

World Vision

มูลนิธิศุภนิมิตแห่งประเทศไทย
World Vision Foundation of Thailand

Together, We Can Make a Difference

CYBER Bullying

RESPONSIBILITY

PREVENT

REPORT

OVERCOME

BY PORNNAPAT KLIPBUA AND PANICHA ANONGLEKHA

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WORLD VISION



Who is World Vision?

World Vision Foundation of Thailand is a child-focused humanitarian, development and advocacy organisation dedicated to working with children, families and communities to overcome poverty and injustice. We are working with the most vulnerable people, regardless of gender, race, language or religion.

World Vision Thailand's Goal:

Four million children will experience sustained well-being within their families and communities especially the most vulnerable by 2030

Mission Statement:

WORLD VISION is an international partnership of Christians whose mission is to follow our Lord and Saviour Jesus Christ in working with the poor and oppressed to promote human transformation, seek justice and bear witness to the good news of the Kingdom of God.

Hope, Joy
and Justice
for All Children



In October 2024 our authors met World Vision at a book conference for Brightly Beaming (Youth Writing Group). After discussing about the issues that teenagers faced and the power writing had to protect people, the idea for this book was born. We (the authors) wanted to make a book that would help teenagers navigate the internet and in turn empower them to make it a safer place. This is not just a handbook, but a companion: a voice to remind every reader that they are not alone and that they ARE the ones turning the tide against cyberbullying.

PAM'S INTRODUCTION



I got Insta for the first time when I was 15 years old 🥺, which is pretty wild considering my friends got it several years before.

I've always been afraid of using social media. Afraid that people would judge what I looked like, what I sounded like. So for a long time I missed out on what everyone was talking about. And tbh I regret that.

I'd been so afraid of the bullying and the verbal violence on social media that I forgot to remember that it was also a place where heartwarming memories could be stored.

I think every teen should get the chance to choose whether they use social media and how they use it. And they shouldn't have to make that choice based on fear.

Because it's our role as teenagers and future leaders of the world to make social media a place that protects the fun-filled moments of what it means to grow up.

Thank you for choosing to read this book made by teens for teens. I hope you get to enjoy this book as much as Kate and I have enjoyed making it!

-Pam ❤️



KATE'S INTRODUCTION

Let's be honest: the internet is massive. It's become a part of everything we do. For me, it's always felt like a second home. Whether I was fact-checking scientific claims for class debates, scrolling LinkedIn for motivation, or turning to TikTok to soothe a restless mind, each platform played a different role in my life.

But the one that truly stuck with me was YouTube. For four years, I poured my voice into videos — storytelling, filmmaking, sharing who I was. It helped me find my passion, opened doors to business opportunities, and even led to documentary features. It became a platform where I found purpose! Still, not every experience online was a good one.

With the freedom the internet gave me also came a darker side: cyberbullying, blackmail, explicit and edited images and even cyberattacks where my accounts were hacked and used to spread false messages. That's why I wrote this book. To advocate. To help. To protect.

If you've ever felt the sting of online cruelty — or if you're simply trying to navigate the internet while protecting your peace — this book is for you! I hope you enjoy our work!

-Kate ★



CONTENTS



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WHAT IS CYBERBULLYING?

- The definition of cyberbullying
- Examples of what counts as cyberbullying
- Why teens should care about cyberbullying
- Key statistics on cyberbullying



02

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Strategies to stop cyberbullying before it happens. Covering key topics such as:

- Common motives behind cyberbullying
- Victim/bully's perspective
- PLACE Test for responsible posting

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REPORTING

The importance of taking action when encountering online harassment. Covering key topics such as :

- Basic Reporting outline
- Thai laws
- Government workflow
- Where to get help when faced with cyberbullying



04

OVERCOMING

Helping victims recover from the emotional and psychological effects of online harassment. Covering key topics such as :

- Coping strategies and support networks
- Building one's self-esteem

WHAT IS CYBERBULLYING?

