

START A

C**ONVERSATION****N**

We all remember how was it like to be a teenager.
The last thing came to our mind when we had some
problems was talking to our parents about it.

But for youngsters now it is a way bigger problem about
cyber bullying. Why?

Simply because even if they tell their parents, fathers
and mothers have no clue about how to deal with it.

Or don't even know about its existence.

But hell, if they would know.

**That's not okay. So how can we make children and their
parents to start a conversation about it?**

With the help of a third party. A third party children listen to: influencers.

Influencers who faced and even right now they are facing some kind of online bullying on a daily basis. They are the ones receiving hundreds of comments a day. And some of them are not cheerful at all.

Lucky us that Telekom has a history with dozens of them, and Telekom has enough influence to ask them to raise awareness about the topic.



Okay, it does make sense, but how will we reach parents by youtubers? They don't even know their names! The answer is simple: we will use them to make children to open up. If not towards their parents, but towards the influencers.

UNLIST ALL

Telekom will ask our youtubers to unlist all of their videos for a day except one. Right before this video the followers will meet a bumper ad:

If Fruzi Viszkok would have cared about bullies, her chanel would not exist now.

In these videos Pamkutya, Fruzi Viszkok, Isti Szalay, Unfield etc, are talking about the issue of cyberbullying. They tell their stories and even show the bully messages they got over the years.

By that they are inspiring youngsters to share anonymously their stories. And by stories we mean actual conversations in which they were bullied. It can be a Facebook or an iMessage conversation, or even a comment they received under a picture. The most important thing is to make bullied teenagers to share these conversations on telekom.hu/myconversation.

YouTube HU viszkok fruzsi

Viszkok Fruzi ✓
304,582 subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Let's start the conversation

Let's start the conversation!
79,602 views • 2 months ago

I know it's tough to be bullied online. I've been there. Actually I'm facing it day by day. Check out this video we made with Telekom and don't be afraid to share those conversations you've never shown anyone before.

You are not alone. We need you for the change.

Uploads PLAY ALL

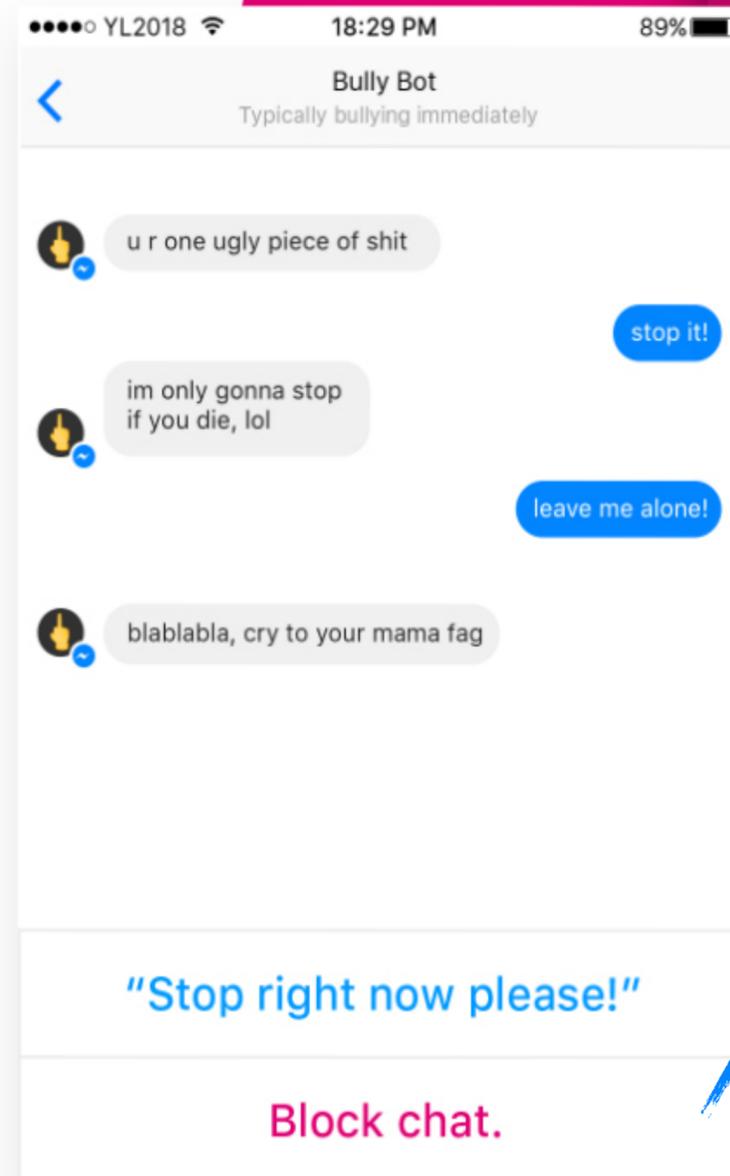
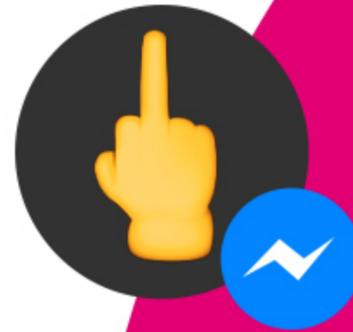
NO OTHER VIDEO

