

EXPLORING THE ISSUE OF SCHOOL BULLYING AND THE INNOVATIVE PRODUCT DEVELOPMENT OF GAME CARDS

RUI-LIN LIN

Department of Commercial Design
Chienkuo Technology University
No. 1, Chiehshou North Road, Changhua 500, Taiwan
linrl2002@gmail.com

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ABSTRACT. Graduation design is a required course that must be completed and realized by senior students. Full-time teachers in the department are obliged to serve as instructors and appoint industry experts as external thesis examiners to coordinate the review method, implement the multiple assessment mechanisms of theory and practice, and help students improve their practical ability and train their oral communication skills. This article uses school bullying as the design theme and, in consultation with professionals, tries to present the problems caused by bullying through innovative product design and development of game cards which can be used as consultation media by teachers. These cards are used as aids for clarifying the problem or understanding the plight of victims of bullying.

Keywords: Graduation design, Innovative design, School bullying

1. **Introduction.** Bullying is a widespread public health problem where a person is repeatedly exposed to negative behavior of one or more people. Although not allowed, bullying may happen on campuses. Bullying causes harm and is a destructive behavior [5]. Victims of bullying do not receive any benefits; on the contrary, their confidence and self-esteem get destroyed. In serious cases, long-term psychological damage could be generated; therefore, bullying should not be taken lightly.

School bullying must not be ignored; it must be detected and dealt with at an early stage. Furthermore, the use of appropriate counseling tools must also be considered. Based on this, the article explores the problems caused by school bullying and possible counseling methods for the victims. By means of the concept of innovative research and development, the use of innovatively designed game cards as a counseling medium is proposed. The greatest significance of the investigation of school bullying in this article is the hope of appeasing the fear of bullying victims and minimizing the harm they suffer.

2. **Literature Review.** School bullying is a common social problem around the world which affects teenagers, and among its various forms, physical violence is considered to be the most harmful [3,7]. When classified according to location, there is school bullying, family bullying, and social bullying. When categorized according to nature, there is physical bullying, verbal bullying, relationship bullying, sexual bullying, cyber bullying, etc. Physical bullying refers to bullying and humiliation of the body. Verbal bullying refers to abuse, mockery, and malicious slander. Relationship bullying refers to exclusion from groups and interpersonal antagonism. Sexual bullying refers to the ridicule of the body, gender, sexual orientation, sexuality, or violation of the body, sexual harassment, and sexual assault. Cyber bullying refers to spreading rumors, slanders, and other attacks through mobile phone text messages, e-mails, and other media [6].

Victims of bullying are mostly weak, eccentric, loose-tongued, and arrogant [4]. This article reflects the conviction that bullying causes numerous severe psychological damages to the victims and is an intolerable behavior that must be stopped now. Although school bullying occurs in campuses, after the young people responsible for this action leave school and enter society, 2/5 of them commit various crimes [6]. There was a proposal of an automatic physical bullying detection method with movement sensors to protect teenagers [3]. A survey of 483 school-based mental health professionals was also conducted to explore the problem of school bullying. The results show that counselors have a better understanding of the problem of school bullying than psychologists [2].

When a student experiences school bullying, it is suggested that when ridiculed or bullied, he must gently but firmly express his displeasure and ask the doer to please stop immediately. If someone else is bullied, the eyewitness should find a way to stop it or ask a teacher to deal with the matter. People must not be ridiculed because of physical characteristics, achievements, family background, and other reasons; students must not blindly follow others and bully people. On the side of parents, it is recommended that they cultivate their children's sense of justice so as to prevent them from becoming victims of bullying or becoming cold-eyed observers. Developing a habit of sharing daily life experiences with children helps early detection of the problem and immediate provision of help. Cultivate in children the ability to gently and firmly express their views by means of games, stories, or learning opportunities. Show care first and do not blame. Do not discipline based on the moment's temperament. Parents' words and actions must coincide so as to let children know that asking for help is a brave and responsible behavior. On the side of teachers, it is proposed that they care for and interact with students to give them a sense of security. Students must be taught to respect life, cultivate empathy, have a sense of justice, not tolerate bullying, and not force bullies to apologize to their victims [8].

3. Innovation Product Design. The bullies, victims of bullying, and bystanders who observe the bullying action are sometimes curious, surprised, and angry. They do not possess a peaceful and effective way of dealing with this experience. Victims of bullying sometimes cross the line and become bullies themselves [1], something that people are not happy to see. Therefore, it is necessary to explore the issue of bullying so as to be able to propose options for dealing with it.

In this article, the school bullying issue was explored by referring to relevant professionals. Then, cards were drawn according to the type and meaning of the nature of bullying. Furthermore, cloth scrolls were produced, and through the guidance of the storyline, assistance was given to victims to enable them to walk out of the bullying maze wooden game box, a game designed and provided for teachers as a counseling medium.