Q CYBERBULLYING



Before we dive into the prevention of cyberbullying, we have to understand what cyberbullying is.

In the words of **The United Nations Children's Fund (UNICEF)**, Cyberbullying is bullying with the use of digital technologies.



To understand cyberbullying better, here are some **quick examples** of what counts as cyberbullying:

- Posting **hurtful content** (videos, photos, and/or content) anonymously, or on any social media accounts.
- Sending online **threats**.
- Spreading **lies** about someone on social media.
- Using social media for **sexual harassment**.



WHY SHOULD WE CARE ABOUT CYBERBULLYING?

Cyberbullying hurts **real people** with **real feelings**. As teenagers, it is our responsibility to make sure that we stand up for those who are hurting. Let's make the internet a place where words don't tear people down, but rather build them up.



Fact check :

Did you know that 69% of people admit to behaving abusively towards others online, **but only 15% acknowledge that they were cyberbullying?**

(Meyer)

Quick Exercise

WHAT COUNTS AS CYBERBULLYING?

Your classmates post a photo of you on a trip to the seaside, they already asked for your permission.



You find this message from an anonymous account, *"Pay me 100,000 THB or I will release photos of you in the shower"*



This is not cyberbullying because they have asked for your consent. The content is also not explicit or hurtful.



This is definitely cyberbullying! The bully sent both a threat and there are also signs of sexual harassment!



preventing bullying



WAYS TO PREVENT CYBERBULLYING

If you find yourself responding negatively to a post or message, pause and ask yourself: would I say this in person?

When online, post responsibly (check out Page 17)

Never open unidentifiable or unsolicited messages

WHAT IS A BYSTANDER?

A bystander is someone who is present in an incident but chooses to ignore it

Bystanders usually: Do nothing and keep scrolling

Speak up when you see bullying happen – don't be a bystander, be an upstander!

Have conversations with friends and family about cyberbullying.

WHAT IS AN UPSTANDER?

An upstander is someone who is present in an incident and chooses to help out the victim

Upstanders usually: support the targeted person and find a way to help.

Set strong privacy settings - restrict your online profile to friends only or to people you know and trust.

Raise awareness – host a campaign or movement to prevent cyberbullying

MOTIVES FOR CYBERBULLYING

SOCIAL PRESSURE



As teens, there is a large desire to fit in. In toxic friend groups teens may be pressured by friends to post mean “jokes” about others even if they believe it is wrong.

How to Prevent it:

- ✓ Surround yourself with people who don't pressure you into compromising your moral conscience.

● ● ● RESEARCH

In 2025, professors from the University of Córdoba in Spain found that cyberbullies often made decisions against their own moral beliefs (Llorent et al.).

INVISIBLE SHIELD



● ● ● RESEARCH

A 2021 study by Saengcharoensap and Rujiprak from Thammasat University found that people with higher levels of self-esteem were less likely to engage in cyberbullying because they don't post anonymously (Krisda Saengcharoensap and Veenunkarn Rujiprak).

People may choose to cyberbully because they feel less responsible for what they have done by being behind the screen or anonymous account.

How to Prevent it:

- ✓ Focus on personal growth. You don't have to bring others down to feel good about yourself.

REVENGE



People who have been cyberbullied before may turn to cyberbullying others themselves as a way of transferring the hurt they experienced.

How to Prevent it:

- ✓ If someone has hurt you in the past, don't transfer that hurt to someone else. Let's stop the cycle together ❤️

● ● ● RESEARCH

A 2014 study done by Erin Peebles, a pediatrician, found that many children who are cyberbullies report being victims themselves before bullying others (Peebles).

VICTIM'S PERSPECTIVE

It is important to understand the victim's perspective in order to prevent cyberbullying as it allows us to empathize with the harsh reality that some go through when they are faced with cyberbullying.

