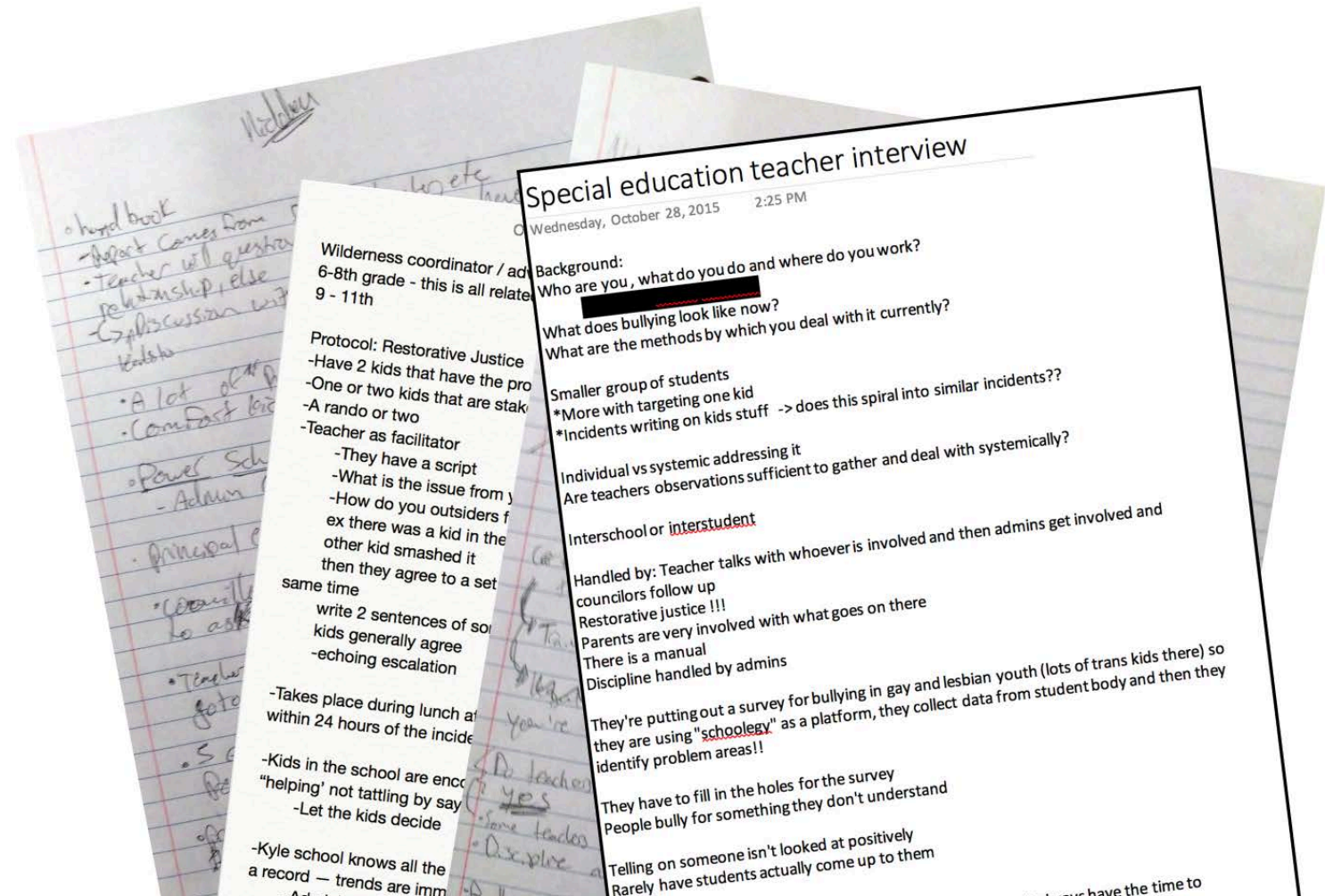
# Contextual Inquiries: Experience

- Challenges:
  - Lack of connections
  - Fast moving project



# Contextual Inquiries: Experience

- 6 Total
  - 3 teachers
  - 1 principal
  - 1 student
  - 1 researcher



# Contextual Inquiries: Themes

- Teachers are busy
- Inter-teacher discussion
- Don't escalate issues, be prompt
- Social pressure and sensitivity
- Disciplinary record keeping
- Informal success tracking



