



Kingstone
HIGH SCHOOL

Building Respectful Communities



Module 4: Online Behaviour and Cyber Bullying



Introduction

Technology is an important part of everyday life.

Many people use messaging apps, social media, gaming platforms, and group chats to communicate with friends and family.

Online spaces can be positive. They can help people stay connected, share interests, support one another, and build friendships. However, online spaces can also be used in ways that cause harm.

This raises another important question.

What Happens When Bullying Takes Place Online?

Some people believe online behaviour is less serious than face-to-face behaviour.

Others believe online behaviour can sometimes have an even greater impact.

Understanding online behaviour helps us think carefully about how our actions affect others, both online and offline.

Learning Objectives

By the end of this module, you will be able to:

- ☐ Explain what cyber bullying is.
- ☐ Understand how online behaviour can affect people.
- ☐ Recognise how technology can increase the impact of bullying.
- ☐ Understand the role of anonymity, distance and audience.
- ☐ Reflect on responsibility in online spaces.
- ☐ Consider how respectful behaviour applies online as well as offline.

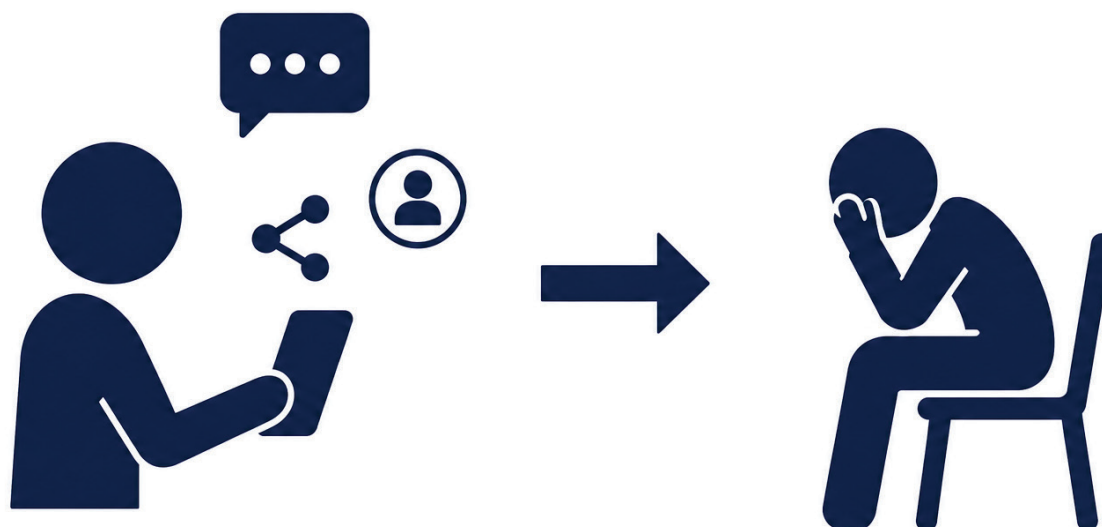
Key Vocabulary

Cyber Bullying	Bullying that takes place through technology or online.
Anonymity	When somebody's identity is hidden or unknown.
Audience	The people who see, hear or receive something.
Screenshot	An image that captures what appears on a screen.
Digital Footprint	Information and activity left behind through online actions.
Responsibility	Being accountable for your choices and behaviour.

Understanding Impact - Online and Offline

Sometimes people think of online and offline behaviour as completely separate. However, online experiences can affect real people in very real ways.

Technology changes how people communicate, but it does not remove the impact of the behaviour.





Scenario - Ryan's Group Chat

One evening, Ryan is using a group chat with several friends from school.

Jake is part of the group chat. He shares a screenshot of Noah's social media profile and makes some jokes about the content. Several students respond with laughing emojis. Others add comments. The messages continue back and forth for some time.

Ryan watches the conversation. He does not start it, but he does not stop it either.



