



Each one, reach one, and teach one: students driving positive cyber behaviour with their peers

Abstract:

Young people's behaviour is shaped by social norms and wanting to feel they belong to a group of friends or peers.

Peer influence, more subtle than direct peer pressure, concerns responding to *meet the perceived expectations of others: how they think their peers will re/act* (Burns & Darling, 2002). This is when they choose to do something they wouldn't otherwise do, *because they want to feel accepted and valued by friends*.

This workshop will explore the importance of student voice, knowing your students and harnessing peer influence to drive positive cyber behaviour. This will include ethical digital practices and savvy engagement with social media.

Key messages:

1. Involve all young people in defining and identifying the problem and its magnitude.
2. Social norms and peer influence are important in driving behaviours. Tackle those through engaging young people in the co-design process.