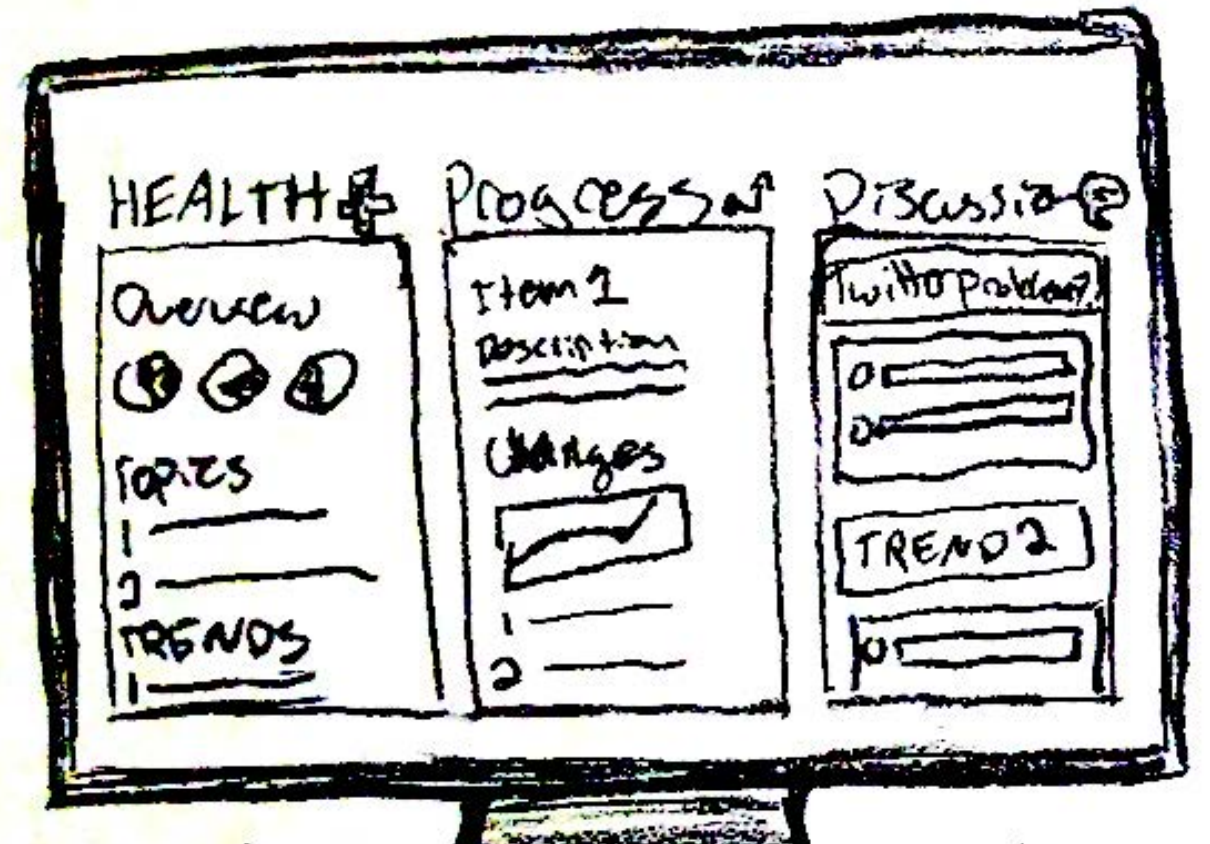


# Tasks

- **Communicating** between teachers and administration
- **Reporting** instances of aggression or bullying
- **Managing** bullying data
- **Tracking** success of new changes in curriculum
- **Creating** and evaluating a community health overview ✓
- **Identifying** problems and trends ✓