Victims might experience:

- **Social isolation** → Leads to loneliness and makes it harder for them to form relationships based on trust.
- **Depression** → Turning to the dependency of drugs or alcohol as a coping mechanism.
- **Low Self-Esteem** → Feeling less confident in their abilities in things like academics/school.

SHOCKING STATISTICS

41% of victims who are children experience social anxiety as a result of cyberbullying (Meyer).

93% of cyberbully victims report experiencing negative side effects (Nixon).

BULLY'S PERSPECTIVE

You might wonder why people act harmfully online. While cyberbullying is never okay, it often stems from personal struggles or insecurities. Understanding this can help us create a change and prevent future incidents.

SHOCKING STATISTICS

1.73

Bullies have 1.73x times higher risk of depression compared to non bullies. (Ye et al.)

32% of cyberbullies frequently engage in substance abusing activities (Campbell et al.)

Exercise

Instructions: Write **True** or **False** for these statements

1. Cyberbullies often make decisions against their moral beliefs.
2. The invisible shield allows teens to develop a healthy self-esteem.
3. Many cyberbullies were previously cyberbullied themselves.

Answers

1.

2.

3.



My Advice Checklist



Instructions: Make a checklist of the advice you would give to prevent cyberbullying.

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Exercise

SCENARIO #1



You've been added to a private group chat with people from your year. Someone makes a fake account to follow a classmate to get more insight to expose them. Your name is tagged. They expect you to join.

Would you :

- ☐ Join in and avoid being targeted next?
- ☐ Leave the group and tell a teacher
- ☐ Stay silent but feel uneasy



Explain why you chose that option:

Explain why you chose that option:

SCENARIO #2



You have a friend who you are really jealous of. They post an embarrassing photo of themselves on Instagram and are met with mean comments.

Would you:

- ☐ Also write them a mean comment
- ☐ Try and help them





ROLEPLAYING REALISTIC SCENARIOS



- Imagine the following scenario: Your friend (a potential cyberbully) is about to
- post a mean clip of your classmate on Instagram. They think the clip is
- harmless and is just a "joke", so they don't see the problem with posting it.
- Get one person to pretend to be the "potential cyberbully". As the
- "upstander", your challenge is to convince them in 30 seconds not to post
- this clip. When you're done, try swapping roles.

SPACE TO DRAFT IDEAS

UPSTANDER GUIDANCE - WHAT TO THINK ABOUT THE CONVERSATION:

• Be an "Empathy Mirror"

Try and reflect to your friend the future they would have if they pursued this act of bullying (e.g. they could get suspended, the classmate could be suffering from emotional trauma).

• Be a Consequence Counsellor

Tell your friend about the consequences they could get into if they choose to bully your classmate.

WHY DOES THIS EXERCISE MATTER?

Posting something might take just 3 seconds. But speaking up even just for 30 seconds can prevent days, weeks, or months of someone else experiencing the bully's hurt.

REFLECTION

FOR THE POTENTIAL CYBERBULLY :

- Did anything your friend said make you second guess posting?
- Would you actually still post it? Why or why not?

FOR THE UPSTANDER :

- What did you say that seemed to make the biggest impact?
- How did you feel to speak up in that moment?

THE PLACE TEST: HOW TO POST RESPONSIBLY

It's important to consider the content of what we're posting before we put it out to the world. The following acronym will help guide you through the steps of making a respectful, responsible and appropriate post !!



P = PICTURES (MAKE SURE THEY'RE APPROPRIATE !)

Ask yourself: Would this picture be something my grandma would look at and approve of?

Ensure the picture is appropriate for all ages and settings.



L = LANGUAGE (KEEP IT RESPECTFUL !)

Ask yourself: Am I using kind and considerate language in my post? **Keep in mind how other people will feel when they read your post!**



A = ASK PERMISSION (ALWAYS GET CONSENT !)

Ask yourself: Did I ask the person involved if they are okay with it? **If the person says no, then don't post it! It is important to respect other people's decisions.**



C = CONSTRUCTIVE (MAKE SURE THERE IS A POINT !)

