

# Yik Yak

Town Hall With Dr. Wallace



Thursday October 9<sup>th</sup> 1100

Rizza Auditorium

Contact Dr. Wallace ([iwallace@csum.edu](mailto:iwallace@csum.edu))  
if you would like to speak on the panel.



# Outline

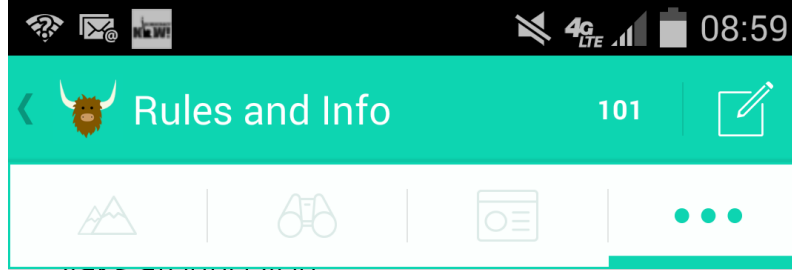
- Introduction of Yik Yak
- Panelist statements
- Cyberbullying
- Colleges respond
- Discussion
  - Experiences
  - Solutions
- Tips for responding and Bystander Intervention

# Objectives for this Town Hall

- Increase knowledge and awareness of Yik Yak and anonymous social media
- Learn how others schools and individuals are responding
- Generate ideas and discussion about how to respond/counter the negative effects on our campus

# Yik Yak

- What is Yik Yak?
  - Yik Yak is an anonymous messaging app that allows users to create and view posts – called Yaks – within a 10 mile radius. Users can also expand the conversation by posting replies to existing Yaks. Yik Yak is available as a free mobile app for both iOS and Android.



## Rules

1. You do not bully or specifically target other yakkers.
2. You DO NOT bully or specifically target other yakkers
3. Zero tolerance policy on using people's phone numbers.
4. Don't clutter people's feed with useless or offensive yaks. If you see a useless or offensive yak make sure to do your part by downvoting or reporting it.
5. If your yaks continue to be downvoted or reported, you will be warned and then suspended.
6. Ride the Yak.

## Most Popular Yaks at Cal Maritime

Themes:

- Crude and sexual
- Harassment
- Hate speech
- Supportive and caring
- Racist, sexist, etc
- Aggression, frustration, irritation
- Inside jokes
- Loneliness, sadness, isolation
- Jokes and humor

Top Yaks in My Area 101

if this post gets 40 upvotes, I will scream "Yik Yak!" at Fridays formation as loud as I fucking can. 109

3 weeks 18 replies

If anyone knows who the person is who's struggling, and having suicide thoughts. Please, be there for him or her. Jokes aside. We are all here for one another; help them out and be a good shipmate. 100

2 weeks 7 replies

She can unfollow me. But she can't unswallow me 88

19 hours 2 replies

The stairs up to Egypt are my leg days. We should rename it TheMiddleEast because the struggle Israel 87

1 week 5 replies

shawty h... New Hot

bates with the fur, with the fur, the whole

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The screenshot shows a mobile application interface with a teal header. The header contains a back arrow, a yak icon, the text 'Top Yaks in My Area', the number '101', and a pencil icon. Below the header is a navigation bar with icons for a mountain, binoculars, a calendar, and a menu. The main content area displays a list of posts, each with a timestamp, a text description, and a like count. The posts are separated by horizontal lines.

1 week 4 replies

my third grade teacher told me to pay attention because I'd never be paid to look out a window. then I became a deckie. I sure showed her. 57

5 days

That awkward moment when you realize you don't have any real friends, just people you kind of get along with. 55

6 days 1 reply

I like when there's a bunch of good yaks in a row and I up vote them all. Its like running down the hallway givig people high fives. 55

2 weeks

If this post gets 50 likes I'll punch brogan in the face tomorrow at formo #imdroppingoutanyway 55

3 weeks 11 replies

## Example of a Negative 'Yak' and Replies

Observations:

- Encouragement and support for cyberbullying of two shipmates (70)
- Negative ratings for reply that compares MAAs to Hitler (-5)
- Lack of supportive or challenging comments

< Top Yaks in My Area

| | |

To the two new freshmen MAAs. You guys just joined an elite group of the most hated people on campus. 70

Google ©2014 Google - Map data ©2014 Google  
🕒 1 WEEK 3 REPLIES SHARE

🕒 7 days

the people that stand in mess deck and tell people to shave, get haircuts, etc. 1

🕒 7 days

I kinda smile when I see them. All they are is tiny little hitlers playing with their pretend power because they don't want to work the other real jobs on campus and they will take a pay upgrade too -5

🕒 6 days

Feed is read only.