# Proposed Design Sketches #1

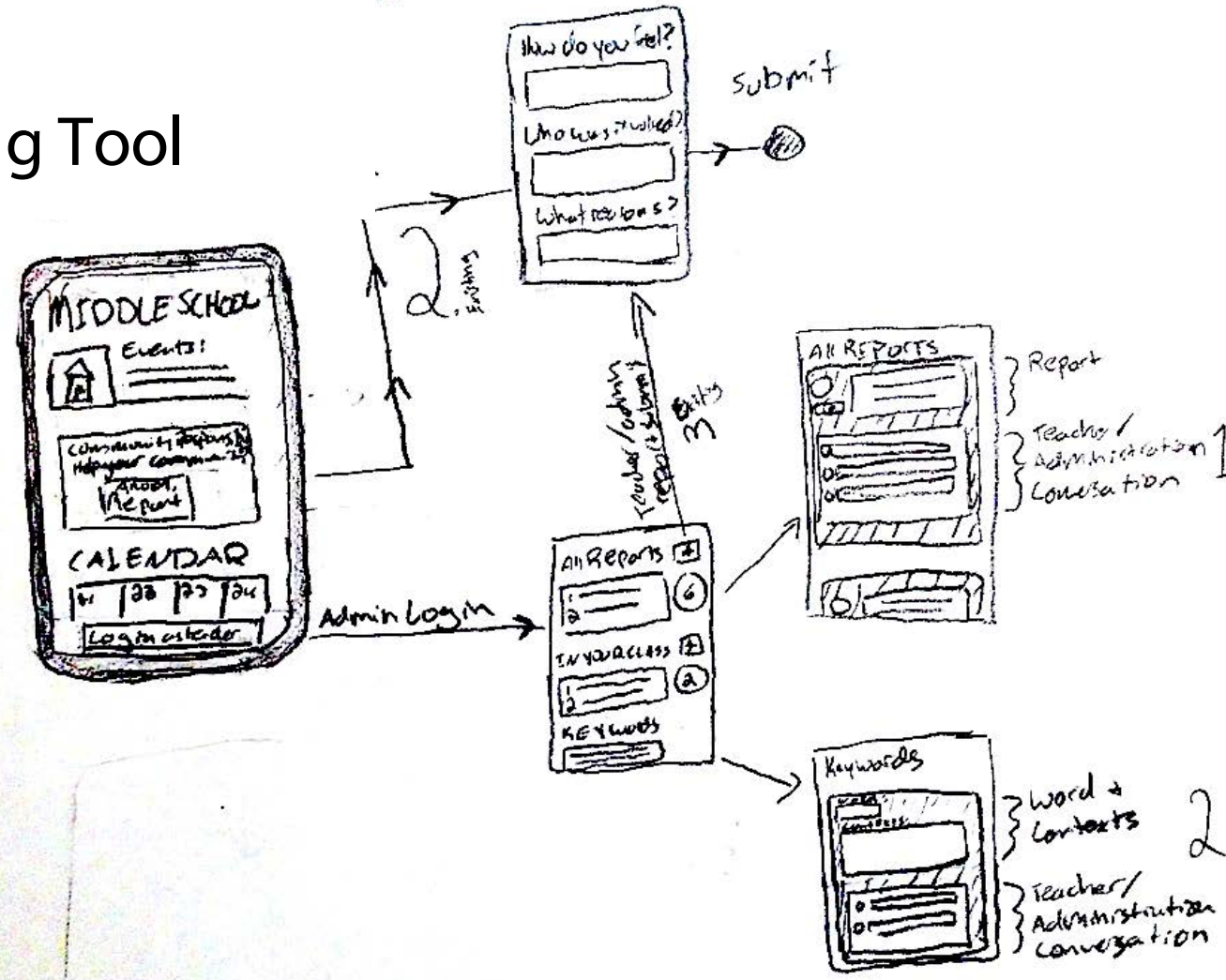
- Web Application using social media data
  - Automatic data collection
  - Cyber bullying
  - Discussion





