Universal Connection of Digital Technology, Presenting Solutions to the Digital Environment

‘Cyber Jungle Guardian, Blue Elephant’

Expert Group Meeting in Celebration of the 30th Anniversary of the International Year of Family, 2024

The Blue Tree Foundation
Research Fellow
Park, Jonghyo
1. The Blue Tree Foundation

2. Social Changes and Problems Resulting from Digital Technology Development

3. Cyber Jungle Guardian, Blue Elephant

4. Solution Proposal for Problems in Digital Environment
The Blue Tree Foundation
Introduction
The Blue Tree Foundation depicts an only son who chose to take his own life at the tender age of 16 as a result of school bullying in June 1995, and the father sacrificed everything in the hope that there will never be another father as devastated as him on this earth. It is Korea’s first non-profit organization (NGO) for public interest that informs the civil society about the seriousness of school bullying and works with the basic values of school bullying prevention, victim healing, and social change.
Efforts and Results of the BTF

The Blue Tree Foundation National Research on School Violence

School Violence Offense Rate
School Violence Victim Rate

Since the BTF took charge 25 years ago, school violence rates have decreased. However, because of changing school violence patterns, the rates are on the rise again.

First National School Violence Helpline 1588-9128

1995: Publicized as a Social Problem
Publicized personal suffering into a social agenda, when the term ‘school violence’ wasn’t even accepted

2001: Beginning the Nationwide Research of School Violence
Conducted nationwide research of actual states annually for study on the countermeasure of school violence

2004: Leading Efforts for Legislation
Led a nationwide campaign to gather signatures from 47 million citizens, which resulted in the Special Act on Preventing and Handling of School Violence

2007: Turning Point of School Violence
After the suicides of the Kwon Saungrin, a middle school student in Daegu, the social perception of school violence altered

Policy Monitoring and Research
Deal with school violence cases
Assign School Police Officers (SPO)
Install security cameras
Train professionals for school violence education and counseling
Publish more than 120 university textbooks and teacher guidelines

2012: Reduction of school violence by one-sixth, but slightly on the rise again
Reduced School Violence Rate from 20% to 3%

2020: Rate slightly increased to 6% again
Growth in new kinds of school violence (cyber violence, sexual assault etc.)
Established “With Wee Center,” exclusively for school violence victims

Current
Cyber violence rated 1st among school violence types

Ministry of Education - National Police Agency - BTF

Conducting more than 4000 cases of emergency dispatch and counseling, reconciliation and dispute mediation, saving both victims and assailants

1996: Award by the Ministry of Home Affairs
1998: MBC Good Koreans Award
2002: The 5th Korea Youth Protection Award
2008: Presidential Commendation for Youth Merit Organization Award
2008: Joined UN Global Compact
2009: Attained special consultation status in UN ECOSOC
2010: Dongbaek Medal
2012: Awarded the 24th Asian Award
2013: The 5th Samil Transparency Awards for NPO
2014: Nominated as the first Korean for Ashoka Senior Fellow
2018: The 32nd Inchon Awards of the education sector
2019: The 61st Ramon Magsaysay Award
Social Changes and Problems Resulting from Digital Technology Development
Social Changes and Problems Resulting from Digital Technology Development

# Individual
Change in work environment and lifestyle
Online communication

# Family
New Family Type
Digital device-dependent relationships

# Society
The acceleration of competition due to urbanization
An individualistic culture

# Environment
Billions of interfaces on digital devices
The use of electricity and fossil fuels for data storage
Social Changes and Problems Resulting from Digital Technology Development – Cyberbullying

- Increased Emotional Isolation
  - Digital Addiction
  - Trapped in Digital Records, Deprived of Freedom

- Conflict within the Family and Psycho-emotional Difficulties
  - Guilt and Despair
  - Collapse of Family and Social Isolation

- Economic Instability in Society
  - High Social Cost to Solve Social Problems

<table>
<thead>
<tr>
<th>Individual</th>
<th>Family</th>
<th>Society</th>
</tr>
</thead>
</table>

Youth Cyberbullying Prevention Project
Cyber Jungle Guardian, Blue Elephant (PUCO)
Youth Cyberbullying Prevention Project
Cyber Jungle Guardian Blue Elephant (PUCO)

Began with the MOU signing of private-government-academic-corporate cooperation on February 2020, with a total budget of 13 Billion won for 10 years ('20~'29).

In order to solve one of the major social difficulties, ‘Youth Cyberbullying,’ and for the improvement of pro-social competence of youth, through ‘Prevention’-centered education project.
Youth Cyberbullying Prevention Project
Cyber Jungle Guardian Blue Elephant (PUCO)

From preventive education to post-healing, total care for youth and those around them, and spreading awareness within society as a whole and proposing policies.

