CYBREATH

The new app to end cyberbullying among children and teens

THE PHENOMENON IS VERY WIDSPREAD

In 2017, 40% of French pupils said they already have been victim of at least one online agression.
And about one child over four doesn't tell anyone about the situation.
Bullied Victims are 2 to 9 times more likely to commit suicide but only 68% of teens agree that cyberbullys are a problem.

Where?
In all public and private French schools

Who is concerned?
8-13 years old children, their parents and their teachers

What partner?
The French Ministry of National Education

PUPILS ARE THE FIRST TARGET OF THE APP

The app will offer services for all the 8 to 13 years old children, especially victims and harrassers. Our service includes personnality quizzes to adapt the content, a live chat with psychologists, testimonies, motivational, inspirational content for children will also be available. VR for the bullys to realize the consequences of their actions and impact their behaviour.

A PARENT PROFILE IS AVAILABLE

Since many parents are not aware about the phenomenon and don't always know how to use new technological tools such as social media, the parent profile will help them to get involve in the fight of cyberbullying. They will have access to information and to a forum to discuss with other parents or teachers.
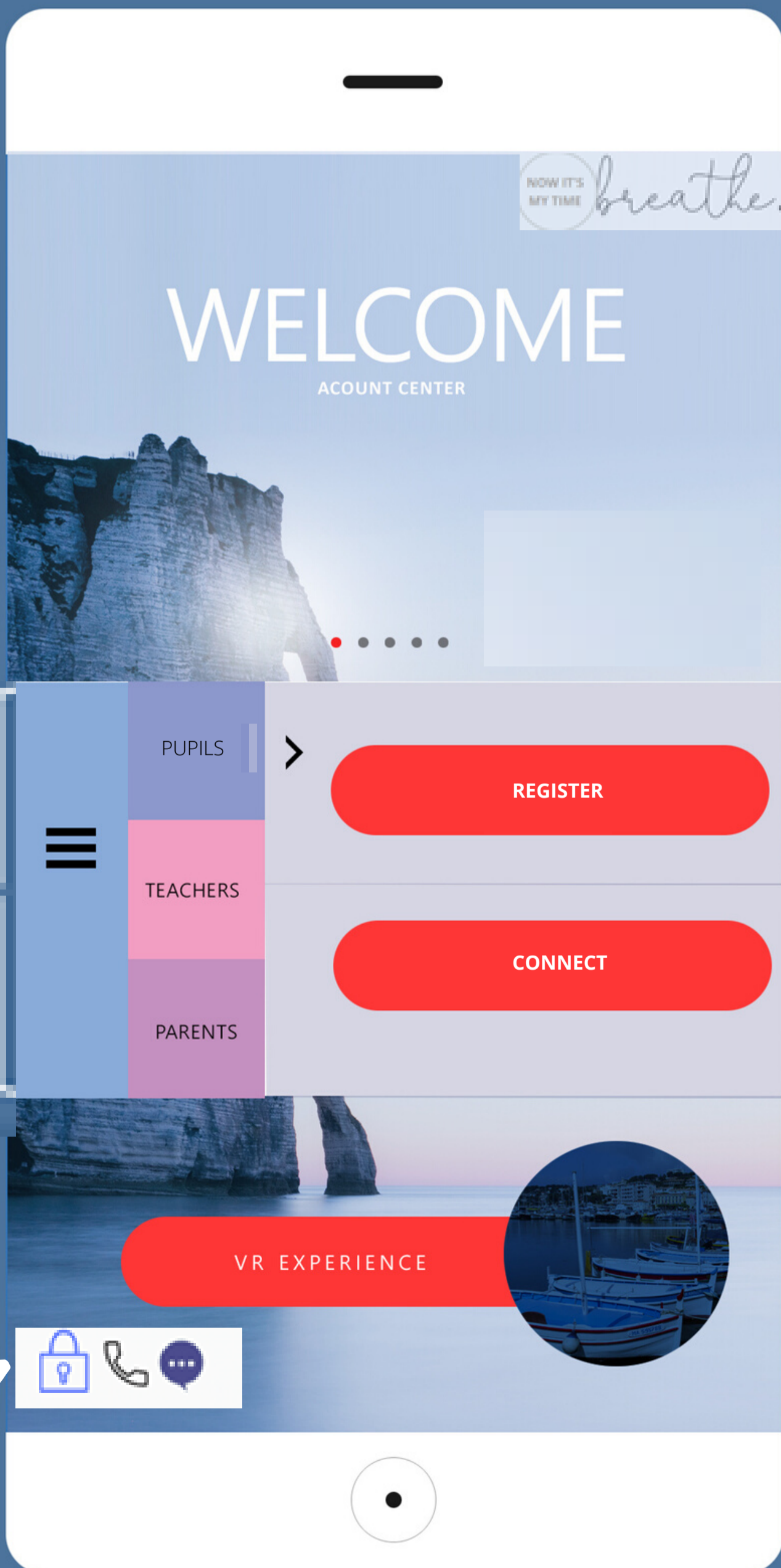
TEACHERS ARE INVOLVED IN THE PROJECT

