

BULLYDOWN PHASE TWO CONTENT ADVISORY TEAM: ONLINE DISCUSSION SCRIPT

[Note: This is a template. Questions will evolve based on the content of the discussions.]

Objectives:

To elicit feedback about the text message content; identify areas that are confusing or uninteresting; and identify opportunities for improvement.

DAY 1: GENERAL BULLYDOWN QUESTIONS

Welcome to our online discussion!

Our names are Dorothy and Michele. We will be moderating the conversation over the next 2 days. We will be asking you your thoughts about the BullyDown messages you reviewed last week. We also would like your feedback on a few other parts of the BullyDown program that we are developing.

You are all middle school teens between the ages of 12 and 14. As you can see, there are about 10 of you. We anticipate a lively discussion and look forward to hearing your feedback!

We are excited to hear more about your thoughts on the program. There are no right or wrong answers. It is important that we hear from *you* so please complete the Board on your own.

[Parents, please make sure that your child is able to complete the Board in a private space, on their own, so they can be completely honest. We can email you the script if you would like to see the questions.]

First, thank you all for the fantastic and helpful feedback that you already gave us about the text messages. Your ideas are really important and help us design a program that will benefit other young people like you.

Second, let's go through some logistics. Here is how the next couple of days will go:

1. Each day, two sets of questions will be posted: one in the morning (technically, we'll post them around 11pm the night before so they're there waiting for you in the morning); and the other at 12 noon Eastern time. You all are from all over the country, so please note that this might be a different time where you live.
2. Please look at the entire list of topics for the day. Please answer every question. You can do this using the blue "REPLY TO THREAD" button located in the left corners. Posts you still need to read will be bold and blue. To reply to other people's remarks, please use the "REPLY WITH QUOTE" button just below the comment you are responding to.
3. Please drop by and check this Board at least twice per day (more if you want to!). We will be reading your posts and clarifying things. We might also have some follow-up questions for you. We may also ask follow-up questions of the whole group so please read through older threads for those questions as you can.

If you have any problems at all with using this Board, or have questions, please let us know or contact the technical help line at: Help@BullyDown.com.

Day 1, Morning Session

Let's break the ice!

Before we get into a discussion about the BullyDown messages, let's start with something general to get to know each other a bit: Tell us your favorite band!

Overall feedback about the BullyDown program

Now, let's talk about your *overall thoughts* about the program based on your experience reading the text messages last week.

Please share with us:

- What do you think of "Casey"? Do you like receiving messages from a person? Or do you think it would be better (more real?) if they didn't come from someone with a name?
- What are your thoughts about the overall tone of the messages?
 - *PROBE: Are the messages friendly? Lecturing? Upbeat? Boring?*
- How well does the program content speak to experiences you and your friends have had?
 - *PROBE: If the content doesn't speak to you or your friend's experiences, can you give us some suggestions on how we could improve that? What sections should we change for example?*
- What messages were confusing? Where was the flow weird – like it felt as if we were jumping from one topic to another totally random topic?

More overall feedback about the BullyDown program

- Not everyone who will enroll in the BullyDown program has experienced bullying. What do you think teens who have never experienced bullying – either as a bully or a victim – would think about these text messages? Would the content still be useful? Helpful to keep in mind for later? Or not really relevant to them?
- We talk about bullying a lot in this program but we know not everyone experiences bullying. What messages (if any) made it seem like we were saying that **you** were involved in bullying?
- We don't want these messages to sound like they're coming from an adult who is trying to be "with it" and it just doesn't sound right; nor do we want to be the adult with the wagging finger. How well did we walk this middle line?
 - *PROBE: Where in the program did you find the tone to be off or TOO lecturing or annoying to you? Can you suggest ways to change these messages that might make them more helpful to you?*
- Please share any other thoughts or suggestions you might have about how we could improve the program.

Overall program flow

- You may have noticed that we repeat some topics here and there to make sure that you understand what we are saying. Are there specific areas where it became annoying, or not helpful? Please share specific messages or sections that you think we should change/reduce the messages because it felt too repetitive to you.
- What messages or sections of messages did you find confusing? What messages did you think would be clearer if we changed the order that we sent them? Please be as specific as you can - share the messages and give us your advice!
- If there are messages you would like to discuss for any reason – here's the place to do it! Just paste it in or describe it in your reply.

That's it for this morning. Thanks for your time so far...you're doing a great job. Please log on again this afternoon any time after 12:00 Noon EST for the afternoon session.

