

ADINA'S DECK ASSESSMENT RESULTS

CYBER BULLYING EPISODE 1

THE ADINA'S DECK ASSESSMENT WAS DESIGNED TO ADDRESS THE FOLLOWING THREE LEARNING OBJECTIVES:

1. Need for Cyber Bullies to understand the consequences of their actions

belief: *"nothing can happen to me"*

desired outcome: *I can get expelled from school*

2. Need for Cyber Bullies to understand the consequences of what can happen to their victim.

belief: *"nothing bad can happen to them"*

desired outcome: *this is a serious problem, they could become severely depressed, anxious or even commit suicide*

3. Need for victims to understand this a legitimate/real concern and not just a virtual problem

belief: *I cannot tell my mom or anyone else*

desired outcome: *there are so many options, which do I pick?*

AFTER TESTING THE ADINA'S DECK SERIES IN MULTIPLE SCHOOLS, WE MET THESE OBJECTIVES SUBSTANTIALLY AND SIGNIFICANTLY.

OUR SAMPLE INCLUDED OVER 150 STUDENTS AGES 9-15 IN NORTHERN CA. STUDENTS WERE BOTH MALES AND FEMALES OF A VARIETY OF SOCIO-ECONOMIC BACKGROUNDS.

82% OF STUDENTS SHOWED INCREASED CYBER BULLYING KNOWLEDGE AFTER WATCHING THE ADINA'S DECK FILMS, BASED ON RESULTS IN THEIR BEFORE & AFTER ASSESSEMENT QUIZZES.