A lot of teachers say it is hard to identify cyberbullying situations or don't know how to react when they are told about it. A special profile for teachers will help them to deal with the issue by having access to anonymous questionnaire answers and therefore to discuss about the phenomenon with pupils during Moral and Civic Education for instance. .

"EFFECTIVE, CREATIVE, FEASIBLE"
BY PATRYCJA, THÉOPHILE, JOON, WEIYI, NAÏS

Read more in the note of intent

CYBREATH

#1 VISUALIZATION OF THE PLATFORM

WELCOME

ACOUNT CENTER
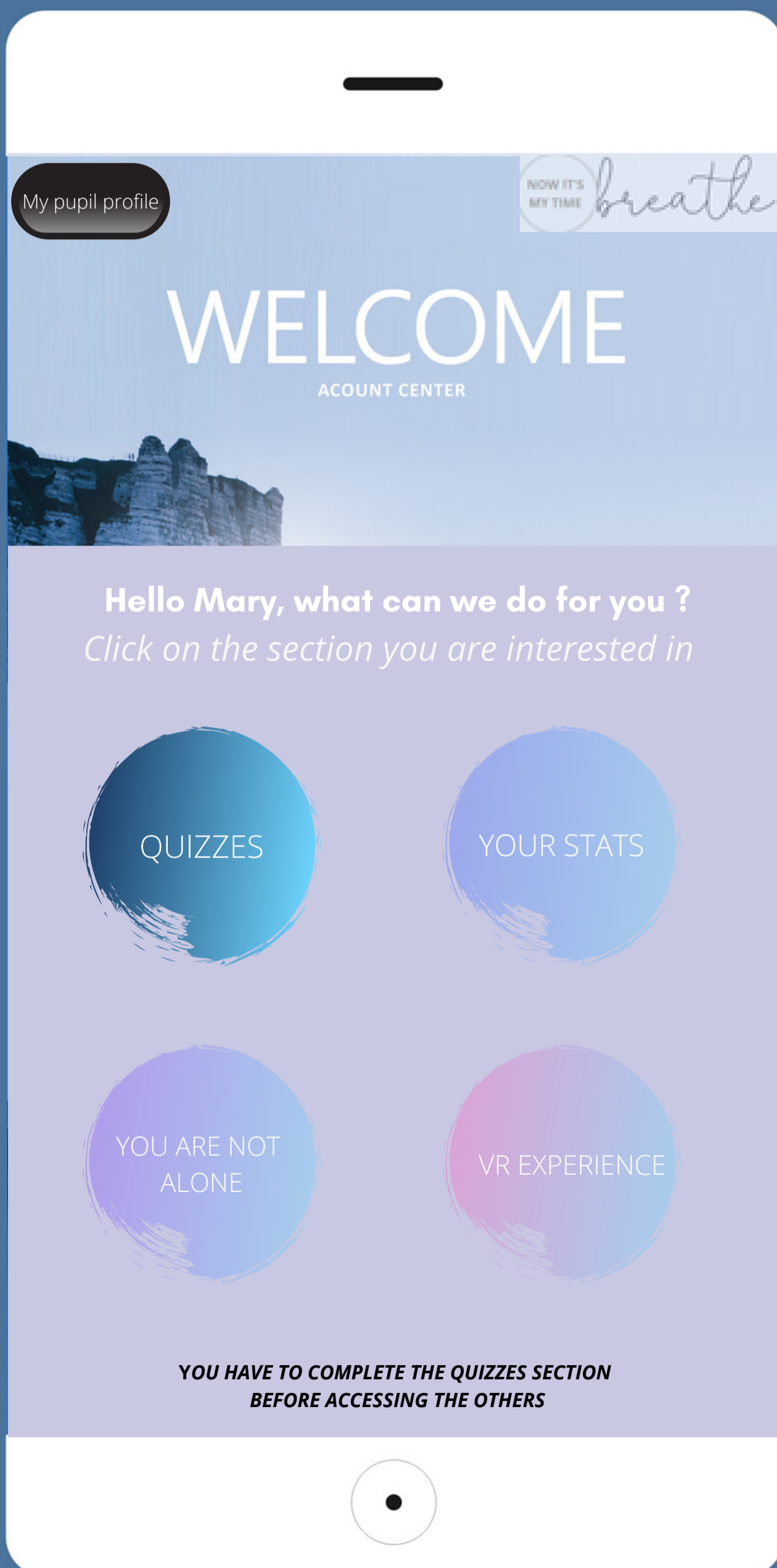
PUPILS

TEACHERS

PARENTS

REGISTER

CONNECT

Three types of profiles will be available.
People will have to register or connect according to their profile.

