

Expert Group Meeting in Celebration of the 30<sup>th</sup> Anniversary of the  
International Year of Family, 2024

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

## 'Cyber Jungle Guardian, Blue Elephant'



The Blue Tree Foundation  
Research Fellow

Park, Jonghyo



**푸른나무재단**  
The Blue Tree Foundation



사이버정글 가디언  
**푸른코끼리**  
Cyber Jungle Guardian, PUCO



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# The Blue Tree Foundation Introduction



# 1. 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.



## Counseling Therapy

We heal wounds needed to overcome pain and grow.



## Preventive Education

We educate the virtues of healthy and happy members of society.



## Social Change

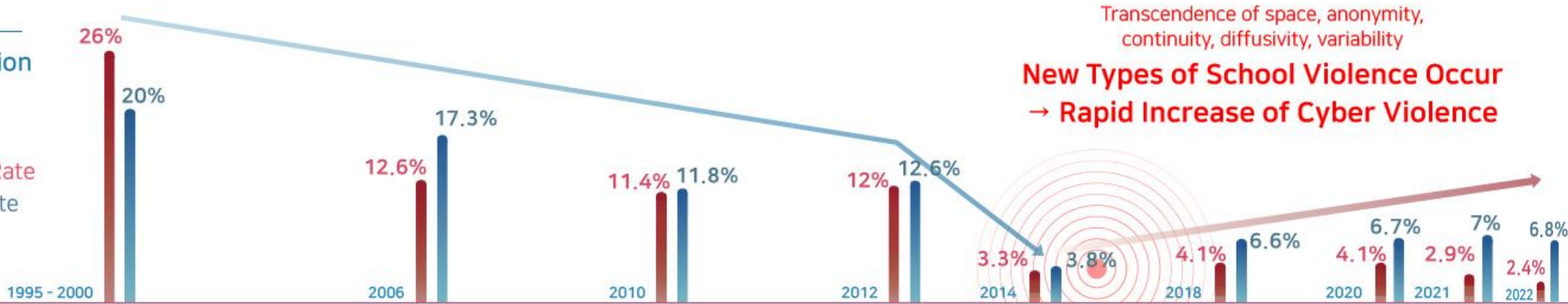
We urge social change to create a happy world for youth.



# 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.

## 1995' Publicized as a Social Problem

Publicized personal suffering into a social agenda, when the term 'school violence' wasn't even accepted

## First National School Violence Helpline 1588-9128

Pipeline

## 2001' Beginning the Nationwide Research of School Violence

Conducted nationwide research of actual states annually for study on the countermeasure of school violence

Pipeline

## 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

## 2012' Turning Point of School Violence

After the suicide of the Kwon Seungmin, 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

## 2020' Reduction of school violence by one-sixth But slightly on the rise again

Reduced School Violence Rate from 20% to 3%

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

Cyber Violence Victim Rate Per Year  
19'(5.3%) → 20'(16.3%) → 21'(31.6%)

Strengthen Private Cooperation System in Response to Cyber Violence  
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 Asan Award  
2013' The 5th Samil Transparency Awards for NPO

2014' Nominated as the first Korean for Ashoka Senior Fellow  
2018' The 32nd Incheon 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

Individual



Conflict within the Family and Psycho-emotional Difficulties

Guilt and Despair

Collapse of Family and Social Isolation

Family



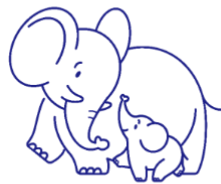
Economic Instability in Society

High Social Cost to Solve Social Problems

Society



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



사이버정글 가디언

**푸른코끼리**  
Cyber Jungle Guardian, 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

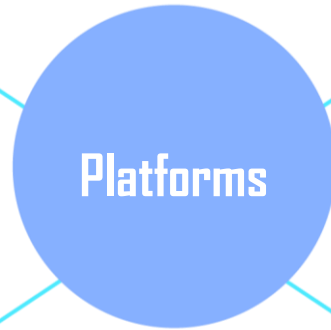


Prevention  
Education

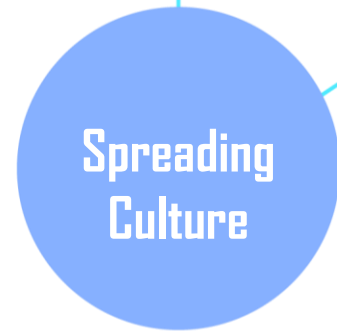


Counseling  
Healing

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



Platforms



Spreading  
Culture



Academic  
Research

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

Partner Group  
Operation of business  
promotion, etc

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

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

## 01 Educational Content Favored

- Flood of school requests ('23 Competition Rate 3:1)
- UNESCO Certification of Education for Sustainable Development



