



Depression due to Bullying among Teenagers

Team Papa

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My Role

UX Researcher, Interaction Designer

Agenda

-  Problem Space Walkthrough
-  Design Conceptualization
 -  Key findings
 -  Proposed solution
-  Next Steps

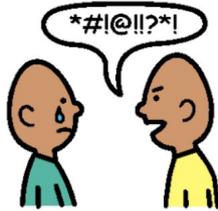
What is Bullying?

Bullying is when an individual or a group of people with more power, repeatedly and intentionally cause hurt or harm to another person or group of people who feel helpless to respond[1]



[1] <https://www.ncab.org.au/bullying-advice/bullying-for-parents/definition-of-bullying/>

Types of Bullying



Verbal



Physical

Social



Cyber



1 in 3

US Students have been bullied in school^[1]

5.4 million

US students chose to stay home^[3]

[3] <https://www.stompoutbullying.org/get-help/about-bullying-and-cyberbullying/issue-bullying>

[4] <https://cbs4indy.com/2019/08/07/annual-education-report-shows-half-of-indiana-schools-reported-zero-instances-of-bullying/>

Effects of Bullying

Anxiety

Depression

Adults can suffer from depression due to bullying 40 years after experiencing the trauma as a child [6]

23% percent of the kids who were bullied sought help for a psychiatric problem before the age of 30 [5]

Loneliness

Low Self-Esteem

[5] Alexander, R., & Krans, B. (2016, August 16). Anxiety, Depression, and Suicide: The Lasting Effects of Bullying. Accessed Nov. 6, 2019

[6] Wolke, D., & Lereya, S. T. (2015). Long-term effects of bullying. Archives of disease in childhood, 100(9), 879–885. doi:10.1136/archdischild-2014-306667

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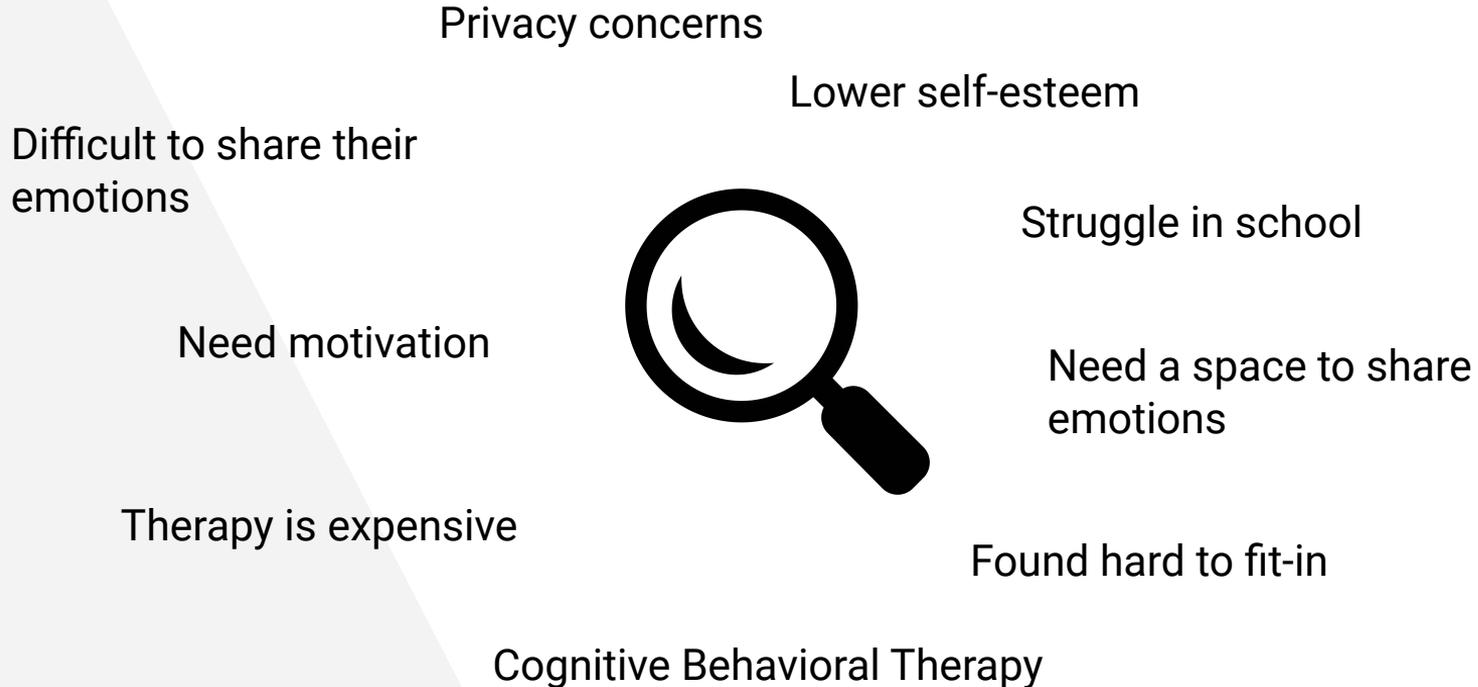
“I don't want to be smart!”