DIRECT ACCESS TO:
SAFE, CALL, CHAT

VR EXPERIENCE

#2 HOME SCREEN –
FIRST CONNECTION

My pupil profile

NOW IT'S
MY TIME breathe.

WELCOME
ACOUNT CENTER

Hello Mary, what can we do for you ?
Click on the section you are interested in

QUIZZES

YOUR STATS

YOU ARE NOT
ALONE

VR EXPERIENCE

*YOU HAVE TO COMPLETE THE QUIZZES SECTION
BEFORE ACCESSING THE OTHERS*

NOW IT'S MY TIME!
BREATHE

QUIZ

START NOW!

YOU CANNOT NOT ACCEED THE REST BEFORE RESOLVING THE QUIZZ

The knowledge and personnality quizzes would have to be taken at the begining to better adapt the further content

NOW IT'S MY TIME!
BREATHE

QUIZ

Part 1: What do you know about cyberbullying?

YOU MUST RESPOND HONESTLY TO ALL THE ANSWERS. THE ANSWERS WON'T BE COMMUNICATED TO ANYONE AND ARE UNDER AN EFFICIENT DATA PROTECTION.

*Obligatoire

Question 10 / 10 ▬▬▬▬▬▬▬ 100 %

According to you, what is cyberbullying? *

○ an aggressive, intentional act perpetrated by means of electronic forms of communication, repeatedly against a victim

○ a new type of cyber attack

○ the exclusion by the society of persons working in the IT sector

You want to share your answers with your parents or your teacher? **Click here**

NOW IT'S MY TIME!
BREATHE

QUIZ

Part 2: Your experience with cyberbullying

YOU MUST RESPOND HONESTLY TO ALL THE ANSWERS. THE ANSWERS WON'T BE COMMUNICATED TO ANYONE AND ARE UNDER AN EFFICIENT DATA PROTECTION.

*Obligatoire

Question 10 / 10 ▬▬▬▬▬▬▬▬▬▬▬▬ 100 %

In general, how would you consider your personality? *

○ I'm a people pleaser: I just want to make everybody happy

○ I'm the class clown: I will do whatever it takes to get the laugh, even if that means hurting myself or other people

○ I'm a loyal friend: I will protect my friends because I know they will protect me