4. Design Results. Physical bullying is conveyed by a drawing showing leopards and a rabbit, an image showing how the big bullies the small and the strong bullies the weak (Figure 1). Verbal bullying is depicted by the image showing a *Nepenthes* devouring insects; the stuck-out tongues convey being loose-tongued (Figure 2). Relationship bullying is shown by a police line blocking a doll, depicting the image of being detained and ordered about (Figure 3). The images showing chains and pierced clothing show sexual bullying and convey the message of not being free or being sexually assaulted and harassed (Figure 4). Cyber bullying is shown by drawings that contain images of Facebook, Line, Messenger, Skype, and other online media used to spread rumors and slander (Figure 5). Other types of bullying are illustrated by a big fish being caught, conveying serious injuries generated by bullying (Figure 6). The picture of a shoe surrounded by many shoes transports the message of many taking unfair advantage of the less (Figure 7). Figure 8 shows an anti-bullying poster design. In this article, these images were printed as cards



FIGURE 1. Physical bullying

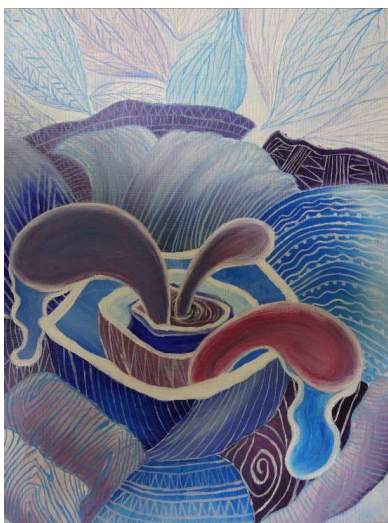


FIGURE 2. Verbal bullying



FIGURE 3. Relationship bullying

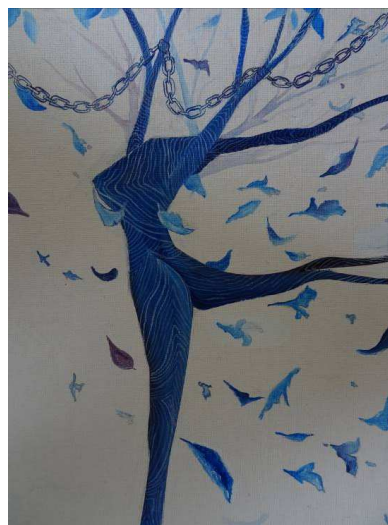


FIGURE 4. Sexual bullying



FIGURE 5. Cyber bullying



FIGURE 6. Other types of bullying

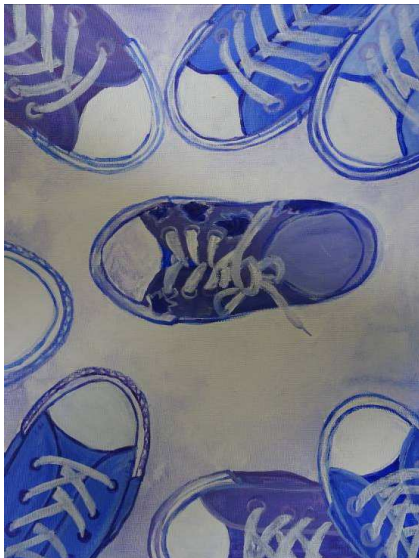


FIGURE 7. Other types of bullying

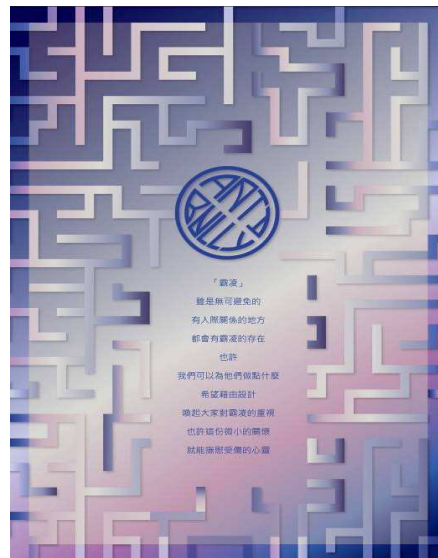


FIGURE 8. Anti-bullying poster design

and cloth scrolls (Figure 9) and were picked by respondents as aids for the questioning of counselors. Figure 10 shows the bullying maze wooden game box, and Figure 11 presents the surrounding design. Figure 12 shows the evaluation by industry experts, and Figure 13 presents the works on display.

5. Conclusions. It is recommended that future research be conducted to discuss issues related to campus safety. In summary, the features of the design from the innovative R&D of this study are illustrated below.

(1) Attention is given to possible problems caused by school bullying to rouse the attention of teachers and parents.

(2) Counseling or consultation media regarding bullying-related topics were provided through game design.

(3) Design results can be provided as media for anti-bullying propaganda.

(4) Continued cooperation with relevant manufacturers can be carried out to discuss mass production and marketing channels.



FIGURE 9. Cloth scrolls



FIGURE 10. The bullying maze wooden game box

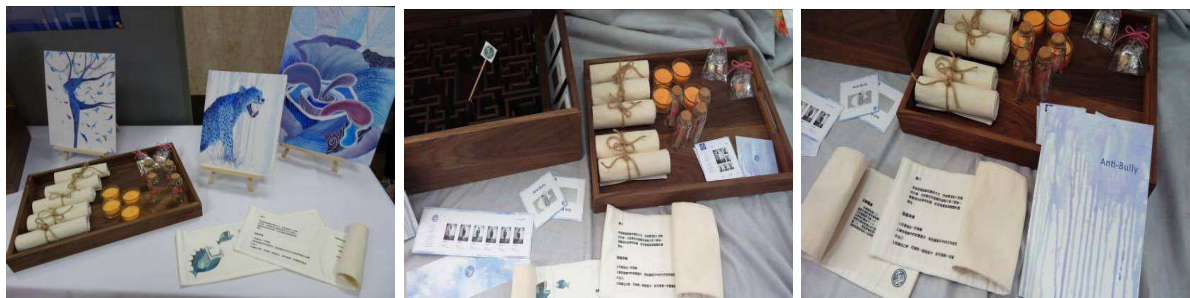


FIGURE 11. The surrounding design



FIGURE 12. The evaluation by industry experts



FIGURE 13. The works on display

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