Ask yourself: Am I sharing something that is relevant and productive? **As young adults, it's important for us to have a purpose to what we post. So post something that is positive and meaningful!**



E = EYE INSPECTION (TRUST YOUR GUT !)

Ask yourself: Do I feel uncomfortable with what I am about to post? **If you have a bad feeling about what you are about to post, listen to your instincts!**

exercise

Instructions: Imagine that you just set up a social media account and you want to find something good to post! Using the PLACE test what would you post?

Here's an example:

Pam recently got a social media account and she's figuring out what to post. She thinks it's a great idea to post about the time when she and Kate went to release turtles to the wild...



P

The photo is appropriate and my grandma would approve because she supports the wildlife!

L

Language is kind and I have used positive words like "epic friend!"

a

I have asked Kate for consent before using her picture for my post!

C

My purpose in posting this is to raise awareness and show that young people like us can make a difference!

e

I feel good about the post and am ready to click publish!



exercise

Instructions: Imagine that you just set up a social media account and you want to find something good to post! Using the PLACE test what would you post?



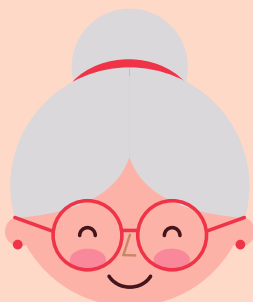
P

L

a

c

e



Please post
kind content!!!
I am watching



Reporting Bullying



WHY **IS IT** IMPORTANT TO REPORT?

CYBER BULLYING IS LIKE A FIRE. !!!

“

The longer it's left to burn,
the more damage it causes
--- not just to screens
but to real lives.

”



BUT HERE'S THE GOOD NEWS



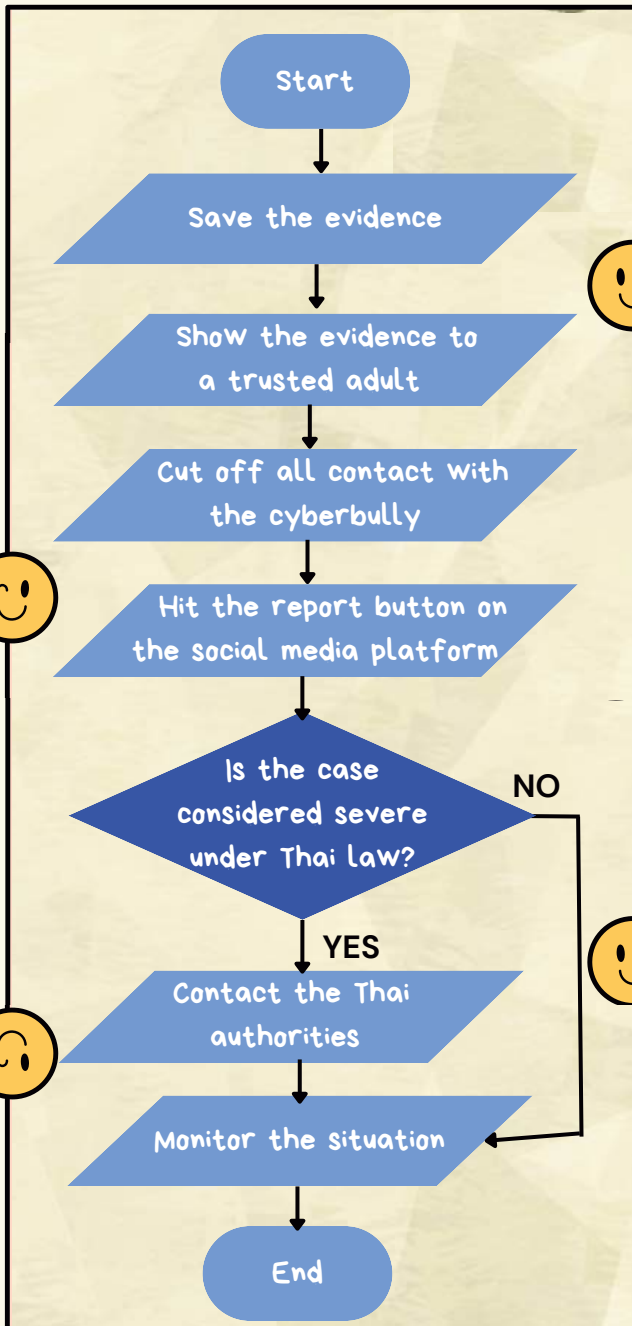
You can help put
it out. The “Report”
button is your fire
extinguisher.