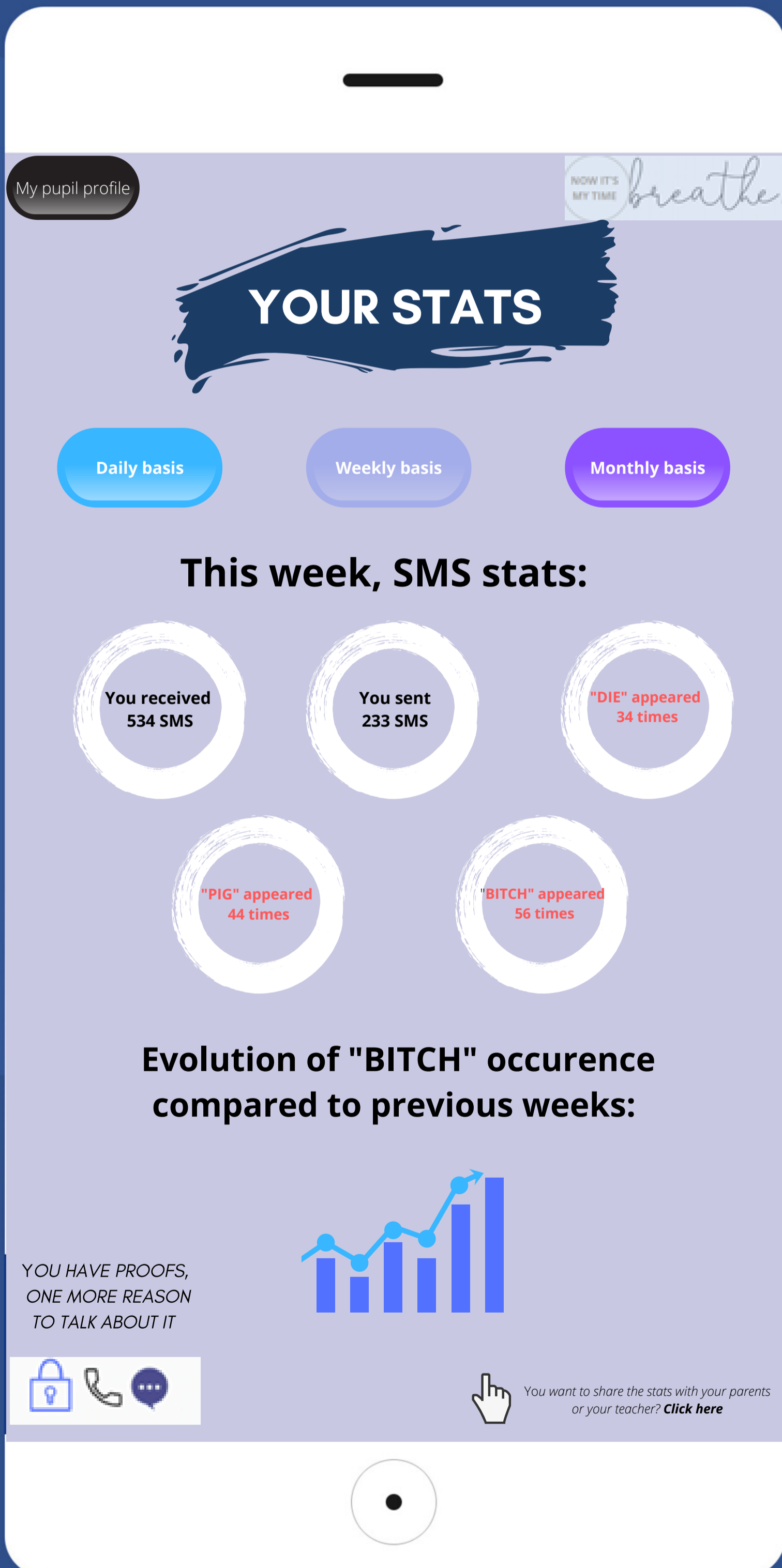○ I lack self-confidence because I never had any to beg in with

🔒 📞 💬

👆 *You want to share your answers with your parents or your teacher?* **Click here**

#4 STATS

If you activated this function, you can have stats on the occurence of certain words, expression or insults. The app doesn't save your messages and your stats are under a strong data protection.

My pupil profile

NOW IT'S MY TIME *breathe.*

YOUR STATS

Daily basis **Weekly basis** **Monthly basis**

This week, SMS stats:

You received
534 SMS

You sent
233 SMS

"DIE" appeared
34 times

"PIG" appeared
44 times

"BITCH" appeared
56 times

Evolution of "BITCH" occurence compared to previous weeks:

YOU HAVE PROOFS, ONE MORE REASON TO TALK ABOUT IT

You want to share the stats with your parents or your teacher? ***Click here***

#5 YOU ARE NOT ALONE - MOTIVATION

YOU ARE NOT ALONE

SELECT ARTICLES & VIDEOS HERE

SHARE

"One day you will tell your story of how you've overcome what you're going through now, and it wil beome part of someone else's survival guide."

Cyberbullying can be punishable by two years' imprisonment and a fine of €30,000.

