



News Media Bullying Articles Impact Parent and Adolescent Emotions

Karen Pletta, MD; Aubrey D. Gower, BS; Reese Hyzer BS;
Maggie Bushman, BA; Megan A. Moreno, MD, MPH, MSEd

UWHealth
American Family
Children’s Hospital



Department of Pediatrics
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH

INTRODUCTION

- Bullying affects up to a third of youth and is associated with negative health and social consequences
- Parents and adolescents are exposed to bullying experiences through news media. News articles covering bullying have often focused on tragic bullying situations. This may influence parents or adolescents to feel hopeless or disempowered when bullying arises in their communities
- There may be elements from bullying articles that have positive impact

PURPOSE

The purpose of this study was to understand parents’ and adolescents’ emotions and perceptions related to news media coverage of bullying.

METHODS

Participants:

- IRB Approval was done through University of WI
- 25 Parent-adolescent dyad pairs were recruited from two primary care pediatric clinics in a large Midwest academic health system
- Participant eligibility included ability to read English, adolescent 15-18 years old and parent or guardian of the adolescent

Procedure:

- Parents and adolescents were separated for interviews to different rooms after informed consent
- Participants read validated news media bullying articles representing fear-based news bullying and public health-oriented news bullying articles
- Type of article was not discussed with participants
- Participants were interviewed in-person using a semi-structured interview format
- Open ended questions were asked after each article

Analysis:

- Qualitative analysis used the constant comparative approach

RESULTS:

- Demographics:
- 25 parents were mean age of 49.2 years, 80% female, 75% Caucasian
 - 25 adolescents were mean age 16.1 years, 44% female, 72% Caucasian

Fear-Based Articles were associated with negative emotion. Public Health Articles were associated with positive emotion. These findings could be used by journalists towards improved impact for parents and adolescents reading news media bullying articles.

