



Internet Safety, Cyber Bullying and Harassment

**David Szuchman, Director
N.J. Div. of Consumer Affairs**

JuicyCampus.com

Anonymous Postings

- Physical characteristics, race, ethnicity and implied sexual experiences**
- Victims identified by name**
- Some victims under 18**

Consequences

- Suicide Attempts**
- Private Lawsuits**

Why Investigate JuicyCampus.com?

Potential N.J. Consumer Fraud Act Violations

- Unconscionable Commercial Practices

- Misrepresentation to Site Users

 - User Conduct Terms – no abusive or obscene content, no invasion of privacy

- Lack of mechanism to report violations

Not an Issue of Free Speech

Actual JuicyCampus Page

The screenshot shows a Mozilla Firefox browser window displaying a JuicyCampus page. The address bar shows the URL: <http://www.juicycampus.com/posts/gossips/Rutgers/>. The page content includes:

- Left Sidebar:**
 - A poll titled "Should pot be decriminalized?" with options: "No, it should be illegal" and "Yes, it doesn't hurt anyone".
 - A poll titled "Why do you use Adderall?" with options: "I don't", "Because I have a legitimate medical need", "So I can get better grades", and "So I can party harder".
- Main Content:**
 - SLUT** (Replies: 1 | 64% agree | 30 votes | Views: 938)
 - Lauren Rosso** (Replies: 11 | 35% agree | 32 votes | Views: 937)
heard she had a crazy freshman year, heard about something in AEPI. anybody know ?
 - Rutgers** 09-27-2008 Tags: rosso, lauren rosso, sloppy
 - Buttons: [Hide Replies](#), [SHARE](#), [Permalink](#)
 - Replies:**
 - Replied on: 10-10-2008
i was in zeta one night and saw her nasty ass titles flopping around all over the place. shes a disgrace to the human race.
Buttons: [No Replies](#), [Reply](#)
 - Replied on: 10-08-2008
haha i know what you're talking about. banger with a tampon in? so classy.
Buttons: [No Replies](#), [Reply](#)
 - Replied on: 10-06-2008
this girl is a pig faced slut. a frat-hopping whore who legit loves to be fucked anally
Buttons: [No Replies](#), [Reply](#)
- Right Sidebar:** Contains advertisements for "Speed Of Get 2 Game" and "Super GULL".

Personal Information Online

Rutgers Online Directory - Person Display - Microsoft Internet Explorer provided by Division Of Consumer Affairs

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media Print Copy Paste

Address http://www.acs.rutgers.edu/pls/pdb_p/Pdb_Display.display?SESSION_INFO=A0D1FB97FCA4500D7D0A707D5A358A6B

Google Go Bookmarks Popups okay Check AutoLink AutoFill Send to

Rutgers The State University of New Jersey

CAMDEN • NEWARK • NEW BRUNSWICK/PISCATAWAY

Search Results

LAURA ROSSI

(STUDENT)

Email Address

Student: larossi@eden.rutgers.edu

Student Information

School: Rutgers College

Academic Major(s): History/Political Science

Academic Minor(s): Psychology
Art History

Year of Graduation: 10

Highest Number of Page Views: Postings About Freshmen

Princeton University

“Hottest freshmen” – 4065 views

“Hottest freshmen girl” – 2118 views

“Hottest freshmen boys” – 1901 views

Students identified by first and last name

(Freshmen age range 17-19)

Advertising on Juicy Campus

- **Ad company subpoenaed in addition to JuicyCampus**
- **Ads displayed on JuicyCampus site**
 - **What is the business relationship?**
 - **How was the site's operation described to the ad company?**
 - **What types of ads were requested by Juicy Campus?**

Review Advertising Company Policies & Procedures

- **Ad Company's Acceptable Use Policy – How Enforced?**
- **Ad Company's Requirements for Web sites with User-generated Content –**
 - Are there systems in place for**
 - **Proactive site moderation**
 - **Rapid complaint resolution**
 - **Prevention of repeat offenders**

JuicyCampus.com Changes During the AG's Investigation

- **Privacy Policy -- TRUSTe**
- **Age “speed bump”**
- **Location of Web site**
- **Terms & Conditions**
- **How to Contact**
- **Language “retreat”**

Key Developments

- **JuicyCampus Expands to Include 10 N.J. Colleges/Universities**
- **Expansion raises priority of internet safety on campuses**
- **Attorney General's Office initiates outreach of college/university presidents**

AG Request to College Presidents

- **President's statement** of position re:
Web sites that enable cyber-harassment
- **Limit access** to online school directory
- Establish and advertise availability of **resources** for victims; provide **training** for staff
- Add cyber-harassment and consequences into official **Code of Conduct**

Princeton University Makes Voluntary Policy Change

...we have decided
to redesign our on-
line directory so that
it suppresses
dormitory
addresses...the
general public will
no longer be able to
determine students'
residential
locations...



Office of Public Affairs
622 Nassau Hall
Princeton, New Jersey 08544
Karen A. Jezicny
Director

February 13, 2009

Attorney General Anne Milgram
Office of the Attorney General
Department of Law and Public Safety
P.O. Box 080
Trenton, NJ 08625-080

Dear General Milgram:

In September, 2008, Princeton University replied to your request for information regarding the online safety of our students. At that time, we also formed a working group to look more closely at the issues and suggestions outlined in your letter. This letter serves as the update we promised to provide upon completion of our review.

In consultation with the University's Undergraduate Life Committee, we have decided to redesign our on-line directory system so that it suppresses dormitory addresses. While this information will still be available to the campus community through an intra-net system requiring Princeton authentication, the general public will no longer be able to determine students' residential locations through the on-line directory. This modification of our directory system, which will take a few weeks to design and implement, responds to your specific concern about the online availability of students' campus addresses.

We appreciate your concerns and suggestions regarding the safety of our students and will continue to monitor these complex security issues affecting our campus.

Sincerely,

A handwritten signature in cursive script, appearing to read "Karen Jezicny".

Karen A. Jezicny

Resolution

- **JuicyCampus shuts down in Feb. 2009**
- **Social Networking Sites Remain a Priority**
- **Industry is Receptive to Enhancing Safety and Security of Site Users**

Moving Beyond Juicycampus

- NJ AG developed the universal Report Abuse! Icon for Social Networking Web sites
- Empowers users to report predators, cyberbullies, and posters of inappropriate content
- Site operators review these reports and take the appropriate action.



Industry Participation

- 7 sites, with over 24 million users, are using the Icon and following best practices.**
- Facebook is currently using the Icon on a test-basis.**