- School Education
- Online Education
- Instructor training
- School safety manual

- Hotline Counseling
- On-site Dispatch Consultation
- Healing Therapy

- School Principal Declaration Campaign
- Youth Idea Contest
- Nationwide Non-Violence Campaign
- Online Forum
- International Network

- National School Violence Survey
- Research of Law and Policy Proposals

Prevention Education
Counseling & Healing
Spreading Culture
Academic Research

Platforms

Partner Group
Operation of business promotion, etc
Youth Cyberbullying Prevention Project

Cyber Jungle Guardian Blue Elephant (PUCO)

01 Educational Content Favored
- Flood of school requests (’23 Competition Rate 13:1)
- UNESCO Certification of Education for Sustainable Development

02 Spreading Culture of Nonviolence
- School Principal Declaration Movement (Older Generation Support System)
- National Nonviolence Campaign

03 Counseling and Healing
- Hotline Counseling, On-site Dispatch Consultation
- Family Therapy

04 Research Results
- Cyberbullying International Conference
- National Survey Press Conference

05 Best Professional Forum among NGOs
- 1M+ views. Copy Available at the National Library of Korea
- Attended by ministers, parliamentarians, celebrities, etc.

06 Publicize Internationally
- UN ECOSOC Written and Oral Statements
- Global Cooperation with NGOs like Megan Meier, etc.
Youth Cyberbullying Prevention Project
Cyber Jungle Guardian Blue Elephant (PUCO)

Preventive Education Program Scheme

Pre-Learning

1st
Understanding cyberbullying and how to respond to different types

2nd
PUCO Prosocial Competency

On-site/Online Education

3rd
Checking Pre-Learning

4th
Great Expedition that Changed the Cyber World Part 1

5th
Great Expedition that Changed the Cyber World Part 2

6th
Cyberbullying Dilemma Debate

7th
Competency Activities Certification Missions

Post-Learning

Student

Understanding

Direct/Indirect Part
Learning through Experiences and Activities (Acquire Prosocial Competency)

Hands-on Part
Daily Practice and Internalization, School-Home Partnerships
Youth Cyberbullying Prevention Project
Cyber Jungle Guardian Blue Elephant (PUCO)

- a study on preventive education
  - Verification of the Effectiveness of Cyberbullying Prevention Education
  - Evaluation of psycho-behavioral characteristics and prosocial competency changes of participants
Youth Cyberbullying Prevention Project
Cyber Jungle Guardian Blue Elephant (PUCO)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total in 2020-2023</th>
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<tbody>
<tr>
<td></td>
<td>School</td>
</tr>
<tr>
<td>On-site Education</td>
<td>321</td>
</tr>
<tr>
<td>Online Education</td>
<td>117</td>
</tr>
<tr>
<td>Total</td>
<td>438</td>
</tr>
</tbody>
</table>

Grades 3-6 in Elementary School

![Graph showing the number of prevention education participants by year: 2,690 in 2020, 13,386 in 2021, 16,846 in 2022, and 18,476 in 2023.]
Youth Cyberbullying Prevention Project
Cyber Jungle Guardian Blue Elephant (PUCO)

Research Results of Preventive Education, 2022

Experience of Cyberbullying
- Before: 0.97
- After: 0.82

Bullying Efficacy (Class)
- Before: 4.39
- After: 4.45

Defensive Behavior
- Before: 1.75
- After: 1.97

Bullying Efficacy (Student)
- Before: 4.27
- After: 4.35

Prosocial Competency
- Before: 4
- After: 4.11
Youth Cyberbullying Prevention Project
Cyber Jungle Guardian Blue Elephant (PUCO)

Research Results of Preventive Education, 2023

- Negative attitude toward the perpetrator
- Positive attitude toward the victim

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<thead>
<tr>
<th>Attitude towards Cyberbullying</th>
<th>Experimental Group</th>
<th>Control Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude towards Perpetrator</td>
<td>4.33</td>
<td>4.19</td>
</tr>
<tr>
<td>Attitude towards Victim</td>
<td>4.27</td>
<td>4.09</td>
</tr>
</tbody>
</table>
Research Results of Preventive Education, 2023

6 Prosocial Capabilities

<table>
<thead>
<tr>
<th>Capabilities</th>
<th>Experimental Group</th>
<th>Control Group</th>
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</thead>
<tbody>
<tr>
<td>Honesty</td>
<td>4.02</td>
<td>3.95</td>
</tr>
<tr>
<td>Promise</td>
<td>4.08</td>
<td>4.01</td>
</tr>
<tr>
<td>Forgiveness</td>
<td>3.45</td>
<td>3.4</td>
</tr>
<tr>
<td>Responsibility</td>
<td>4.35</td>
<td>4.29</td>
</tr>
<tr>
<td>Consideration</td>
<td>4.09</td>
<td>4.01</td>
</tr>
<tr>
<td>Ownership</td>
<td>4.47</td>
<td>4.44</td>
</tr>
</tbody>
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Prosocial Competency

- Experimental Group: 4.08
- Control Group: 4.01
Youth Cyberbullying Prevention Project
Cyber Jungle Guardian Blue Elephant(PUCO)

- Reduced experience of cyberbullying.
- Increased defensive behavior to help victims.
- Students and class members acquire efficacy against cyberbullying.

Protection Factors for Cyberbullying Prevention Prosocial Competency.

- Honesty PUCO
- Promise PUCO
- Forgiveness PUCO
- Responsibility PUCO
- Consideration PUCO
- Ownership PUCO
Solution Proposal for Problems in Digital Environment
01 Spread of preventive education not only in cities, but also across regions.

02 Increase in International Youth-Family-NGO-Government-Corporate Model.

03 International cooperation required for new technology-induced digital crime vigilance.
THANK YOU