**THE QUICKER YOU REPORT IT,
THE FASTER THE HARM STOPS**

REPORTING

IMPORTANT!



This flowchart represents the basic steps to take where reporting cyberbullying if you face it.



Following through with the flowchart, it's important to know what is considered "severe" or "punishable" under Thai law. Here are some crucial Thai laws that you should know about regarding cyberbullying:

SUMMARY OF THE LAWS:

Section 328 "Defamation by Publication"

- Defaming someone by sharing images, broadcasts, or documents.
- Offenders can be fined up to 200,000 baht and/or given a 2 year jail period (maximum).

Section 326 "Defamation"

- The act of defamation can be fined up to 20,000 THB and/or a one year jail period may be given to offenders.

Section 392 "Threats"

- Offenders whose threats cause fear to victims are fined 10,000 THB and/or imprisoned for less than a month.

Section 397 "Bullying in Public"

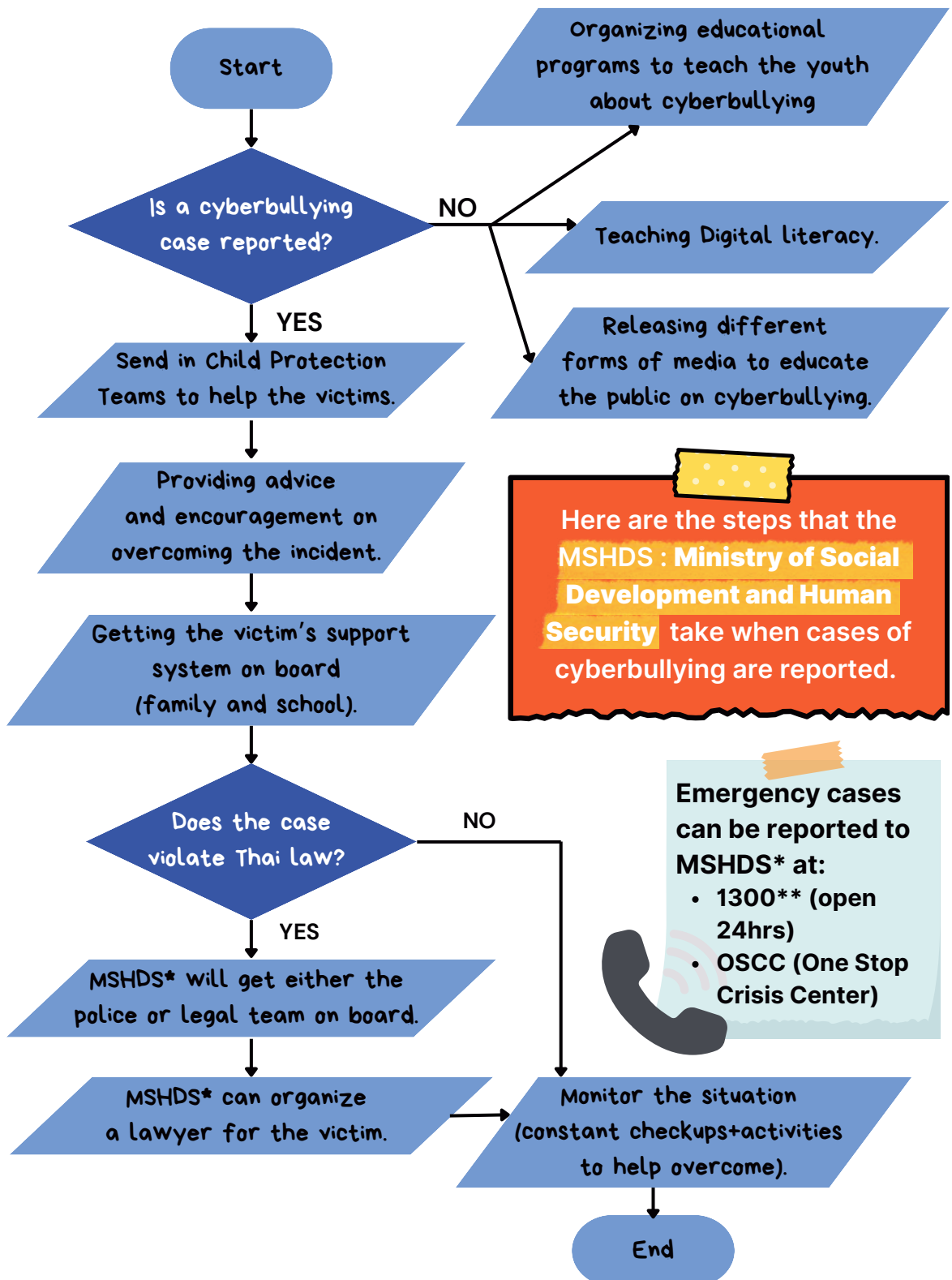
- Offenses that bully, intimidate or cause embarrassment are punishable by imprisonment not exceeding one month.
- The penalty is a fine no more than 5000 baht