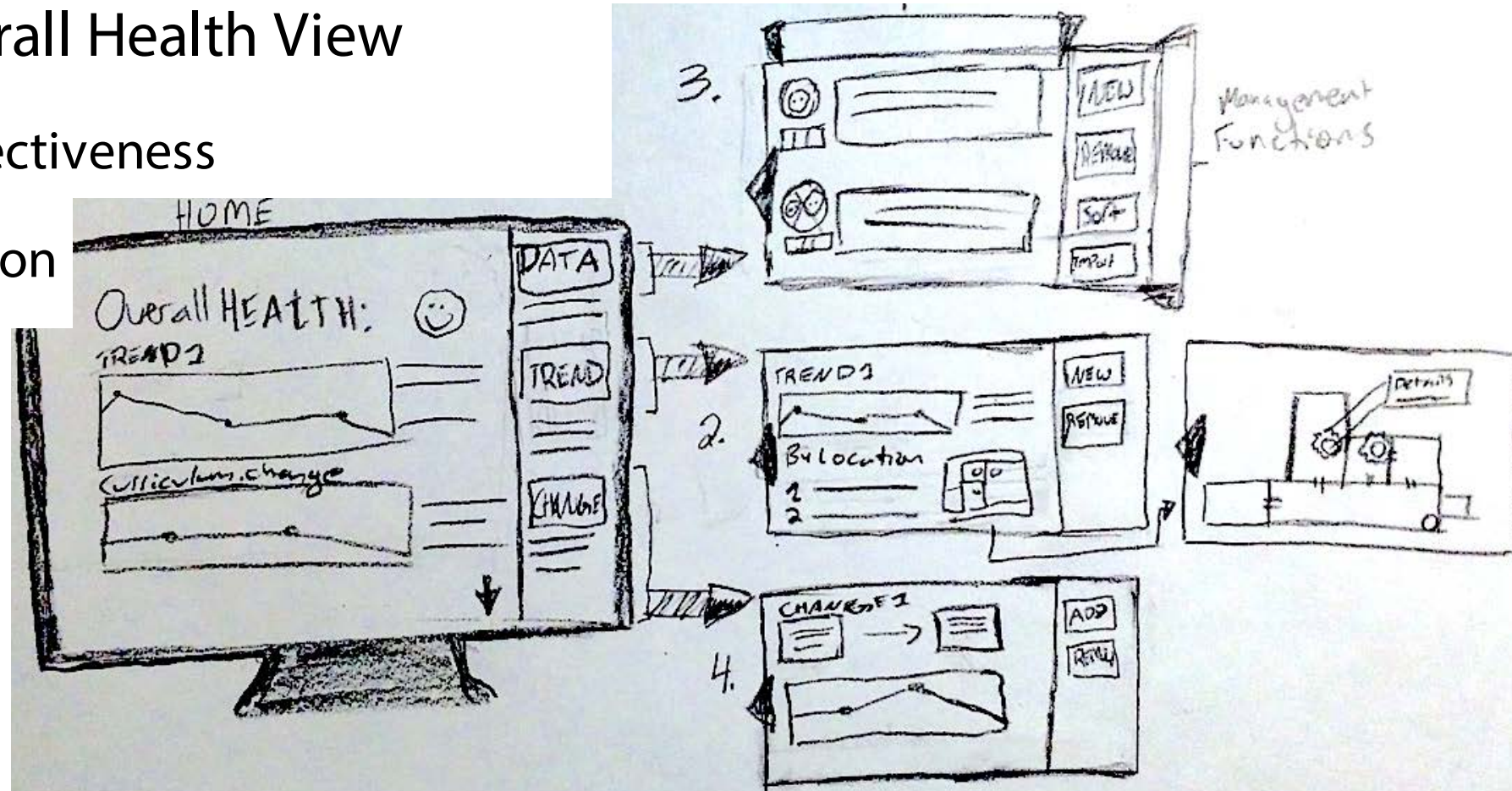
# Proposed Design Sketches #2

- School Website Plug-In Reporting Tool
  - Anonymous report
  - Event-based record