“I wish that I had the power to forget things faster!”

- *Anonymous Bullied Teenager*

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Key Findings from Primary Research

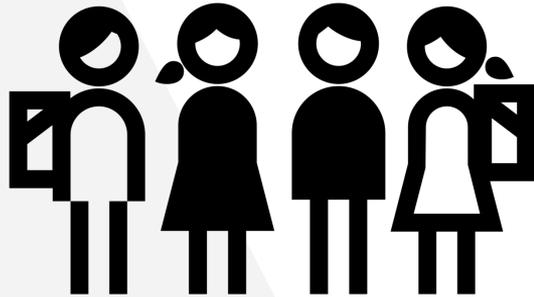


How might we leverage social technologies to help students to recover from depression caused by bullying?



Research Focus

Most affected group are Teenagers
(13 -19) [7]



Higher therapy Costs >> \$50 -
\$250/Session [8]



[7]. National Statistics <https://www.stopbullying.gov/media/facts/index.html#stats>

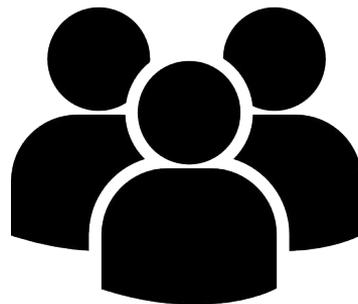
[8]. Informed choices about depression
<https://depression.informedchoices.ca/types-of-treatment/counseling-or-therapy/how-much-does-therapy-or-counseling-cost/>

Research Focus

Easily Accessible [9]



Share emotions with Peers & Therapists [9]



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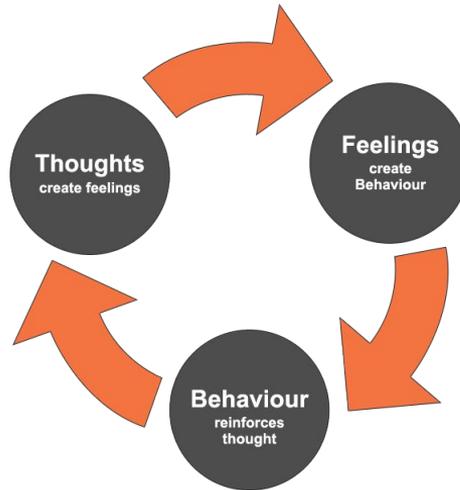
Cognitive Behavioral Therapy is the current gold standard of psychotherapy. [10]

[10]. David D, Cristea I, Hofmann SG. Why Cognitive Behavioral Therapy Is the Current Gold Standard of Psychotherapy. *Front Psychiatry*. 2018;9:4. Published 2018 Jan 29. doi:10.3389/fpsy.2018.00004

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Proposed Solution >>> BullyDot

**Focus on
managing negative
thoughts**



Share emotions

Alleviate depression

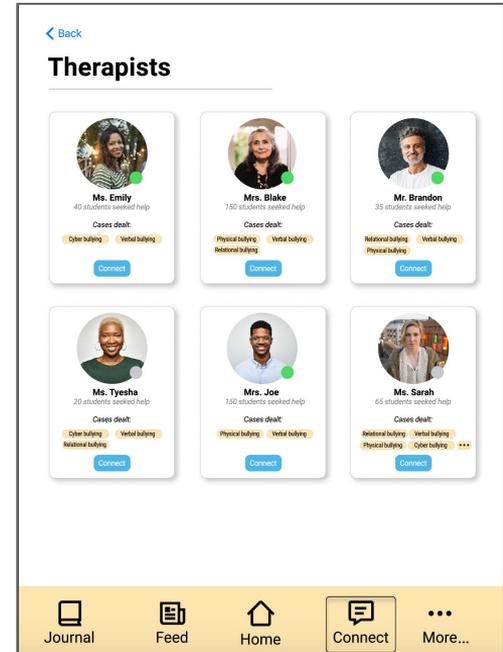
Key Features of BullyDot



Ability to connect with peers and therapists (Anonymously)