At the time, the messages seem unimportant. The following day, Noah discovers what happened. He feels embarrassed and frustrated.

Ryan is surprised. He had not expected the situation to affect Noah so strongly.

Think About It

Why might Ryan view the situation differently from Noah?

Why might people behave differently online?

Looking Deeper - Online Communication



When people communicate face-to-face, they can often see:

Facial
Expressions

Body
Language

Reactions

Emotions

Online communication can be different. Sometimes people communicate without seeing the other person's reaction or understanding how their words are received.

Sometimes people:

Respond More Quickly

Think Less Carefully

Feel More Distant From Consequences

This does not mean people intend to cause harm. However, it can make it easier to forget that real people are receiving messages.

Activity - What People Are Thinking



Tick the statements that might explain why somebody behaves differently online.

☐

"Nobody will take it seriously."

☐

"Everyone else is doing it."

☐

"It's only a joke."

☐

"I don't have to see their reaction."

☐

"It's just a message."

☐

"I didn't think about the impact."



Looking Deeper - The Audience Effect

Imagine making a comment to one person. Now imagine making the same comment in front of fifty people. The words may be identical. However, the experience can feel very different. Online spaces often increase the size of the audience.

A comment may be viewed by friends, classmates, people in other year groups, or people the person does not even know.

Sometimes people do not know exactly how many people have seen something.

This uncertainty can increase feelings of embarrassment, worry or anxiety.

The larger the audience becomes, the more significant the impact can feel.

Unlike face-to-face conversations, online content can often be viewed repeatedly.

A person may continue wondering:

Who Has Seen It?

Who Has Shared It?

Who's Talking About It?

This uncertainty can sometimes make situations feel much bigger than the original event.

Think About It

Why might a comment feel more harmful if lots of people see it?

How would you feel if you didn't know who had seen a message about you?

Looking Deeper - Screenshots



Some friends are sharing jokes in a group chat about someone they know from school. They believe only a few friends will see it. However, somebody takes a screenshot. The screenshot is shared with another group. Then another.



Within a short period of time, countless other people have seen the screenshot including the person the comments are about. The students who initially posted the jokes did not expect the content to travel so far.

Those involved start to worry about who else has seen or received the screenshot.

Situations like this happen more often than many people realise. What begins as a message between a small number of people can sometimes become visible to a much larger audience very quickly.

Activity - What Changed?



Tick all the factors that changed the situation:

- ☐ More people saw it.
- ☐ The audience became larger.
- ☐ The message became harder to control.
- ☐ More people became involved.
- ☐ The impact may have increased.
- ☐ More people formed opinions about the situation.



Looking Deeper - Online Behaviour

Why Do People Behave Differently Online?

Many people say things online that they would never say face-to-face. There are several reasons why this can happen. Sometimes people feel anonymous, distant from consequences, more confident behind a screen, or less aware of another person's feelings.

When people communicate face-to-face, they can often see reactions immediately. They are able to notice facial expressions, body language, emotions, or discomfort.

Online communication can remove some of these signals. This can make it easier to forget that a real person is receiving the message. Sometimes people describe this as feeling disconnected from the impact of their actions.

This does not mean people become different people online. However, it can affect decision-making. Understanding these differences can help people make more thoughtful choices.



Activity - Online or Face-to-Face?

Which statement do you agree with most?

- ☐ People are usually more respectful face-to-face.
- ☐ People are usually more respectful online.
- ☐ It depends on the individual and the situation.

Explain your answer:

Key Learning Point

Before You Post

Before sending a message, posting a comment or sharing an image, you should ask yourself:

Would I say this face-to-face?

Could somebody misunderstand this?

Could this embarrass somebody?

Could this have a bigger impact than I expect?

If the answer to any of these questions is 'yes' or 'maybe', then it is probably best not to post it. Being respectful online means protecting yourself and others.