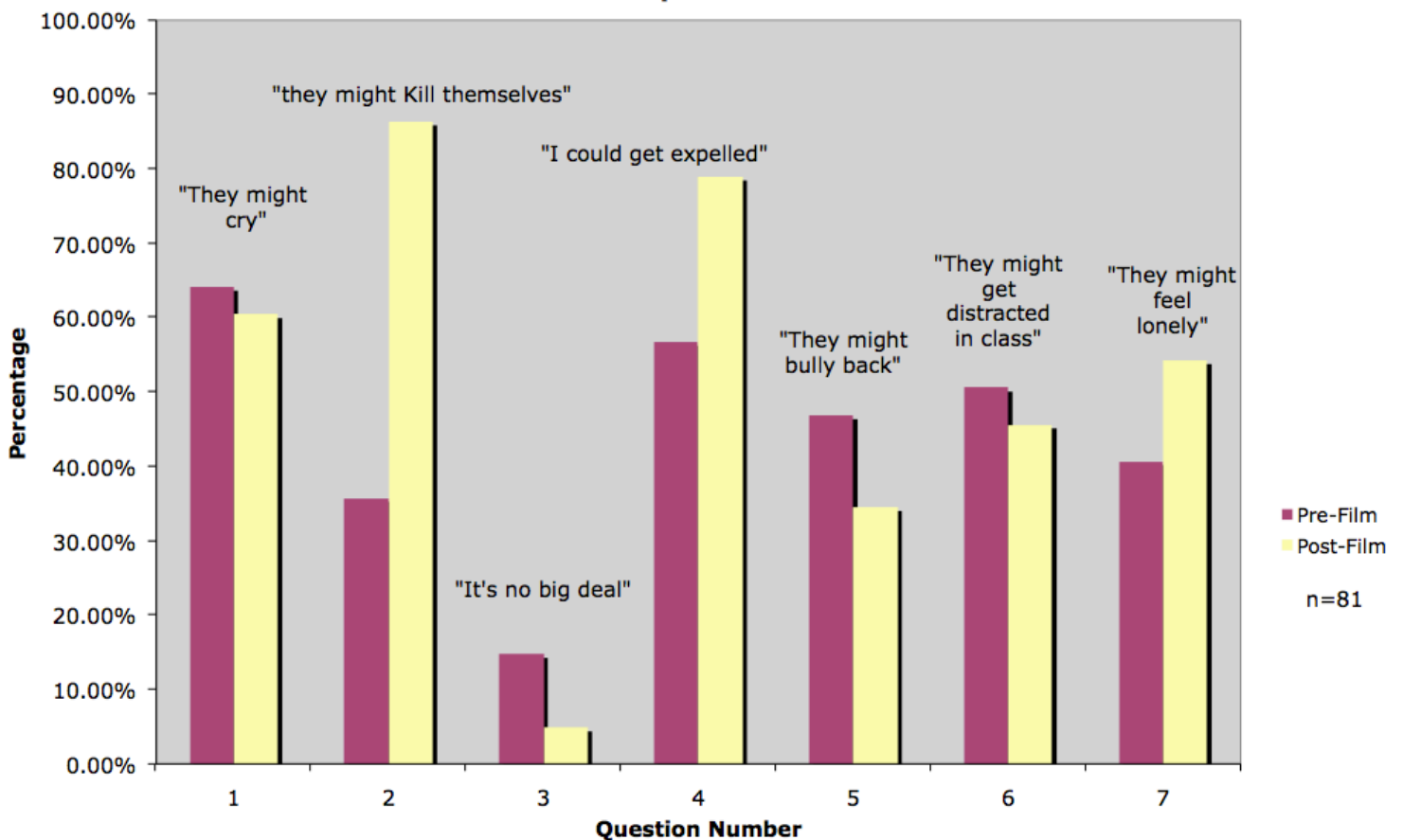
CONSEQUENCES TO VICTIMS OF CYBER BULLYING

86% OF STUDENTS IDENTIFIED “KILLING THEMSELVES” AS A CONSEQUENCE TO CYBER BULLYING AFTER WATCHING ADINA’S DECK. THIS WAS A SIGNIFICANT INCREASE FROM 35% PRIOR TO WATCHING ADINA’S DECK.

STUDENTS ALSO IDENTIFIED LONELINESS AS AN OUTCOME THE VICTIM COULD FACE.

THE BELIEF THAT THERE ARE NO CONSEQUENCES BECAUSE “CYBER BULLYING IS NO BIG DEAL” ALMOST DIMINISHED AFTER WATCHING THE FILM.

When someone gets bullied online or from text messaging, what could the consequences be?