RESULTS

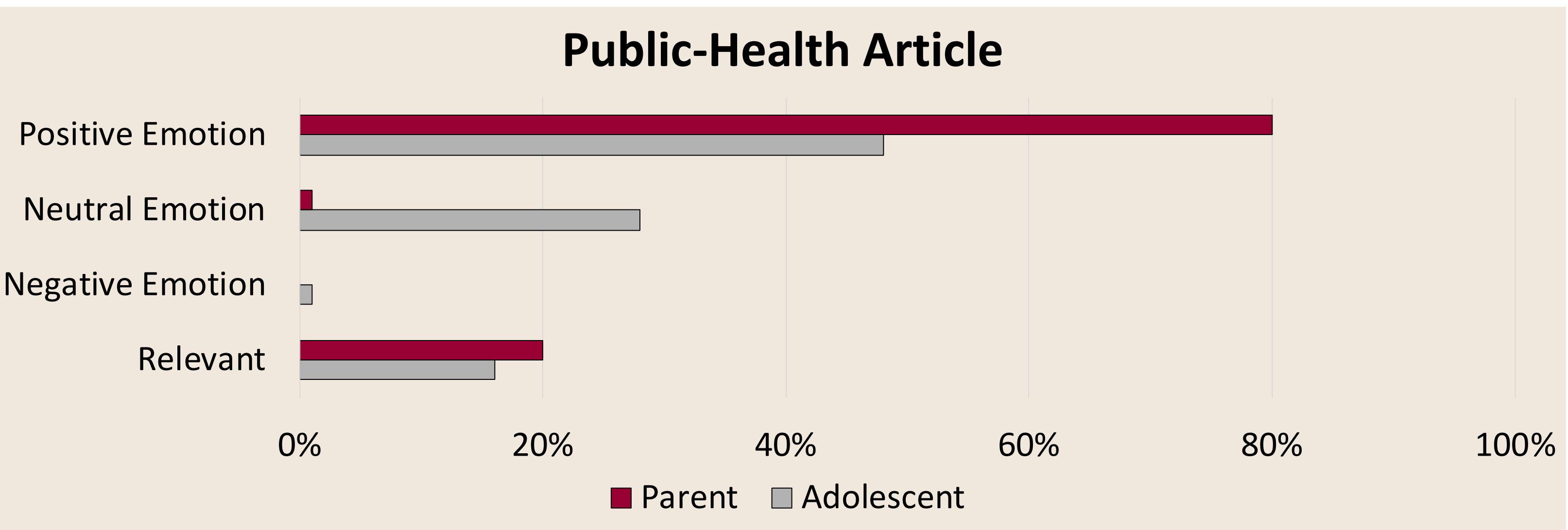
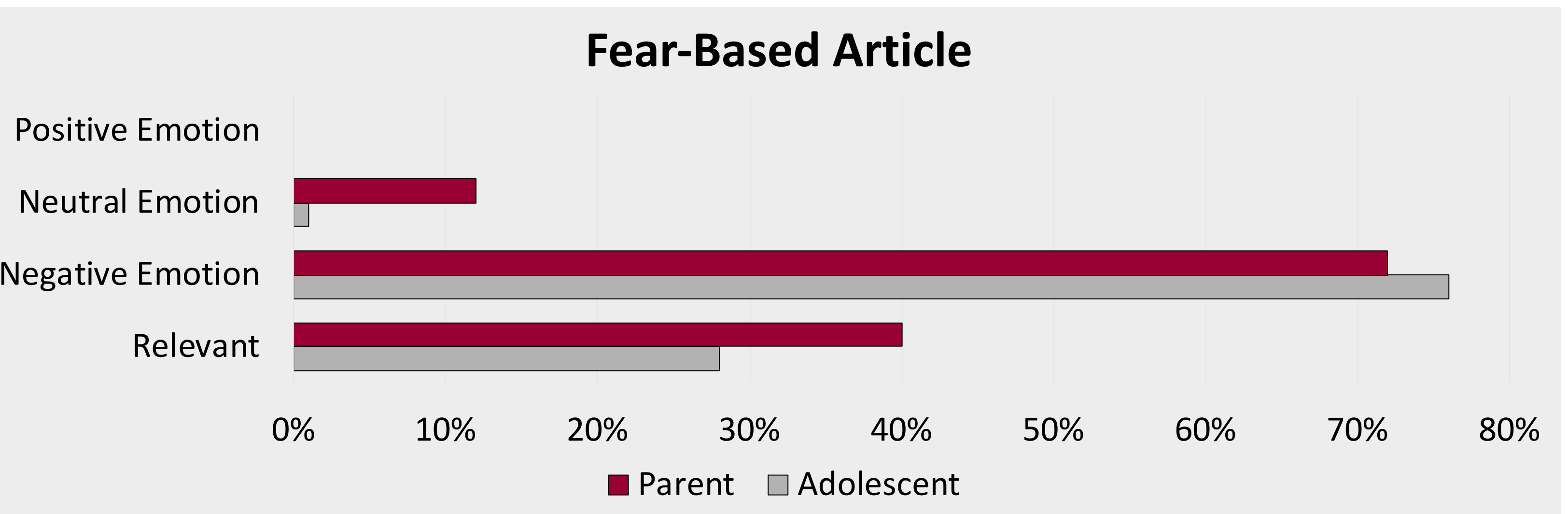
EMOTIONS AFTER READING NEWS MEDIA BULLYING ARTICLES:

”Sad you know, its never ok for someone to get bullied”
(Parent FB)

”Honestly, it’s kind of personal because, they’re like 15..my age, so its really hard “
(Adolescent, FB)

”Frustrating because the girl was obviously troubled but the school is discounting that there was problem ... “
(Parent FB)

”Um, I mean I think it made me like pretty sad to hear that the girl would do that sort of thing.. “
(Adolescent, FB)



”Hopeful that the, um, something is being done”
(Parent PH)

”I think that’s really a good thing that the amount of bullying did decrease so it does show a lot... that's a good thing”
(Adolescent PH)

”...It’s a solution .. “That’s always good”
(Parent , PH)

”Um, I guess kinda hopeful. Its cool that there’s stuff that has been proven to you know, kinda help with bullying”
(Adolescent PH)

CONCLUSIONS

- Fear-based bullying news articles were associated with sadness and hopelessness for a high proportion of both parents and adolescents
- **Public health oriented bullying news articles contributed to positive feelings and perceptions for parents and adolescents**
- Parents and adolescents felt that the articles were relevant
- There is potential for news media about bullying to serve as a venue for education and empowerment for families

NEXT STEPS

Share information with journalists and incorporate findings when updating national news media bullying guidelines

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CONTACT INFORMATION

Karen Pletta MD karen.pletta@uwmf.wisc.edu

bmsn@pediatrics.wisc.edu

