BullyBlocker

Public Availability of BullyBlocker 1.0

GLENDALE, AZ, September 7, 2017 — The BullyBlocker research team announces the public availability of the first version of the BullyBlocker app in the Apple App store. BullyBlocker 1.0 is a no-cost app designed and implemented by the BullyBlocker research group at Arizona State University. The goal of the app is to identify cyberbullying instances in social media networks by estimating the probability of a user experiencing cyberbullying. Currently, the app supports Facebook and implements an identification model based on previous psychology research findings about the nature and prevalence of cyberbullying in adolescents. BullyBlocker aims at informing parents when cyberbullying occurs and enables them to help their children in time to make a difference

The BullyBlocker team, supported by the National Science Foundation and the Dion Initiative for Child Well-being and Bullying Prevention, is actively working on the improvement of the current identification model, the development of additional models, and the extension of the app to other social networking platforms.

We encourage our users to let us know about their experiences using the app (bullyblocker@asu.edu). This feedback is a key component in our research and development process.

Download the app: https://itunes.apple.com/us/app/bullyblocker-app/id1236410370?mt=8

About the BullyBlocker team
The BullyBlocker research team is an interdisciplinary research group in the New College of Interdisciplinary Arts and Sciences at Arizona State University led by professors Yasin Silva and Deborah Hall, and formed by researchers in computer science and psychology. The team's goal is to advance the understanding of how cyberbullying, in particular, and behavioral issues, more broadly, can be effectively identified on social networking sites. Learn more at http://www.public.asu.edu/~ynsilva/BullyBlocker/.

<div align="center">###</div>

Press Contact: Yasin Silva, Ph.D. (ysilva@asu.edu)