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Why do kids cyberbully each other?

Who knows why kids do anything? When it comes to cyberbullying, they are often motivated by anger, revenge or frustration. Sometimes they do it for entertainment or because they are bored and have too much time on their hands and too many tech toys available to them. Many do it for laughs or to get a reaction. Some do it by accident, and either send a message to the wrong recipient or didn't think before they did something. The Power-hungry do it to torment others and for their ego. Revenge of the Nerd may start out defending themselves from traditional bullying only to find that they enjoy being the tough guy or gal. Mean girls do it to help bolster or remind people of their own social standing. And some think they are righting wrong and standing up for others.

Because their motives differ, the solutions and responses to each type of cyberbullying incident has to differ too. Unfortunately, there is no "one size fits all" when cyberbullying is concerned. Only two of the types of cyberbullies have something in common with the traditional schoolyard bully. Experts who understand schoolyard bullying often misunderstand cyberbullying, thinking it is just another method of bullying. But the motives and the nature of cybercommunications, as well as the demographic and profile of a cyberbully differ from their offline counterpart.