

# CyberALLY® Evaluation Results Summary, 2012

## Overview

ADL's A WORLD OF DIFFERENCE® Institute engaged TCC Group, an independent evaluation firm, to conduct an evidence-based research evaluation of CyberALLY® in order to assess the effectiveness of the training program and gain insight into areas for improvement.

### Identified program outcomes:

- Awareness and knowledge about cyberbullying
- Demonstration of responsible and ethical online behavior
- Ability to be a CyberALLY

TCC Group designed and implemented an evaluation study to measure increases in these outcomes.

The study involved 411 secondary level students who participated in a six-hour CyberALLY workshop during the 2011–2012 school year at nine schools from two different school districts in the Atlanta area. These students ranged in age from 11–15 and represented a diverse sampling in terms of gender, race and socio-economic level.



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## About the Program

**CyberALLY®** is a half-day (3-hour) or full-day (6-hour) interactive training for middle and high school-age youth that provides practical information and opportunities for developing skills to prevent and take action against cyberbullying and social cruelty in online forums. The program supports youth in developing personal strategies for protecting themselves against cyberbullying as well as acting as cyberallies to others.

## Method of Research

TCC utilized mixed methods (qualitative and quantitative) for the data collection. They conducted five focus groups using a qualitative instrument and administered a retrospective pre-post survey to better understand outcomes related to participation in CyberALLY. Students were asked about their quality assessment of different components of CyberALLY and outcome attainment based on their participation. Five focus groups of student participants also were conducted in order to receive more in-depth feedback about their experience and what they learned. This approach ensured that TCC could provide greater depth and context to quantitative findings through analysis of the qualitative data.

## Research Findings

The data analysis shows highly statistically significant improvement in all three outcome areas, indicating that the goals of the CyberALLY program are being met. The students showed the greatest improvement in the outcome “the ability to be a cyberally.”

93% of the students indicated that they learned different strategies for responding to cyberbullying and almost three quarters of the participants indicated that they applied what they learned from the workshop in their everyday life. It should be noted that the outcomes held when disaggregated by demographics, meaning that the program was effective across the diverse sampling.

The results of this evaluation demonstrate the effectiveness of CyberALLY in fostering increased cyber-civility and a culture of e-safety among our youth. ADL's A WORLD OF DIFFERENCE Institute is thankful to **Circle of Service** and **Microsoft** for their generous donations which funded this evaluation.