Looking Deeper - Noah's Question



As Noah thinks about the group chat, one question keeps returning to his mind.

"Would people have said those things if I had been standing in front of them?"

He is not sure. Some comments seem very different when they are read on a screen. Noah begins realising that online behaviour can sometimes create distance between actions and consequences.

At the same time, he recognises that the impact still feels real.

The messages may have been written online, but the emotions they created were experienced offline.



Think About It

What do you think Noah means by this question?

Do you think people should be held to the same standards online as offline? Why?

Scenario - Mia Reflects Again



The next day, Mia hears students discussing the group chat.

Some students describe it as harmless. Others believe it crossed a line.

Mia remembers what she learned previously. She decides to think about the situation from Noah's perspective. She remembers how Noah felt when the group laughed at him. She remembers how his confidence changed afterwards.



Mia realises that although this situation happened online, many of the effects are similar. People can still feel embarrassed, excluded, judged, or isolated. The platform may be different, but the impact can still be real. For the second time in a few weeks, Mia recognises that understanding another person's experience is important.



Looking Deeper - Respect Online

Technology changes the way people communicate.

It does not change the importance of respect. Being respectful online means:

Thinking Before Posting.

Treating Others With Care.

Avoiding Harmful Behaviour.

Taking Responsibility.

The same values that matter offline also matter online. Many students behave responsibly online every day.

They:

Support
Friends

Include
Others

Share
Positivity

These choices help create safer online communities and prevent unnecessary harm.

Activity - Positive Online Influence



Read the situations below. Which demonstrate positive online behaviour?

- ☐ Sending a supportive message to somebody who is struggling.
- ☐ Sharing an embarrassing screenshot.
- ☐ Including somebody in an online group.
- ☐ Posting unkind comments anonymously.
- ☐ Reporting harmful content.
- ☐ Encouraging respectful discussion.



Scenario - Ryan's Reflection

By the end of the module, Ryan has learned something important. At first, the messages felt insignificant. They were only words on a screen. Now he understands that online actions can affect people in real ways.

He realises that:

- Distance does not remove responsibility.
- Online behaviour has consequences.
- Large audiences can increase harm.
- Digital footprints can last.
- Respect matters online as well as offline.



Ryan now recognises that technology changes communication, but not accountability. He starts thinking more carefully about the choices he makes online and how those choices might affect other people.

Think About It

What do you think Ryan has learned about online behaviour?

How might Ryan's learning affect his future choices?

Key Learning Point

Online Actions Have Real Impact

Technology can change how people communicate. However, it does not remove responsibility.

- Messages, comments, images and screenshots can affect real people in real ways.
- Online platforms can increase audiences, spread information quickly and make situations harder to control.
- This means online choices often deserve the same level of thought and care as offline choices.
- Respect, empathy and accountability matter online just as much as they matter offline.

Personal Reflection

Think about a time when you saw positive behaviour online. What happened?

Why do you think it had a positive impact?

What can we learn from positive online behaviour?

Extended Reflection

Advice to a Younger Student

A younger student asks: "How can I behave responsibly online?"

Write a response explaining what cyber bullying is, how online behaviour affects people, why digital footprints matter, how to show respect online, and what you have learned from this module:

[illegible]

Module Reflection

One thing I learned about cyber bullying is:

One thing I learned about digital footprints is:

One thing I learned about responsibility online is:

One thing I learned about impact is:

One thing I will remember from this module is:

Key Messages to Remember

- Online behaviour affects real people.
- Technology does not remove responsibility.
 - Digital footprints can last.
- Respect matters online and offline.
- Online actions can have real impact.
- Thinking before posting can prevent harm.

Staff Review



- ☐ Student understands cyber bullying.
- ☐ Student understands digital footprints.
- ☐ Student recognises the impact of online behaviour.
- ☐ Student can reflect on responsibility online.
- ☐ Student has engaged with the activities.
- ☐ Student is ready to progress to Module 5.