

# Modeling the anti-cyberbullying preferences of university students: Adaptive choice-based conjoint analysis

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*NOTE from Professor Gernsbacher:*

*Try not be too put off by the term “Adaptive Choice–Based Conjoint Analysis.” It’s simply a type of questionnaire that adapts based on the respondent’s previous choices. For instance, rather than asking the respondent which of the following soft drinks they prefer most, Coke, Pepsi, Sprite, or 7-Up, IF the respondent has already indicated a preference for clear soda pop (e.g., Sprite and 7-Up) over non-clear soda pop (e.g., Coke and Pepsi), THEN the questionnaire might only ask the respondent which of these two soft drinks they prefer most, Sprite versus 7-Up. The questionnaire that adapts based on the respondent’s previous choices.*

## Abstract

Adaptive choice-based conjoint analysis was used to study the anti-cyberbullying program preferences of 1,004 university students. More than 60% [of the students] reported involvement in cyberbullying as witnesses (45.7%), victims (5.7%), perpetrator–victims (4.9%), or perpetrators (4.5%). [NOTE: Perpetrators are the people who perpetrate or cause the crime.] Men were more likely to report involvement as perpetrators and perpetrator–victims than were women. Students recommended advertisements featuring famous people who emphasized the impact of cyberbullying on victims. They preferred a comprehensive approach teaching skills to prevent cyberbullying, encouraging students to report incidents, enabling anonymous online reporting, and terminating the internet privileges of students involved as perpetrators. Those who cyberbully were least likely, and victims of cyberbullying were most likely, to support an approach combining prevention and consequences. Simulations introducing mandatory reporting, suspensions, or police charges predicted a substantial reduction in the support of uninvolved students, witnesses, victims, and perpetrators. © 2014 Wiley Periodicals, Inc.