WHAT IS DEFAMATION?

It is the act of harming someone's reputation by making false claims about them.



GOVERNMENT WORKFLOW



Organizations you can report to

CYBER BULLYING , ONLINE HARASSMENT / HATE



CyberSmile Foundation : report if your experiencing cyber bullying, online hate , or harrassment. Especially good for emotional report, resources and awareness.



Department of Children and Youth (DCY) : provides support, legal protection, and coordinates with relevant agencies to ensure the safety and well-being of young people.



1212 - Online Help and Trouble shooting center : Thailand based support for general online safety , frauds and scams



Inappropriate Images, Blackmail, Sextortion



Take it Down : Useful if someone shared or threatens to share explicit photos and videos of minors (<https://takeitdown.ncmec.org/th/>)

Ministry of Digital Economy and Society : Reports platforms that don't take action on harmful content / crimes online as they have power over internet regulations.



1441 (Cyber police) : If someone is blackmailing you , stalking , threatening to leak images



CHILD PROTECTION



ECPAT : Report child sexual abuse / exploitation online or when someone is grooming minors, this is an international organization working to protect children from sexual exploitation and rights violations in the digital space.



Center for the Protection of Children's rights foundation : Report child abuse , neglect, exploitation (online and offline)



Childline Thailand - Hotline 1387 Provides counseling and support for children and youth facing various problems, including online bullying.



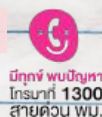
Mental health support



Mental Health Hotline 1323 - Department of Mental Health, Ministry of Public Health Provides 24-hour counseling and referral services to child and adolescent mental health specialists.



1300 - Social Assistance Center: 24 hour helpline for general support , family issues , psychological first aid



exercise

In this exercise, you will be given a series of multiple-choice questions to test your knowledge about the steps you should take if you encounter or experience cyberbullying. Choose the best answer for each question.

1. WHAT IS THE FIRST STEP YOU SHOULD TAKE IF YOU ARE CYBERBULLIED?

- A) Block the person and forget about it.
- B) Tell a trusted adult or individual.
- C) Confront the cyberbully directly online.
- D) Keep the messages to yourself.