## 04 Research Results

- Cyberbullying International Conference
- National Survey Press Conference



## 02 Spreading Culture of Nonviolence

- School Principal Declaration Movement (Older Generation Support System)
- National Nonviolence Campaign



## 05 Best Professional Forum among NGOs

- IM+ views, Copy Available at the National Library of Korea
- Attended by ministers, parliamentarians, celebrities, etc.



## 03 Counseling and Healing

- Hotline Counseling, On-site Dispatch Consultation
- Family Therapy



## 06 Publicize Internationally

- UN ECOSOC Written and Oral Statements
- Global Cooperation with NGOs like Megan Meier, etc.

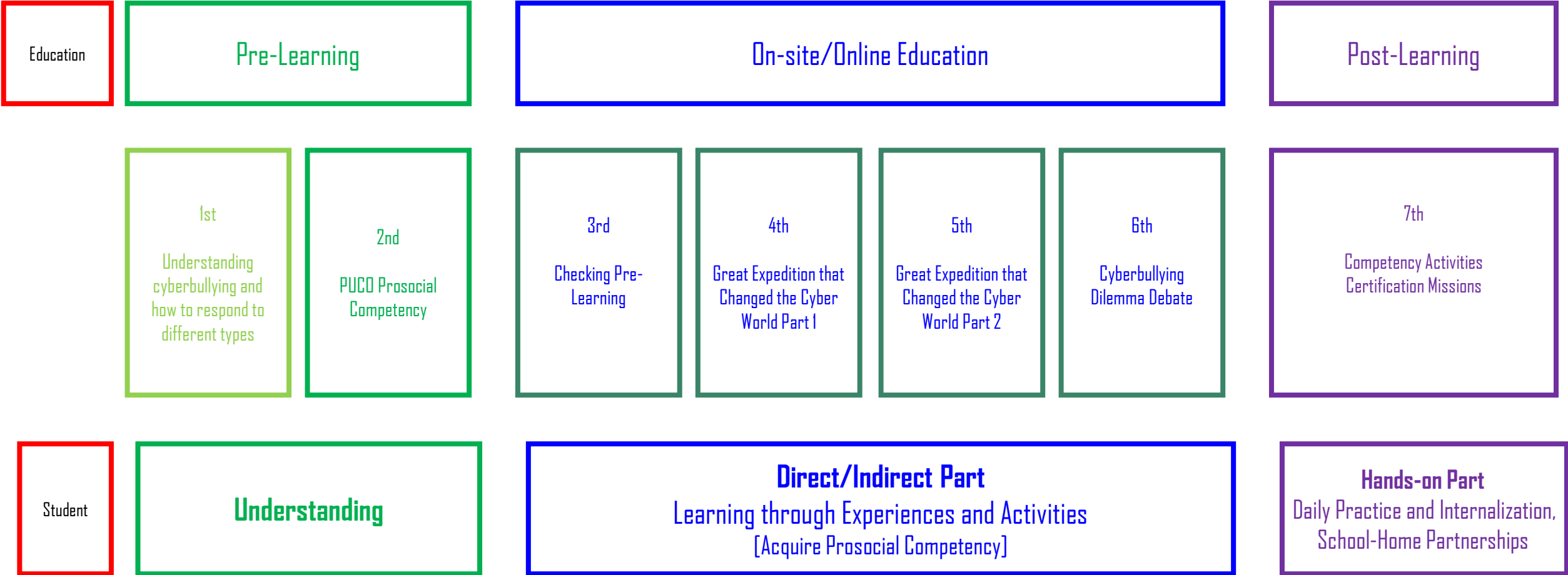




# Youth Cyberbullying Prevention Project Cyber Jungle Guardian Blue Elephant(PUCO)



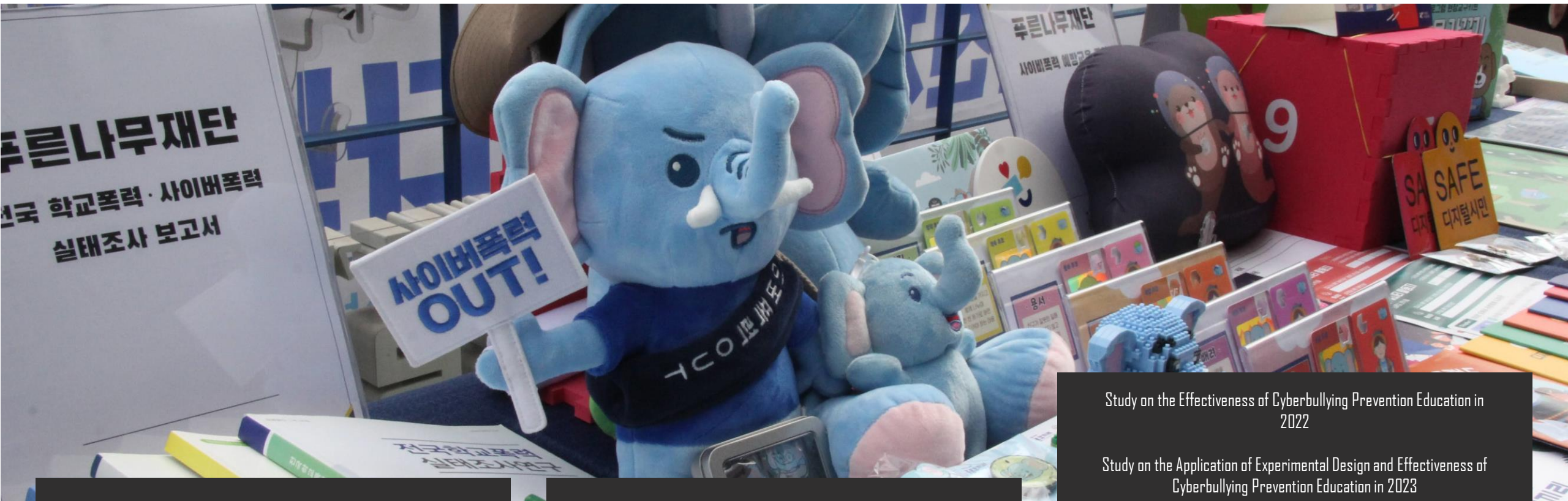
## Preventive Education Program Scheme



# 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



Basic Study on the Development of Cyberbullying Inspection  
Tools in 2020

2020

Study on the Validation of Cyber Violence Inspection  
Tools in 2021

2021

Study on the Effectiveness of Cyberbullying Prevention Education in  
2022

Study on the Application of Experimental Design and Effectiveness of  
Cyberbullying Prevention Education in 2023