Day 1, Afternoon Session

Welcome back! Thanks for all of your great feedback this morning.

For the questions this afternoon, you might find it useful to open the message document so that you can jog your memory and pull out any messages you might want to discuss.

We'll be asking your thoughts on each week of messages but we'll ask you the same questions for each section to make things easier.

Let's get started with this afternoon's questions....

General feedback about Week 1: Communication

POLL: What is your overall reaction to the messages you read in Week 1: Communication?
Strongly dislike, dislike, like, strongly like.

First, we'd like to hear about what you think of the first week of content that you read –the section that discussed Communication. Please share with us:

- What was your favorite message(s)? Least favorite message(s)?
- Which message(s) seemed to be most helpful? Least helpful?
- After reading this week's messages, what did you learn? What were your takeaways?
- Was there any day that felt way too long? Too short?
- Were there any messages that seemed too abrupt – particularly the first one of the day, or the last one at night?

As you are sharing your feedback with us, feel free to paste a specific message right into your comment if you'd like to talk about it.

That's it for this morning. Thanks for your time so far...you're doing a great job. Please log on again this afternoon any time after 12:00 Noon EST for the afternoon session.

General feedback about Week 2: Listening and Healthy relationships

POLL: What is your overall reaction to the messages in Week 2: Listening and Healthy relationships?

Strongly dislike, dislike, like, strongly like.

Next we'd like to hear about what you think of the second week of content that you read – this was the "Listening and Healthy relationships" week. Please share with us:

- What was your favorite message(s)? Least favorite message(s)?
- Which message(s) seemed to be most helpful? Least helpful?
- After reading this week's messages, what did you learn? What were your takeaways?
- Was there any day that felt way too long? Too short?
- Were there any messages that seemed too abrupt – particularly the first one of the day, or the last one at night?

As you are sharing your feedback with us, feel free to paste a specific message from week 2 right into your comment if you'd like to talk about it.

General feedback about Week 3: Problem solving

POLL: What is your overall reaction to the messages in Week 3: Problem solving

Strongly dislike, dislike, like, strongly like.

Now we'd like to hear about what you think of the third week of content that you read – this was the "Problem solving" section. Please share with us:

- What was your favorite message(s)? Least favorite message(s)?
- Which message(s) seemed to be most helpful? Least helpful?
- After reading this week's messages, what did you learn? What were your takeaways?
- Was there any day that felt way too long? Too short?
- Were there any messages that seemed too abrupt – particularly the first one of the day, or the last one at night?

As you are sharing your feedback with us, feel free to paste a specific message from week 3 right into your comment if you'd like to talk about it.

General feedback Week 4: Dealing with stress and anger; why kids bully

POLL: What is your overall reaction to the messages you read in Week 4: Dealing with stress and anger; why kids bully

Strongly dislike, dislike, like, strongly like.

Now we'd like to hear about what you think of the fourth week of content that you read – this was the "Dealing with stress and anger; why kids bully" week. Please share with us:

- What was your favorite message(s)? Least favorite message(s)?
- Which message(s) seemed to be most helpful? Least helpful?
- After reading this week's messages, what did you learn? What were your takeaways?
- Was there any day that felt way too long? Too short?
- Were there any messages that seemed too abrupt – particularly the first one of the day, or the last one at night?

As you are sharing your feedback with us, feel free to paste a specific message from week 4 right into your comment if you'd like to talk about it.

Day 2, Morning Session

General feedback Week 5: Being mean to others; Understanding other people's feelings

POLL: What is your overall reaction to the messages you read in Week 5: Being mean to others; Understanding other people's feelings

Strongly dislike, dislike, like, strongly like.

Now we'd like to hear about what you think of the fifth week of content that you read – this was the "Being mean to others; Understanding other people's feelings" week. Please share with us,

- What was your favorite message(s)? Least favorite message(s)?
- Which message(s) seemed to be most helpful? Least helpful?
- After reading this week's messages, what did you learn? What were your takeaways?
- Was there any day that felt way too long? Too short?
- Were there any messages that seemed too abrupt – particularly the first one of the day, or the last one at night?

As you are sharing your feedback with us, feel free to paste a specific message from week 5 right into your comment if you'd like to talk about it.

Tomorrow's questions will be online tonight by 11pm EST, so we'll "see" you then!

General feedback Week 6: Coping with being bullied

POLL: What is your overall reaction to the messages you read in Week 6: Coping with being bullied

Strongly dislike, dislike, like, strongly like.