BULLY BOT ON THE CLP

We are going to use these conversations to build a Bully Bot, a chatbot which will only communicate through these real bully messages. And this is what we are going to use to demonstrate how it feels like to be bullied.

At frequent public places we create smart CLPs. These CLPs will have sensors to detect if somebody is standing in front of them and the chatbot starts a conversation. Not just in written but out loud as well. The passenger will be given the chance to answer by touchscreen but the bully CLP will not cease the messaging.

If the adult block the chat on the CLP the packshot message appears

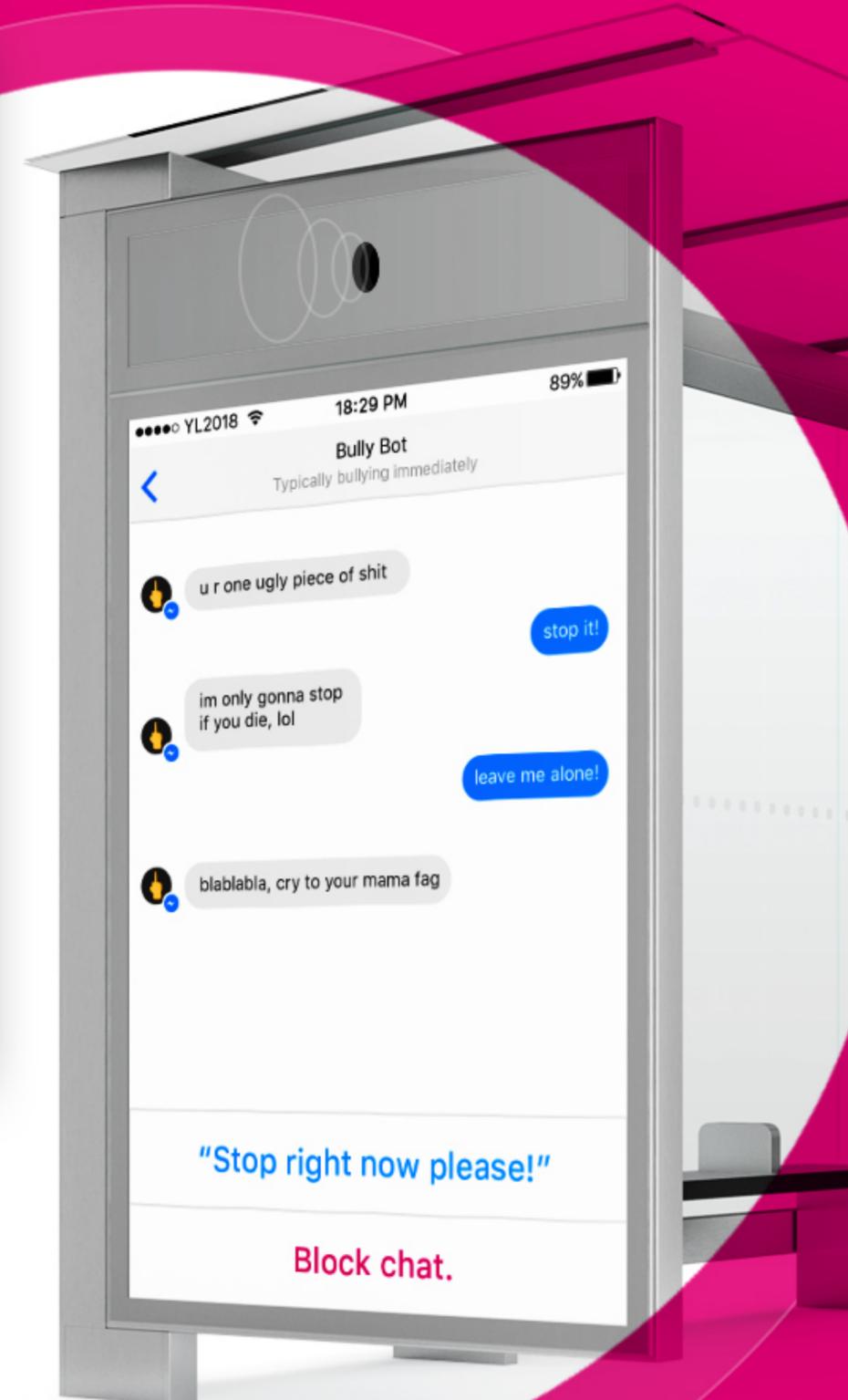


ONE OF THESE MESSAGES MIGHT HAS BEEN SENT TO YOUR CHILD

BUT CLOSING A CONVERSATION IS NOT THAT EASY FOR A BULLIED TEENAGER

Know more about cyberbullying. Know more about the conversation you can start

[TELEKOM.HU/STARTACONVERSATION](https://www.telekom.hu/startaconversation)



BULLY BANNER

Of course, we want to reach a wider audience, that's why we are using the Bully Bot in banners as well. We are targeting an audience having a high chance to have children. On these platform the banner works the similar way like the ones on the smart CLPs. The user will be given the chance to answer like in a real chat.

We use floating banners so the parents cannot skip the Bully Bot's messages. Just like a bullied children cannot skip a conversation. And if they open another site, the banner will appear again.

The screenshot shows a news article in Hungarian with a 'Bully Bot' chat overlay. The chat interface includes a header 'Bully Bot' with the subtitle 'Typically bullying immediately'. The bot's messages are: 'what's up fag?', 'you are retarded. and no one likes u. its better if you know it from me.', and 'the best way to make me stop if you die'. The user's responses are: 'what is this?', 'can you please stop it?', and 'Stop right now please!'