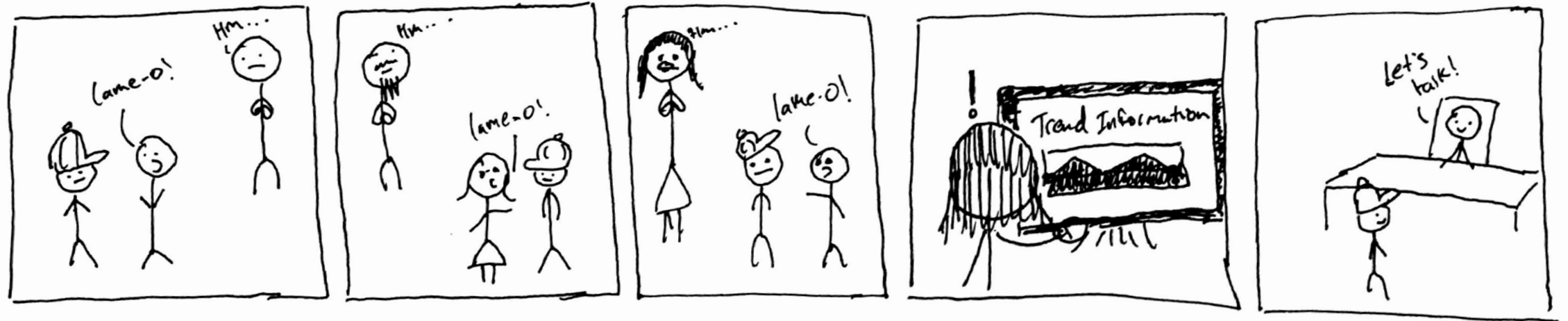
# Proposed Design Sketches #3

- Web-Based Overall Health View
  - New policy effectiveness
  - Map visualization