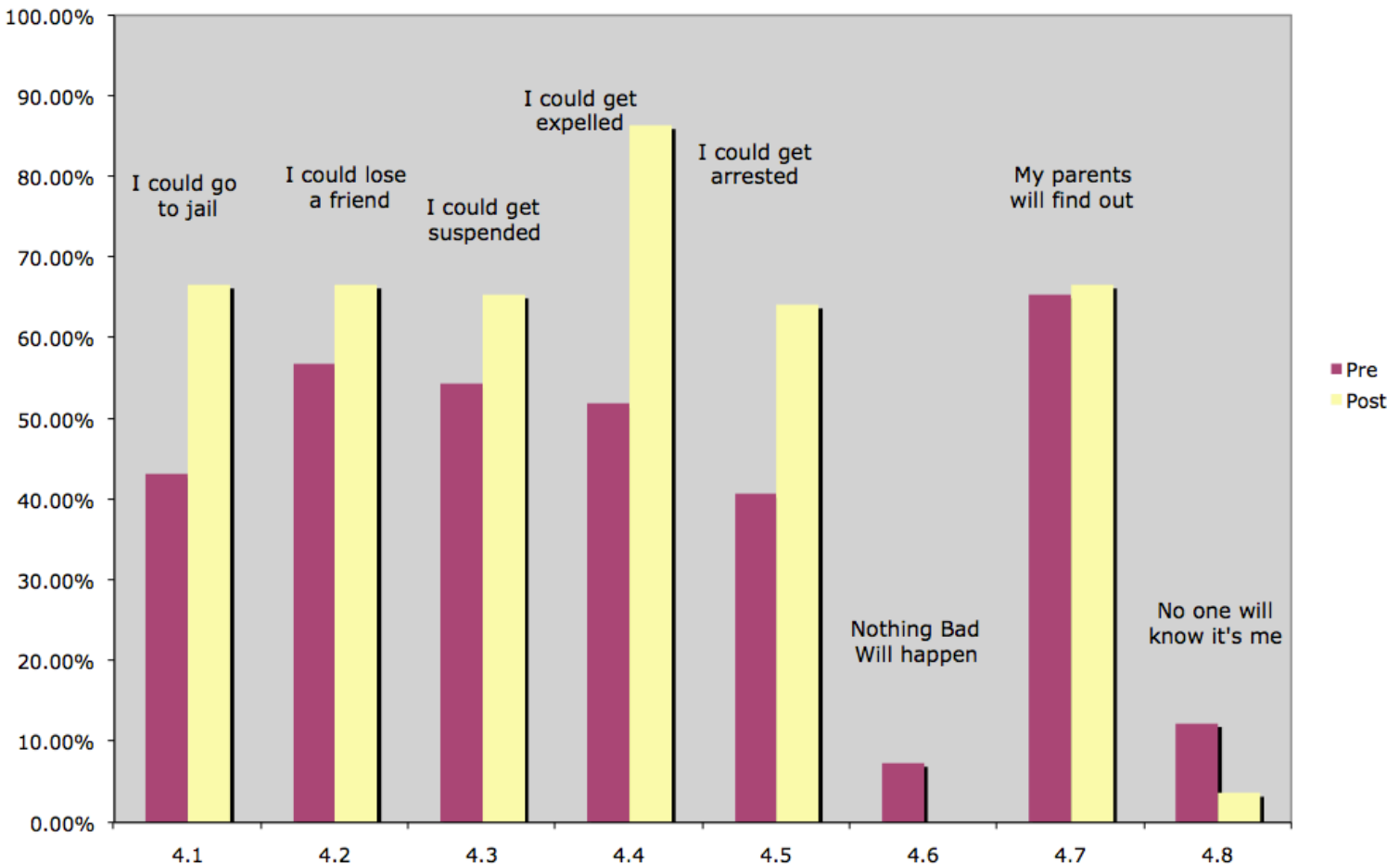


NEED FOR BULLIES TO UNDERSTAND:

THERE ARE CONSEQUENCES TO THEIR ACTIONS

87% OF STUDENTS IDENTIFIED EXPULSION AS A CONSEQUENCE THEY COULD FACE IF CAUGHT CYBER BULLYING. PRIOR TO WATCHING ADINA'S DECK, LESS THAN 50% STUDENTS BELIEVED THIS. STUDENTS ALSO REALIZED THEY COULD LOSE A FRIEND, GET SUSPENDED, AND IN SEVERE CASES GO TO JAIL OR BE ARRESTED.

What's the worst thing that could happen to YOU if you bully or threaten someone online?



