

BLOG

For Enea Angelo Trevisan and Ealixir, better than solving the problem of cyberbullying is preventing it



Published 8 months ago on September 9, 2019
By **Andra Tudor**



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One of the most commented news regarding Instagram for the past weeks was their investigation on whether to ban likes counter on the platform or not, but mostly from the perspective of marketing strategy. It turns out that the social media platform is actually considering this new feature as a means to avoid a much bigger problem: cyberbullying.

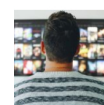
A recent studied carried by Pew Research Center showed that fifty-nine percent of teens reported to have experienced at least one of six types of abusive online behavior, cyberbullying included. Another concerning fact brought by the study shows that 16% of these teens were already subject of physical threat of some kind due to incidents in social media.

In addition to that, a report published by the Journal of Abnormal Psychology has highlighted the popularity of smartphones among teenagers – a statistic that only grew during the past seven years. “More U.S. adolescents and young adults in the late 2010s, versus the mid-2000s, experienced serious psychological distress, major depression or suicidal thoughts, and more attempted suicide,” stresses the study’s lead author, Jean Twenge, who also wrote the book iGen, in which he ponders about the influence of smartphones in teenage and child mental health.

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Besides hiding how many likes a photo has received, Instagram is also considering another feature: a “nudge” alert that is activated while the user is still writing a comment that is flagged as potentially aggressive. According to the head of Instagram, Adam Mosseri, this could give an extra incentive for people to think twice before committing to an attack.

“Of all the obnoxious activities that can be carried out on the web, cyberbully is in my opinion the worst”, says Ealixir’s CEO and founder Enea Angelo Trevisan. “Cyberbullying targets those who cannot defend themselves: often minors or minorities. This is why one of our priorities as a company is to invest our technology in the fight against this plague.” In that sense, Ealixir gives support to individuals by making an early detection of offensive and troublesome contents, so they can be immediately erased and monitored to avoid further reloading.

For Trevisan, the case for cyberbullying starts in schools, and this is the reason why Ealixir is also responsible for organizing sessions with children, so they can be warned about the dangers of the internet. “At this young age, kids think of internet as a huge playground. We teach them not to trust strangers and to think about the consequences of their virtual actions, exactly like in real life,” he explains.

Moreover, families also need to be aware of their children’s presence on the internet – they should not underestimate the possibilities and dangers of giving a smartphone to a child or a teen. “This is due to the fact that older generations were born and raised without the web, so they struggle to identify with their children. With Ealixir, we try and fill in this gap most of all through prevention, but also actively by deleting offensive contents and/or preventing harassment.

Besides monitoring and removing offensive contents published online, Ealixir also gives support to families and individuals who found themselves victims of cyberbullying by offering contact with specialized lawyers that can handle a case with expertise in the court. However, as much as in the case for health, prevention is the best scenario when coming to cyberbullying too, so internet literacy becomes an important competence to be learned by children for a healthier future of the web.

Sources: <https://www.theladders.com/career-advice/how-instagram-plans-to-take-a-stand-against-cyberbullying>

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