## Example of a Positive 'Yak' and Replies

Observations:

- Support for post through positive ratings (65)
- Lack of support in Comments lack support

The screenshot shows a mobile application interface with a teal header. The header contains a back arrow, a yak icon, the text "Top Yaks in My Area", and a flag icon. Below the header is a navigation bar with icons for a mountain, binoculars, a calendar, and a menu. The main content area displays a post with a map background. The post text is "Always smile or say hello when you walk past someone. You never know what they're going through". To the right of the text is a rating of 65. Below the text are icons for "2 WEEKS", "5 REPLIES", and "SHARE". Below the post are three replies. The first reply is "No. Leave me the fuck alone" with a rating of -5 and "2 weeks" old. The second reply is "Yeah, except staff (especially corps adults) they just never say hi back. It's the rudest thing! "I'm being polite to you, goddammit! Say something!" with a rating of 5 and "2 weeks" old. The third reply is "that's what fake people do. if ur not friends you don't say hi" with a rating of 1. At the bottom of the screen is a "Send" button.

Top Yaks in My Area

Always smile or say hello when you walk past someone. You never know what they're going through

65

2 WEEKS 5 REPLIES SHARE

No. Leave me the fuck alone

-5

2 weeks

Yeah, except staff (especially corps adults) they just never say hi back. It's the rudest thing! "I'm being polite to you, goddammit! Say something!"

5

2 weeks

that's what fake people do. if ur not friends you don't say hi

1

Send

Feed is read only.

# Reporting 'Yaks'

- **Contact Information**
- Law enforcement officials may submit requests by mail or email to:
- Yik Yak, Inc.
- 3423 Piedmont Rd NE
- Atlanta, GA 30305
- Email: [theyak@yikyakapp.com](mailto:theyak@yikyakapp.com)

# Other Anonymous Mobile Apps

- Whisper
- Secret
- Cloaq

# Panelists

- Ruby Grover, RHO
- Brad Foster, Senior Hall Director

# Cyberbullying

- Definition: Cyberbullying is bullying that takes place using electronic technology. Examples of cyberbullying include mean text messages or emails, rumors sent by email or posted on social networking sites, and embarrassing pictures, videos, websites, or fake profiles  
– [Stopbullying.gov](http://Stopbullying.gov)

# Cyberbullying Statistics

- 95% of social media-using teens who have witnessed cruel behavior on social networking sites say they have seen others ignoring the mean behavior; 55% witness this frequently (PEW Internet Research Center, FOSI, Cable in the Classroom, 2011)
  - 84% have seen the people defend the person being harassed; 27% report seeing this frequently.
  - 84% have seen the people tell cyberbullies to stop bullying; 20% report seeing this frequently.
- 66% of teens who have witnessed online cruelty have also witnessed others joining; 21% say they have also joined in the harassment (PEW Internet Research Center, FOSI, Cable in the Classroom, 2011)
- 90% of social media-using teens who have witnessed online cruelty say they have ignored mean behavior on social media; 35% have done this frequently (PEW Internet Research Center, FOSI, Cable in the Classroom, 2011)
  - 80% say they have defended the victim; 25% have done so frequently
  - 79% have told the cyberbully to stop being mean and cruel; 20% have done so frequently
- From [internetsafety101.org](http://internetsafety101.org)

# Why do people act this way?

- Zimbardo research
  - Prison study, evil
- Anonymity and Depersonalization
- Lack of empathy
- Without face-to-face interaction and accountability
- Underlying irritability, agitation and dissatisfaction. Sometimes low self-esteem

What can (and should) we do?



# School Officials Crack Down On Yik Yak Messaging App After Threat In New Jersey

May 21, 2014 11:10 PM

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**Related Tags:** [Brooks Buffington](#), [High Schools](#), [Jessica Schneider](#), [Messaging App](#), [New Jersey](#), [Ridgewood](#), [Ridgewood High School](#), [Schools](#), [threats](#), [Tyler Droll](#), [Yik Yak](#)

**RIDGEWOOD, N.J. (CBSNewYork)** — Several school administrators in the Tri-State Area have decided to ban the popular app Yik Yak, after it led to threats of violence at a New Jersey high school.

As CBS 2's Jessica Schneider reported, administrators also have been warning parents about the dangers posed by the app.

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# Yik Yak and Geofencing

- “Through this feature app developers can use GPS data to enable or, as in this case, disable functionalities in applications based on the location of the device. Yik Yak worked together with data provider Maonics who has the GPS coordinates of around 85% of all schools in the US.”
- When a middle or high school student now tries to use the app near or inside the school, she’ll get a pop up message reading “It looks like you’re trying to use Yik Yak on a middle school or high school grounds. Yik Yak is intended for people college-aged and above. The app is disabled in this area.”
- Excerpts from Yik Yak, Geofencing and the Future of BYOD
  - <http://gettingsmart.com/2014/03/yik-yak-geofencing-future-byod/>