[12]

Teenagers hesitate to pour their emotions out. But the feature of anonymity in the app, let's the bullied teenager to connect with an expert to seek suggestions to empower their mental health,



[12]. Connect with other for mental well being <https://www.mhanational.org/connect-others>

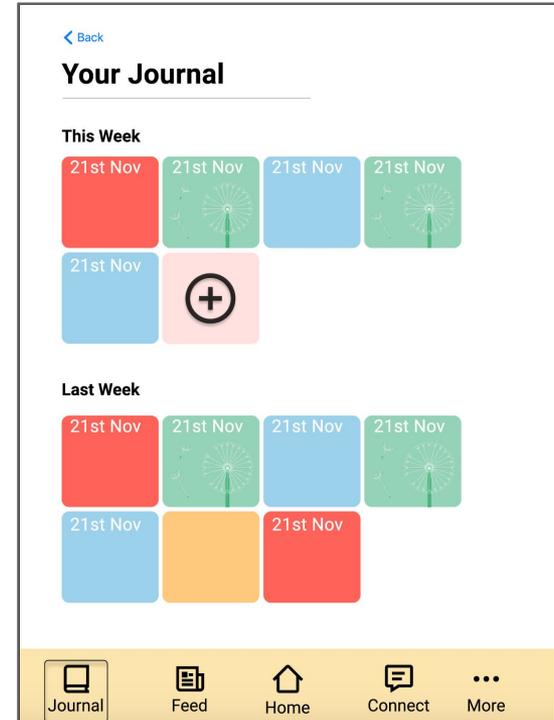
[13]. Cognitive Behavioral Therapy (CBT) <https://www.ncbi.nlm.nih.gov/books/NBK64948/>

Key Features of BullyDot



Journal for documenting stories [13]

As part of Cognitive behavioral therapy, tracking the daily routines can help them stay motivated and find where they could improve in order to increase their self-esteem.



[12]. Connect with other for mental well being <https://www.mhanational.org/connect-others>

[13]. Cognitive Behavioral Therapy (CBT) <https://www.ncbi.nlm.nih.gov/books/NBK64948/>

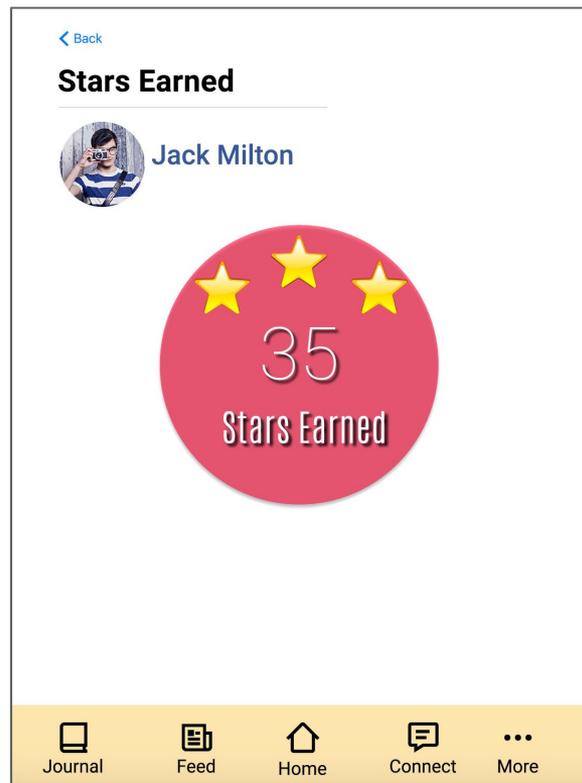
Key Features of BullyDot



Motivation to help others

Depressed teenagers mark the people who helped them as “Found helpful” and add stars to them.

Earned stars can give helpful people an identity of an inspirational person.



Key Features of BullyDot



Daily gratitude

To help teenagers think of good activities and identify people who care about them.

[< Back](#)

Daily Gratitude

Today

Action
(3 things that made you feel good)

1 _____

2 _____

3 _____

People
(3 people that made you feel good)

1 _____

2 _____

3 _____

[Save](#) [Discard](#)

Journal Feed Home Connect More

Next steps

1. Explore the possibility of sentimental analysis to filter abusive words.
2. To incorporate ways that provide more incentives in order to stay motivated.
3. Exploring political possibilities to bring in government to make the social change on connecting therapist with **BullyDot** application.

Thanks for reading!