Student's World-Wide to gain great Kudos and Knowledge from New Anti-Cyber Bullying Program

Current cyberbullying laws have been described by anti-bullying campaigner Jessica Hickman, as lacking grunt to effect change to protect youths against what has become an insidious practice.

Ms Hickman, The Bullyologist, said harsher penalties are required to reflect a zero-tolerance approach as cyberbullying continues to grow at a rapid rate with education the key. "Cyberbullying is a global epidemic leaving students open to mental abuse without protection".

To bring about a dramatic shift in attitude, and create a protective mechanism for students, Bullyology, has teamed with application developer Kudos Knowledge to provide an education and protection platform for students around appropriate online behaviour.

The program, Starshell Student, allows students to make decisions and learn about social media responsibility with guidance from parents and their school with training commencing globally throughout Australia, Asia, the US, Europe and the UK.

It is also designed to stop incoming cyberbullying attacks on social media through real time automated filtering updates notifying students immediately if they try to post or receive a social media update that could be considered as bullying.

According to Ms Hickman the community based program, tells students why content could be dangerous and provides a link to educational guidelines which allows them to reconsider posting an update before going live.

"Furthermore, it provides a safety net to notify and prevent the transmission of explicit, racist, sexual or other content harmful to a student's reputation on social media while integrating into a school's current social media education framework offering students a tool to help implement what they have learned at school".

The programs key features allow students to choose to receive notifications when an outgoing post is flagged so they can review and consider their actions and decide whether to let it go.

The online community provides the students with the opportunity to provide input for the development and management of the program as social issues evolve.

Starshell Student has a Semantic Social Intelligence engine that learns the actions each student takes in moderating incoming and outgoing posts and perform them on behalf of the student over time.

The platform is fully secured for students to access their account and encrypted so hackers and other users can't gain access and a dashboard that allows students to log in and modify their filter rules.

Ms Hickman said online issues affect everybody and young people are spending more time online than ever. "It's crucial students, school leaders and parents understand the realms of internet culture within their communities and have the strategies required to deal with them."

"Exposure to the online world," Ms Hickman said, "is a minefield of danger, and existing laws are failing to protect the human rights of students because it remains a cancerous problem".

"Change in behaviour and attitude will only come through education programs and penalties supporting against bullying, which makes the program and essential anti-bullying tool," Ms Hickman said.

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