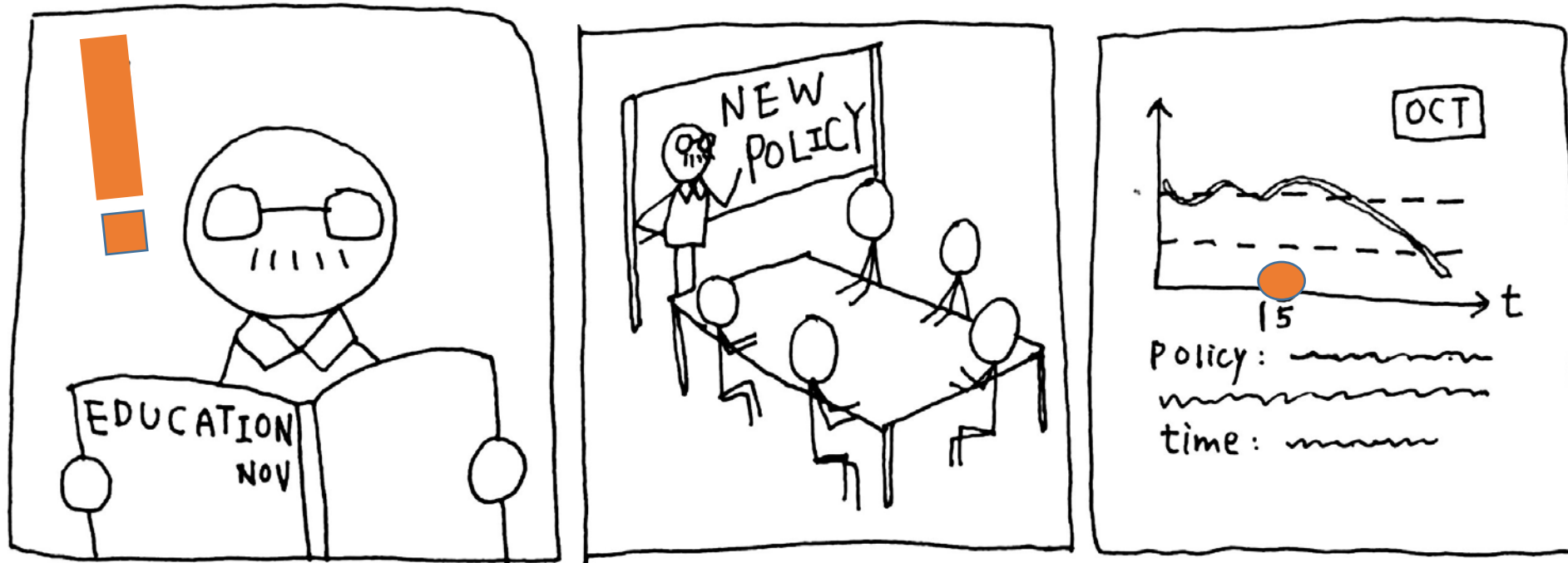
# Selected task & storyboard #1

- Task: Establishing and monitoring trends in bullying behavior



# Selected task & storyboard #2

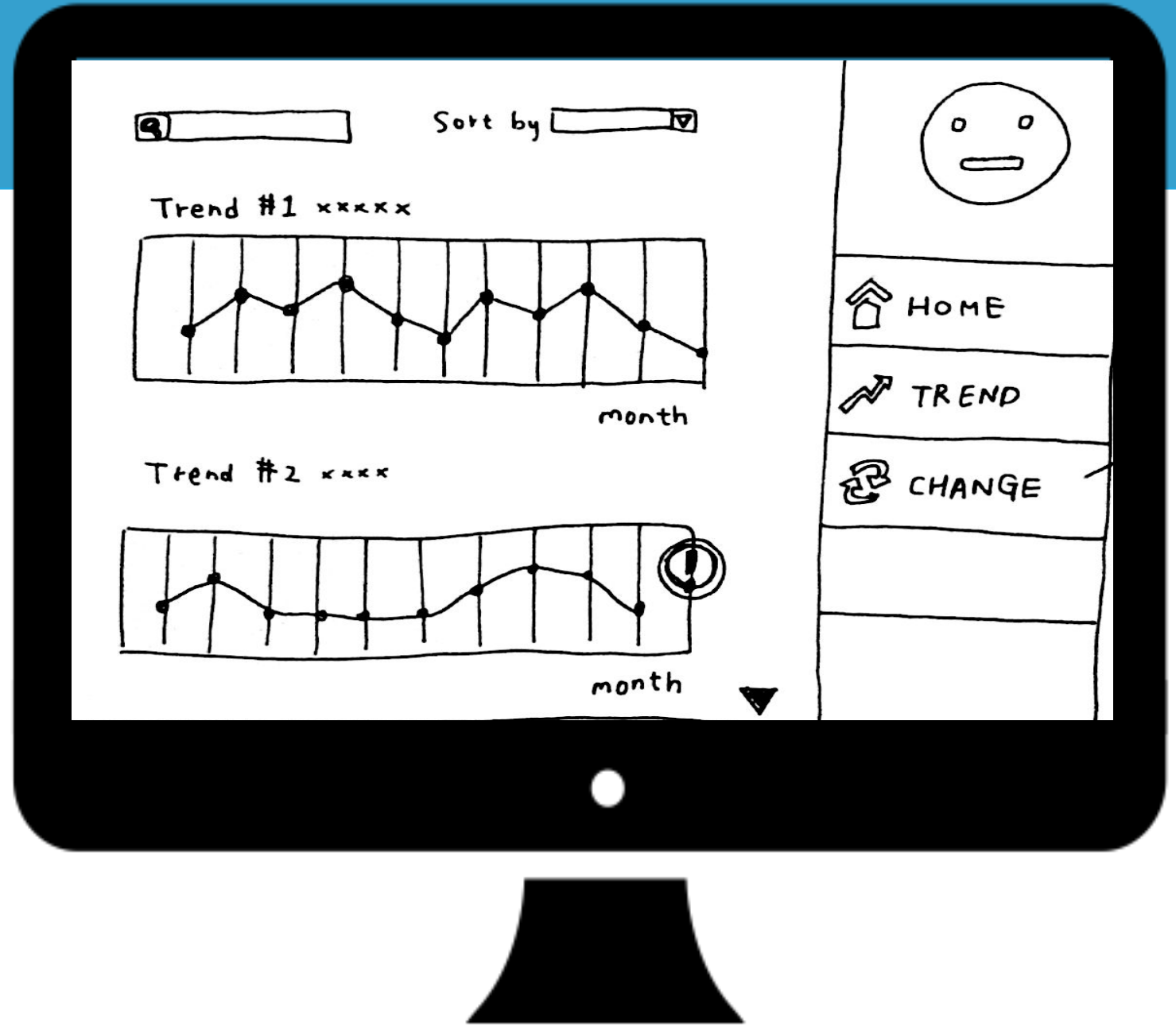
- Task: Tracking the success of newly implemented changes in the school





# Summary

- Evaluate overview
- Identify problems



**Thank You**