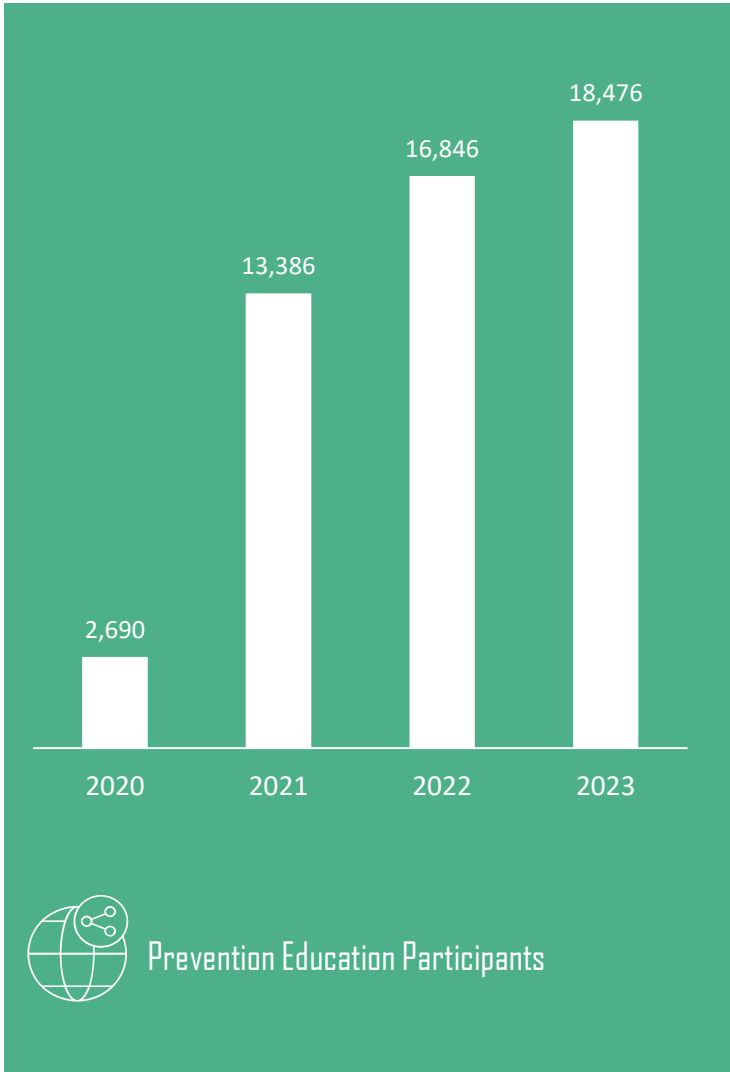
2022~2023



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

Year	Total in 2020-2023		
Classification	School	Class	Student
On-site Education	321	1,437	33,977
Online Education	117	743	17,424
<b>Total</b>	<b>438</b>	<b>2,180</b>	<b>51,401</b>

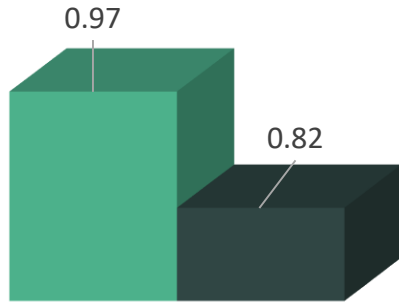
Grades 3-6 in Elementary School



Prevention Education Participants

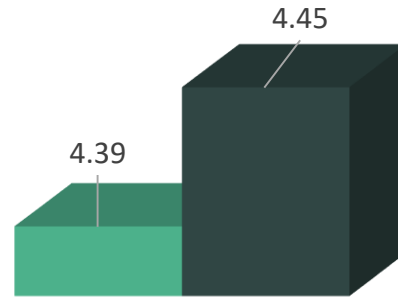
# Youth Cyberbullying Prevention Project Cyber Jungle Guardian Blue Elephant(PUCO)

## Research Results of Preventive Education, 2022



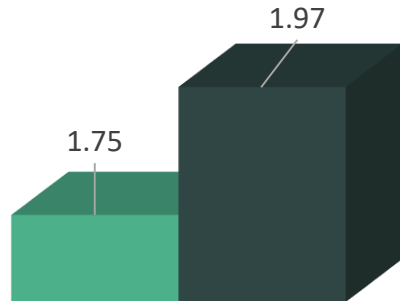
Experience of Cyberbullying

■ Before ■ After



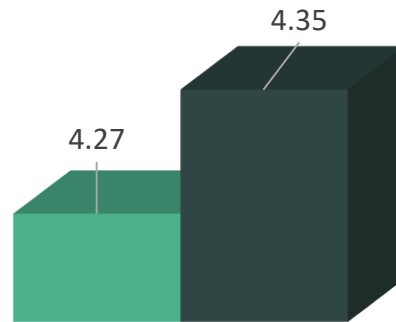
Bullying Efficacy(Class)

■ Before ■ After



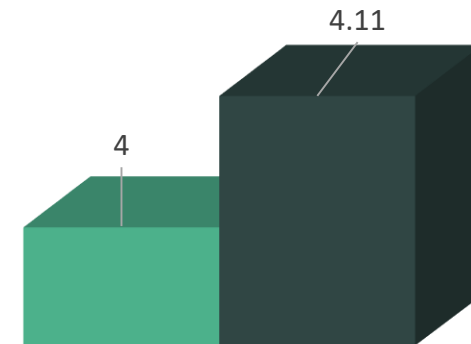
Defensive Behavior

■ Before ■ After



Bullying Efficacy(Student)