Click here to know more

STOP, BLOCK, TELL

32:38

03:29

TEDˣTeen
x = independently organized TED event
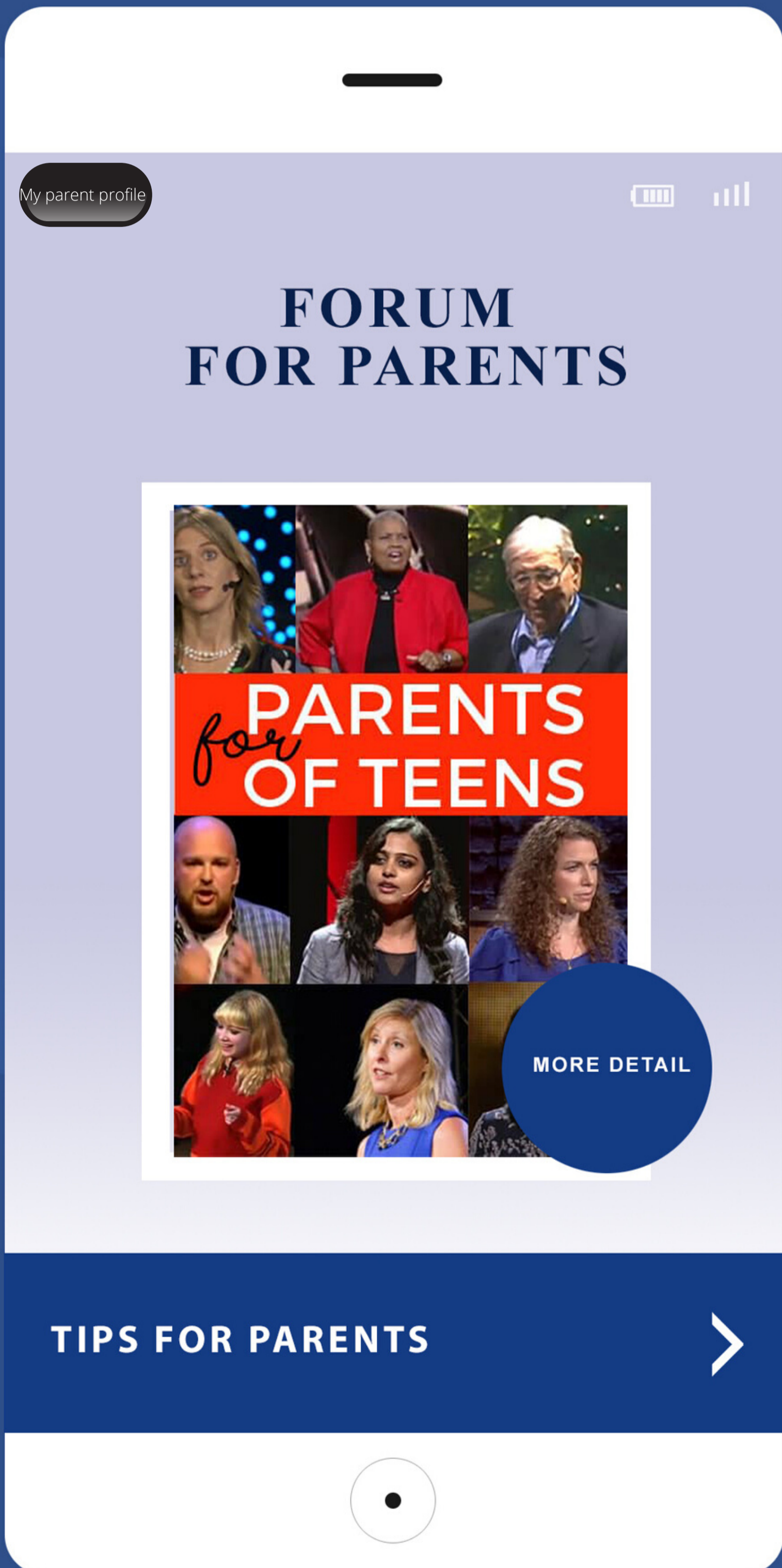
#6 VIRTUAL REALITY

The virtual reality would allow the bullys to enter the skin of the victims and to make them realize and understand the power of their actions.
It would also be possible to "test"different behaviors: " change your choice and see the future"

VR EXPERIENCE

SCENE 1

SCENE 2

You've been invited to join a new group
Jess > Stefany is a fat pig
Today I looked at her when she was running and I saw her fat moving.
She's so ugly and disgusting, like my post if you agree.

👍 Like   💬 Comment   ➜ Share

Jack
You should die. You are so ugly.

Best friend
You don't deserve to live

A picture of you has been added. Click here to see.

SEARCH ...

Virtual reality masks of this type will be available at school

#6 PARENTS SECTION

Finally a forum for the parents, where they can have access to information, exchange experience, tips, search support and help each other with mutual situations. Everything will be centralized on one app.

My parent profile

FORUM FOR PARENTS

MORE DETAIL

TIPS FOR PARENTS ❯

#7 HOW TO TALK WITH YOUR KIDS ABOUT CYBERBULLYING – EXPERTS' ADVICES

My parent profile

9 steps for discussing cyberbulllying with your kids

1 Talk about the rise in cyberbullying

2 Give examples of cyberbullying

3 Ask if they have witnessed online harrassment

4 Allow them the opportunity to open up to you

5 Let them know what you would do if they were bullied

6 Be clear with what you would do if they were a bully

7 Emphasize the importance of device security

8 Open up about how you plan to monitor their technology

9 Ensure that their child knows that they have your support no matter what

Click on the numbers to access the relevant page with information, discussions and tips.