Now we'd like to hear about what you think of the sixth week of content that you read – this was the "Coping with being bullied" week. Please share with us,

- What was your favorite message(s)? Least favorite message(s)?
- Which message(s) seemed to be most helpful? Least helpful?
- After reading this week's messages, what did you learn? What were your takeaways?
- Was there any day that felt way too long? Too short?
- Were there any messages that seemed too abrupt – particularly the first one of the day, or the last one at night?

As you are sharing your feedback with us, feel free to paste a specific message from week 5 right into your comment if you'd like to talk about it.

General feedback Week 7: Helping others who are being bullied

POLL: What is your overall reaction to the messages you read in Week 7-8: Helping others who are being bullied

Strongly dislike, dislike, like, strongly like.

Now we'd like to hear about what you think of the seventh and eight weeks of content that you read – this was the "Helping others who are being bullied" week. Please share with us,

- What was your favorite message(s)? Least favorite message(s)?
- Which message(s) seemed to be most helpful? Least helpful?
- After reading this week's messages, what did you learn? What were your takeaways?
- Was there any day that felt way too long? Too short? That had too many messages? Too few?
- Were there any messages that seemed too abrupt – particularly the first one of the day, or the last one at night?

We have a couple more questions about this section

- How helpful were these messages in giving you ideas that you could actually use when you see someone being bullied? After reading these messages, how able and ready do you feel to help someone if you see them being bullied or harassed?

As you are sharing your feedback with us, feel free to paste a specific message from week 5 right into your comment if you'd like to talk about it.

That's it for this morning's questions. Please log back in this afternoon any time after 12 noon EST for the afternoon session. Thanks!

Day 2, Afternoon Session

Welcome back! Thanks for all of your great feedback this morning.

We may have asked you additional questions on this morning's boards so please take a few minutes now to do a quick look through to see if there's something in there for you.

Now, on to today's final set of questions!

Leveling up

Now let's talk about the part of the program where you "**Level up**" by answering questions.

- When you Level up, you get two chances to get the questions right. What do you think about this flow? Do you think you should have more chances to get the question right before moving to the next level?
- We know that sometimes you are busy and not able to answer your texts right away. At the same time, we don't want you to forget to answer the Level up question(s). How long do you think we should wait before we send a text message reminder to teens who don't respond to the Level up question?

Messages from Your Happy Genie

People who are going through the program will have access to a feature we are calling "Your Happy Genie." You can text Your Genie when you're having a tough day and she'll send a message back that helps you feel better.

Below are examples of some of G2Genie's tips. Please share with us your feedback: Do you think these messages are helpful and would make you smile? Or not so much? How can we improve them?

For example, if you were to text G2Genie, you could receive the following messages:

- Text 1: As Dr. Seuss says: "Be who you are and say what you feel, because those who mind don't matter and those who matter don't mind."
- Text 2: Having a tough day? Hang in there. "It takes courage to grow up and become who you really are." – e.e. cummings
- Text 3: It can be hard to fit in when you're a teen. As St. Francis De Sales says: "Do not wish to be anything but what you are, and try to be that perfectly."

Write your own Genie messages

Now, we need your help writing messages that youth in BullyDown might enjoy getting from **Your Genie**.

- Try writing at least 3 messages that you or teens like you might want to get from **Your Genie** when you are having a bad day.

Final thoughts about BullyDown

We've covered a lot these past 2 days! You all were great. As we near the end of the discussion, I'd like to ask you to share one suggestion that you think we should consider that would make the overall experience of BullyDown better?

- What are some things (if any) that are missing from the text messages that you think are useful or important for teens like you to hear about bullying?
- And what is one thing (if any) that you really liked about the content that we should keep/not change?

Wrap up

And here we are – somehow we've reached the end of our time together. We are interested in hearing from you about the experience you've had in reviewing the text messages, and in the focus group. Did you have enough time or not enough time to review the messages? Did you have enough time to take part in the boards or did you wish that they were longer?

As a last request please take one final look over all the threads to make sure you didn't miss any postings and to see if there are other comments you'd like to respond to.

We know we asked you a lot of questions in the focus group, so if you want to take an extra day to finish responding to the questions - please do! We will leave the focus group questions up tomorrow so that you can come back to complete or modify your responses if you want to.

And with that: We're sad to say our discussion is complete. We've had such a great experience talking with all of you. You have been great and we appreciate the time and effort you put into the discussion over the last few days. Thank you again!