■ Before ■ After



Prosocial Competency

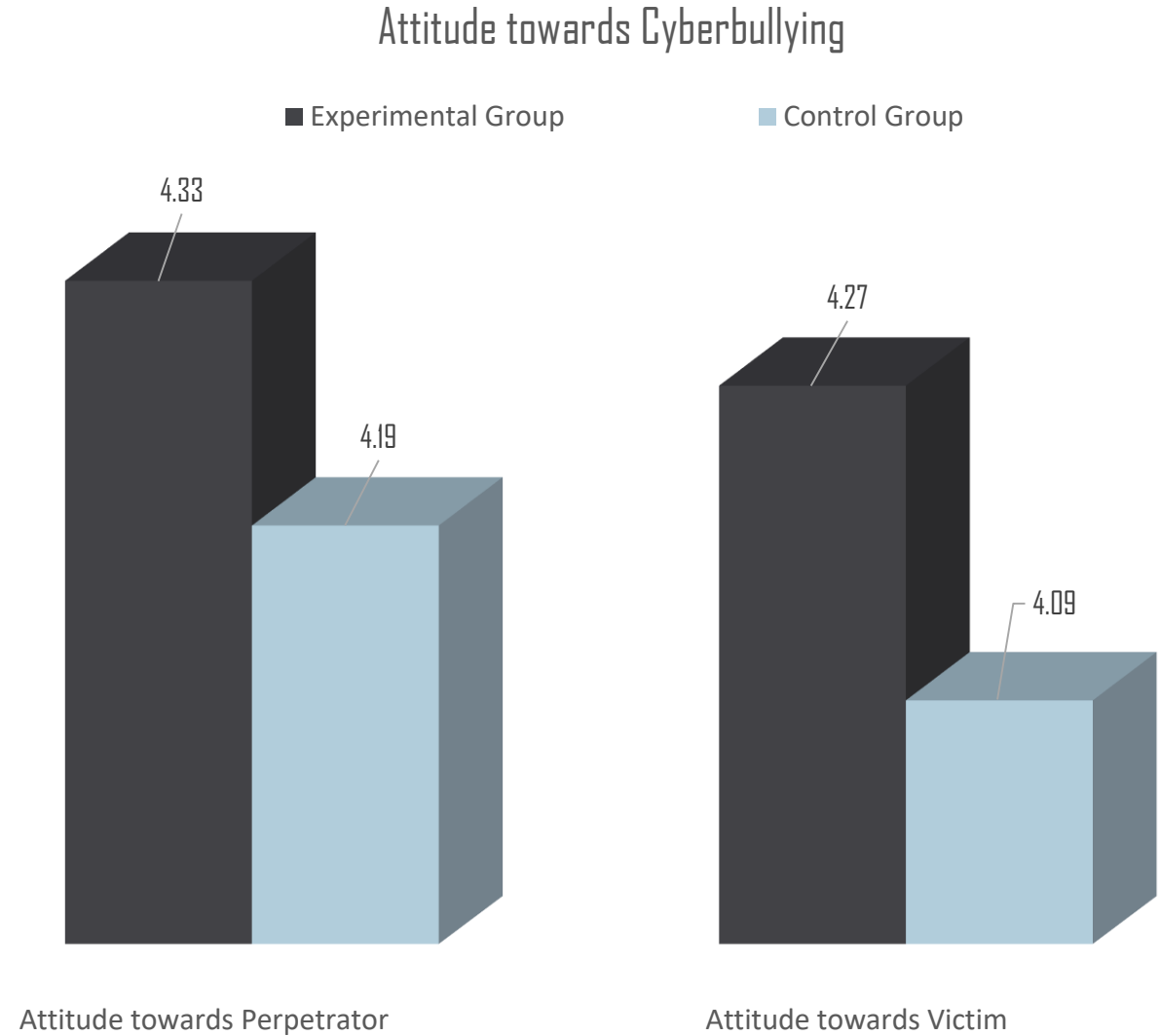
■ Before ■ After



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

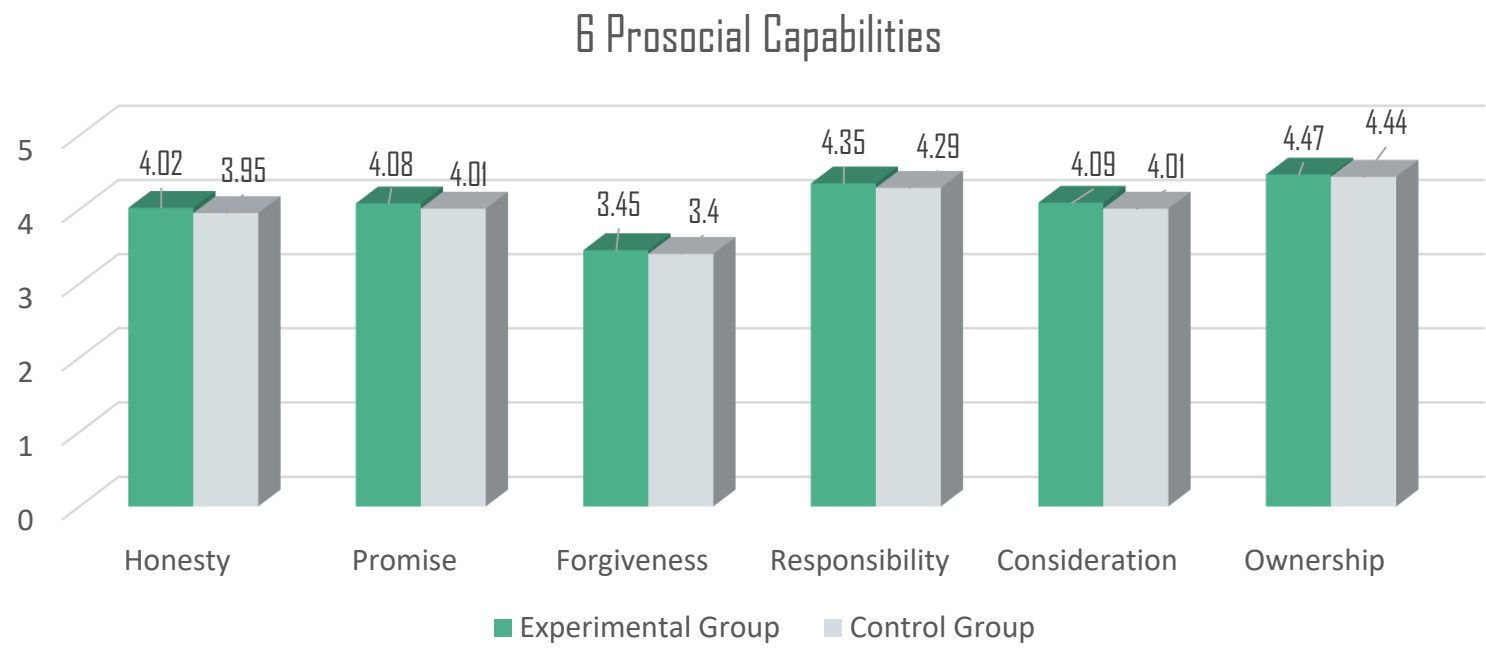
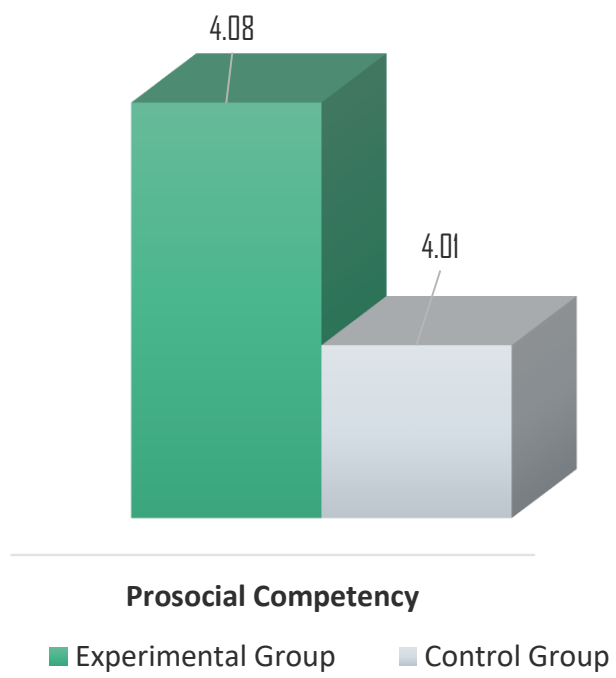
## Research Results of Preventive Education, 2023

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



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

## Research Results of Preventive Education, 2023





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

## Effects of Preventive Education

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



Honesty PUCO



Promise PUCO



Forgiveness PUCO



Responsibility PUCO



Consideration PUCO

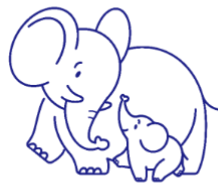


Ownership PUCO



Protection Factors for Cyberbullying Prevention Prosocial Competency.

# Solution Proposal for Problems in Digital Environment



사이버정글 가디언

**푸른코끼리**  
Cyber Jungle Guardian, PUCO





- 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



**푸른나무재단**  
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