

STUDENT CAMPUS CLIMATE SURVEY

BRIEF 4 : STALKING/BULLYING

INTRODUCTION

In fall 2014 the University of North Alabama (UNA) administered a Student Campus Climate Survey. The purpose of the survey was to provide UNA with critical information regarding our campus climate, campus resources, and experiences of our students. This is the fourth and final brief that presents key findings from the survey along with recommendations for developing effective prevention and intervention programming for our students. The focus of this brief is on data pertaining to UNA students' experiences with stalking/bullying. The full report is available at una.edu/title-ix

METHODS

All measures in the survey were taken directly from the White House Task Force Report (2014). The online survey assessed stalking/bullying using the National Violence Against Women (NVAW) Scale. The U.S. Department of Justice (2008) validated this scale using a large nationally representative sample of 8,000 men and 8,000 women. This scale lists fourteen acts of stalking/bullying (e.g., unwanted text messages, following or spying, soliciting information from friends) and asks participants to indicate the number of times during the past year that they have experienced that act. Participants were given a scale of 0 – 5,000+, where 0 indicated they had not experienced that act of stalking/bullying during the past year and 5,000+ indicated they had experienced that act of stalking/bullying 5,000 or more times during the past year.

SAMPLE

A total of 978 surveys were completed. The median age of participants was 21 years old. Seventy-three percent (73%) of the sample identified as female, 26% identified as male, and approximately 1% identified as transgender or other. The class standing of participants was as follows: 20.2% freshman, 17.4% sophomore, 26.4% junior, 29.0% senior, 6.6% graduate student, and 0.4% special student. The racial composition approximated well the racial makeup of the University.

DEFINITION OF TERMS

The survey listed fourteen acts of stalking/bullying (e.g., unwanted text messages, following or spying, soliciting information from friends) and asked participants to indicate the number of times during the past year that they have experienced that act.

INCIDENCE OF STALKING/BULLYING

Incidence refers to a count of how many unique incidents of stalking/bullying occur during a given period of time (i.e., during the past year). Table 1 is a breakdown of the acts of stalking/bullying most commonly reported in our sample. N represents the number of students indicating they had experienced that act of stalking/bullying at least once during the last year.

TABLE 1.
MOST COMMON ACTS OF STALKING/BULLYING

	N
UNWANTED MESSAGES THROUGH FACEBOOK, TWITTER, SNAPCHAT, ETC.	289
UNWANTED COMMENTS, PICTURES, ETC. ON SOCIAL NETWORKING WALL	168
UNSOLICITED TEXT MESSAGES	167
UNWANTED E-MAILS	146
UNSOLICITED PHONE CALLS TO YOU	130
FRIEND(S) APPROACHED TO GET INFORMATION ABOUT YOU OR FIND YOU	127

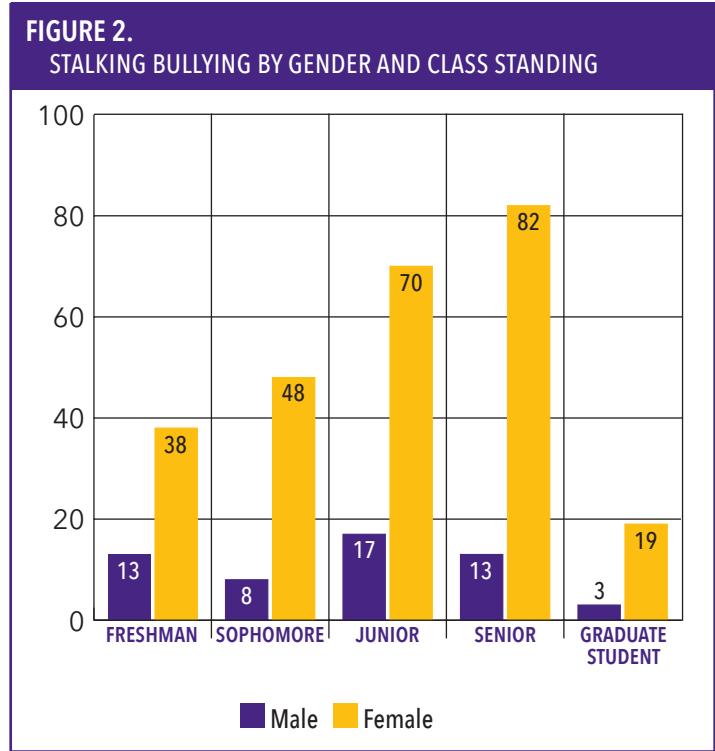
PREVALENCE OF STALKING/BULLYING

Prevalence rates are a count of how many unique people have experienced stalking/bullying during a given period of time (i.e., during the last year). According to the National Institute of Justice (2008), prevalence rates are calculated by dividing the total number of individuals who report a crime by the sample population and multiplying that number by 100. A total of 352 individuals in a sample of 978 reported experiencing at least one act of stalking/bullying during the last year. Therefore, the prevalence rate of stalking/bullying in our sample was 36%.



DEMOGRAPHIC INFORMATION ABOUT INDIVIDUALS REPORTING STALKING/BULLYING

Figure 2 is a breakdown of the gender and class standing of the 352 individuals who reported experiencing at least one act of stalking/bullying during the last year and provided demographic information.



Women reported a greater incidence of stalking/bullying (82.5%) than men. Juniors and seniors accounted for nearly 60% of those who reported experiencing stalking/bullying.

CONCLUSION & RECOMMENDATIONS

Over one third of our sample (36%) reported experiencing at least one act of stalking/bullying during the last year. Based on the survey findings, it is recommended that UNA develop and implement systematic programming to prevent stalking/bullying and pay special attention to educating our students about how to use social media responsibly and provide them with information about resources if they need help.

In order to ensure that the programming is as effective as possible, it is recommended that all freshmen be required to participate in stalking/bullying prevention education. Again, the First Year Experience (FYE) course would be an ideal delivery system for this programming. However, it will also be critical to target current students who will not have gone through a FYE course. Therefore, it is recommended that the university require all students to participate in online training that is focused on stalking/bullying prevention. It is also recommended that the university deliver a series of education events throughout the year that include information about stalking/bullying. It is recommended that UNA promote knowledge of its resources on campus in relation to stalking/bullying and consider the implementation of an advocate program on campus.

PROJECT COLLABORATORS

The principal investigators for the Student Campus Climate Survey were UNA faculty members Drs. Amber Paulk, Andrea Hunt, and Yaschica Williams from the Department of Sociology and Family Studies. Once the initial survey was compiled, the UNA Title IX Education and Prevention Advisory Board reviewed the survey. The advisory board includes UNA's Title IX Coordinator, Ms. Tammy Jacques; UNA faculty, staff, and students; representatives from UNA Student Counseling Services; the UNA Police Department; and Rape Response.

FOR MORE INFORMATION

For more information, please contact UNA's Title IX Coordinator, Ms. Tammy Jacques, at **tmwells@una.edu** or **256-765-4223**.

REFERENCES

White House Task Force to Protect Students from Sexual Assault (2014). *Not alone: The first report of the White House Task Force to Protect Students from Sexual Assault*.