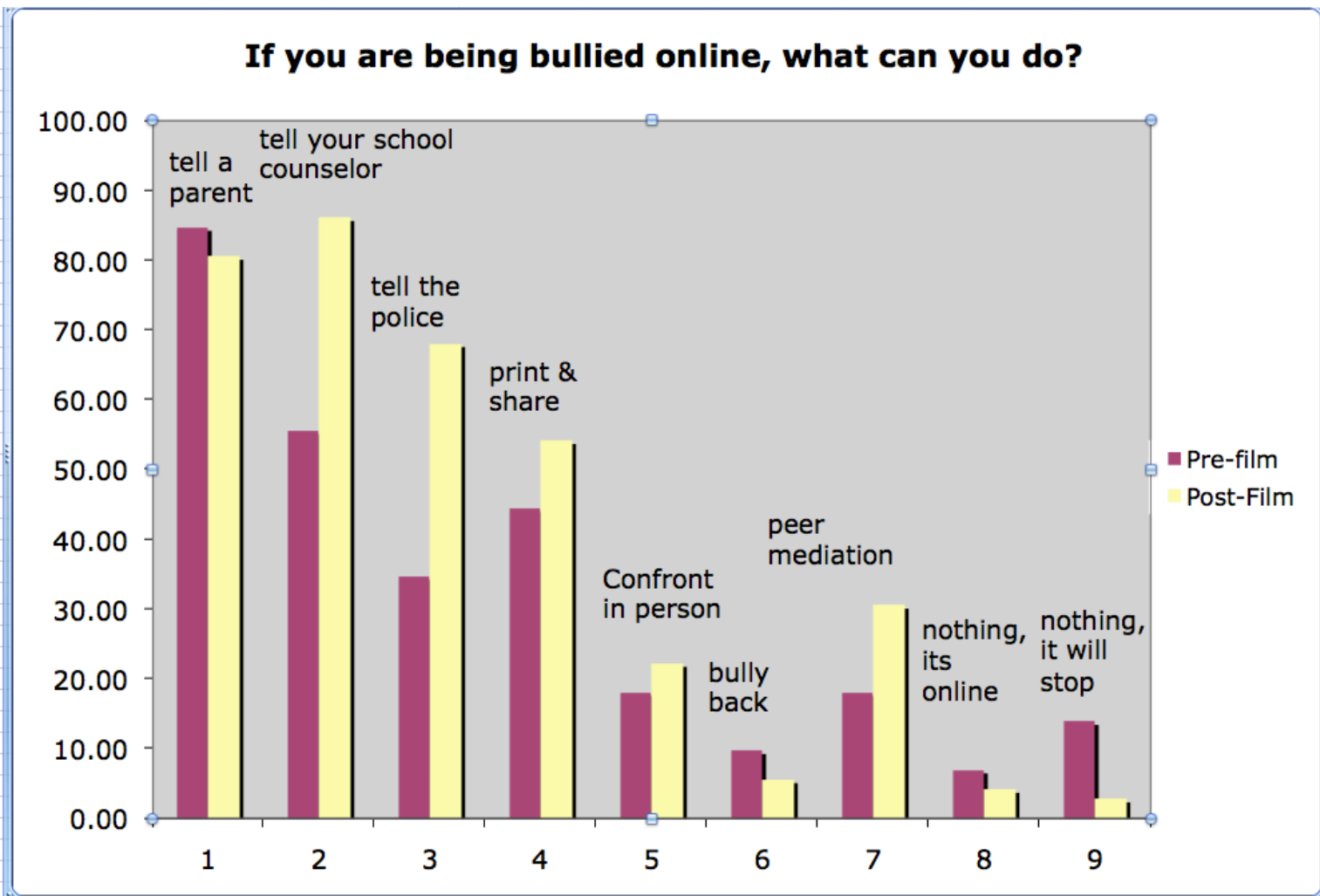
NEED FOR VICTIMS TO UNDERSTAND THIS IS A REAL, NOT VIRTUAL, PROBLEM

84% OF STUDENTS IDENTIFIED “TELLING THEIR SCHOOL COUNSELOR” IF THEY WERE BEING BULLIED AFTER WATCHING ADINA’S DECK.

PRIOR TO WATCHING THE FILM, ONLY 55% MADE THIS ASSOCIATION.

STUDENTS ALSO IDENTIFIED TELLING THE POLICE ALMOST TWICE AS FREQUENTLY AFTER WATCHING ADINA’S DECK. THE CORRELATION SHOWS THAT STUDENTS GAIN A STRONG UNDERSTANDING THAT CYBER BULLYING IS A “REAL” PROBLEM, AND NOT A VIRTUAL ONE.

STUDENTS ALSO LEARNED THAT THEY SHOULDN’T “DO NOTHING” WHICH DECREASED BY NEARLY 50% AFTER WATCHING THE FILM.



CONCLUSION

IN ADDITION TO STUDENTS ENJOYING THE ADINA'S DECK FILMS FOR ENTERTAINMENT VALUE, WE HAVE SUBSTANTIAL & SIGNIFICANT EVIDENCE THAT ADINA'S DECK ALSO IMPROVES THEIR KNOWLEDGE. STUDENTS WHO WATCH THE FILMS LEARNED ABOUT THE CONCEPT OF CYBER BULLYING AND THIS IS SUPPORTED BY OFFICIAL ASSESSEMENT DATA.

PLEASE DO NOT HESITATE TO CONTACT ADINA'S DECK FOR ANY QUESTIONS ABOUT THE ASSESSMENT, OR TO SEE THE ORIGINAL DATA WORKSHEET (WHICH WE ARE MORE THAN HAPPY TO PROVIDE TO YOU!) INFO@ADINASDECK.COM

THANK YOU FOR YOUR TIME!