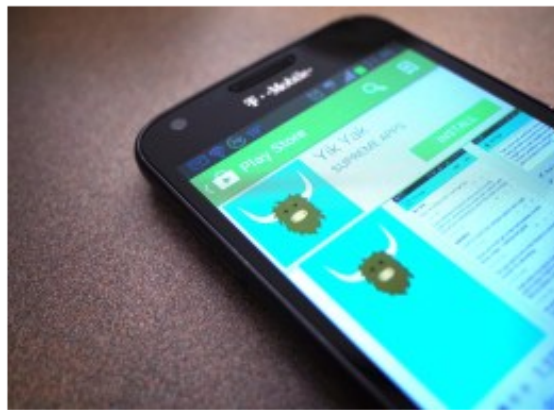
# Norwich University Blocks Yik Yak App On Campus

**AP** | By WILSON RING

Posted: 09/24/2014 7:26 pm EDT | Updated: 09/25/2014 3:59 pm EDT

114 62 38 submit 28 2

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NORTHFIELD, Vt. (AP) -- A Vermont college president has blocked access to an anonymous social media site because he says it was being used for cyberattacks against some students.

Norwich University President Richard Schneider says he realized his decision to block access to the Yik Yak application via the school's computer system is largely symbolic because students can access it

elsewhere, but he says he had to do something.

"I just know that it is hurting my students right now," he says. "They are feeling awkward, they are feeling hurt, they are feeling threatened."

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LifeLock.com

▶ Norwich has launched an internal investigation, but no reports of criminal behavior have been made, the school says in a statement.



Ryan Chapin Mach

♥ Become a fan ✉ 🐦 👍

Freelance writer and creative contractor

# Why Your College Campus Should Ban Yik Yak

Posted: 10/03/2014 1:50 pm EDT | Updated: 10/03/2014 1:59 pm EDT



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f Like	f Share	🐦 Tweet	reddit	✉ Email	Comment				

Last week, students at Colgate University [protested their college's treatment of minorities](#). The demonstrations were at least partially inspired by racist posts on Yik Yak, a social media app where people post anonymous messages to other users in their area.

More recently, someone on Kenyon College's campus took to Yik Yak to issue some disturbing threats. According to *The Thrill*, Kenyon's student-run blog, several posts were made threatening violence and even sexual assault against the women who lived and worked at Crozier House, the campus center for women.



## EDITORIAL BOARD

# Colleges should not ban access to Yik Yak

By The Daily Orange  
Editorial Board

14 days ago

 FACEBOOK

 TWITTER

 GOOGLE+

A college in Vermont garnered national attention Wednesday after it blocked students from accessing the anonymous messaging app, Yik Yak. Despite the controversy surrounding the app, Syracuse University and other colleges should not stop students from using Yik Yak as it is a form of free speech.

Founded at Furman University by two college students, Yik Yak has spread to more than 250 campuses across the country, including SU. Because the app is location-based, all “Yaks” are the thoughts of those in or around the SU campus. The app has been gaining notoriety at SU, and according to the latest numbers provided by Yik Yak, there have been 66,903 Yaks in the Syracuse area since Sept. 16.

Critics of Yik Yak say the anonymous platform is a breeding ground for cyberbullying, racist, sexist and homophobic comments. This is true. But taking away the app will not take away the problem. Limiting free speech is not a solution to offensive speech.

# Individuals Respond

## 5 Rules from Psychology Today

- Streetchat, SnapChat, Yik Yak & 5 Basic Media Literacy Rules

1. There is no such thing as private or temporary on the Internet.
2. Always make sure you know who you're sending information to and who you're getting it from.
3. There is no difference between on and offline these days.
4. Teach and practice Cyber Karma.
5. Empowerment works better than victimization.

# Recommendations from the Counseling Center Director at the University of New Mexico

1. it is not helpful to tell your friends what terrible things are being said about them on Yik-Yak,
2. bystander intervention in the form of countering and disapproving messages may be helpful,
3. if you're not already on it, don't get on it,
4. if you see a post that violates campus conduct code report it to the DoS and IT, but do not flag it on Yik-Yak as inappropriate because that hinders IT's potential to search the originating ISP, and
5. Yik-Yak no longer serves it's (perhaps) intended purpose as a campus bulletin board and is therefore not a worthwhile app so vote with your feet (or your thumbs or whatever...)

# New Anti Bullying App

- **KnowBullying**, the free app from SAMHSA that can prevent bullying.
- **Features**
  - **Conversation Starters:** Start easy, meaningful conversations with your children.
  - **Tips:** Learn strategies to prevent bullying for ages 3—6, 7—13, and teens.
  - **Warning Signs:** Recognize if your child is engaging in bullying, being bullied, or witnessing bullying.
  - **Reminders:** Talk with your child when the time feels right: a quiet moment on the way to school or a game, during dinner, or relaxing outside.
  - **Social Media:** Share successful strategies and useful advice via Facebook, Twitter, email, and text messages.
  - **Section for Educators:** Prevent bullying in the classroom and support children who are being bullied.



# Questions and topics for discussion

- Share an experience you've had with Yik Yak
- What effects do you see it having on students and/or the community?
- Should it be banned here?
- What strategies are effective for eliminating/limiting the negative effects?
- And more