. Below the chat, there is a 'Block chat.' button. The background article text is partially visible, mentioning 'a perben döntő bírói tanács tagjai némileg a saját karrierjüket is kockáztatták;' and 'az OBH élére történt kinevezése előtt Handó Tünde maga is munkaügyekben döntött, 1999-től kezdve pedig a Fővárosi Munkaügyi Bíróság elnöke volt.'

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KNOW MORE

MICROSITE

From the banners we are landing the parents to the telekom.hu/startaconversation site.

On this microsite we bring back our influencers, so that they explain the parents the phenomenon of cyberbullying. And not just bullying, but how each of the platforms used by their children works.

But most importantly we ask them to make the first step to start a conversation with their teenage boy or girl.



START A CONVERSATION

To understand cyber bullying you need to understand the online world they live in

CHOOSE A PLATFORM ▾



INSTAGRAM



SNAPCHAT



MUSICAL.LY



ASK.FM

ABOUT FACEBOOK BULLYING

UNFIELD | YOUTUBER

Does a dislike really counts? Is my child exposed to bullies on Facebook as well? Can an unknown person get in contact with him? Unfield, one of your children's favorite youtubers is here to answer your questions and explain you Facebook.



MYCONVERSATION

Right now parents are already aware of the issue. If they want, they can talk about it with their children. But it is really important not to expect from teenagers to open up right after the first talk at the dinner. And even if they do, the best advices come from those who already got cyberbullied.

This is why on telekom.hu/myconversation - the site on which previously have been uploaded the bully conversations – will give the opportunity to teenagers to start a chat conversation anonymously with those who knows the drill.



THANK YOU!