2. IF A FRIEND IS BEING CYBERBULLIED, WHAT SHOULD YOU DO?

- A) Ignore the situation; it's not your problem.
- B) Tell your friend to block the bully.
- C) Encourage your friend to tell a trusted adult or authority figure.
- D) Spread the information to others so they know what's happening.

3. IF YOU ARE CYBERBULLIED AND IT INVOLVES THREATS OF VIOLENCE, WHAT SHOULD YOU DO?

- A) Put out your own threats.
- B) Report the situation to the Cybercrime unit or relevant authorities immediately.
- C) Tell the bully to stop, then ignore it.
- D) Let the situation resolve on its own over time.

4. WHEN SHOULD YOU TAKE SCREENSHOTS OR SAVE EVIDENCE OF THE CYBERBULLYING?

- A) Only if the bullying has gone on for a week.
- B) As soon as you notice harmful messages.
- C) After the bullying stops.
- D) Never, because it can make things worse.

5. WHO SHOULD YOU REPORT THE CYBERBULLYING TO IF IT HAPPENS AT SCHOOL?

- A) The principal, teacher, or school counselor.
- B) A friend who isn't involved.
- C) A stranger online.
- D) The person who is bullying you.



You got this !!!



answers

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You got this !!!





overcoming bullying



Q OVERCOMING CYBERBULLYING



What does it mean to overcome cyberbullying?



Overcoming cyberbullying is when we are able to let go of the hurt that the cyberbully has caused. There is no set deadline after the incident to which someone may feel like they have "overcome" the pain, however we should try and get back up from the pain as soon as possible because the cyberbully's actions are THEIR wrongdoing and not OURS.

← → ↻ 🔍 <https://tipssss>

Helpful activities to overcome the hurt:

- Talking about the incident to a trusted adult or friend.
- Get rid of any form of communication you have with the cyberbully.
- Practice positive affirmations

Why is overcoming cyberbullying important?

It's important to overcome cyberbullying because we should not let bullies stop us from being the best version of ourselves.





OVERCOMING CYBERBULLYING



Cyberbullying can happen to anyone and it can also happen to extremely talented people! Let's look at how successful individuals overcome it from this real life example:))

p' t a n a b o o n



Tanaboon Kesarat is a footballer on the Thailand National team and Port F.C. He grew up loving football and when his older brother started to get into football competitively, he wanted to follow in his brother's footsteps!



However, when he was around 24-25 years old he experienced a severe knee injury. Tanaboon had to go through a lot of rehabilitation and he started facing negative comments on the internet from fans.



Advice

How did P'Tanaboon overcome cyberbullying?

1. Strong Support Network

P' Tanaboon found support in his family (his parents, brother, and partner).

The quote on the right is the motivational words from his family that kept him persevering.

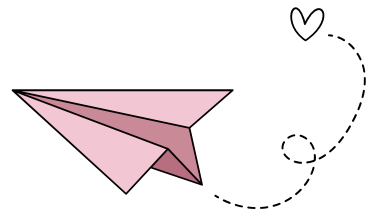
Don't give up.
Keep fighting

2. Ignoring bullies

If we get comments on how we can improve our skills we should listen. If people are just saying mean things that don't help us become better in any way then we should ignore them.

3. Remaining calm

P'Tanaboon says that as teenagers, we have the power to choose how we react and that we should not respond with negativity.



Quotes

Use criticism as a guide for growth, but don't let it define your self-worth.

We can't control what others say, but we can control how we respond and move forward.

I want to encourage young people currently facing bullying: whatever you're doing, do it wholeheartedly and with dedication.



Kate interviewing P' Tanaboon



OVERCOMING CYBERBULLYING



Instructions:

P'Tanaboon gave us 3 pieces of advice for overcoming cyberbullying, let's make our own ones too! He also gave us a ton of motivation so let's spread that motivation!



My advice on overcoming cyberbullying:

1.

2.

3.

Stick a photo of yourself here:)))



My motivational quote:



“

”

Citation

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Thank
you for
reading



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