

How much does an evidence-based cyberbullying program cost?

Evidence-based cyberbullying programs



Polanin and colleagues (2021) examined the impacts of **school-based programming on cyberbullying** perpetration and victimization outcomes.



After an extensive search and screening process, the authors identified **50 studies published** from 2002 to 2019 that met the predetermined review criteria.



The average program **significantly reduced both cyberbullying perpetration** ($g = -.18$) and victimization ($g = -.13$).



From this set of 50 studies, we identified **three evidence-based programs** from high-quality evaluations.

- (1) Media Heroes (MH; Wölfer et al., 2014)
- (2) KiVa Antibullying Program (Williford et al., 2013)
- (3) Cyberprogram 2.0 (CP; Garaigordobil & Martínez-Valderrey, 2015)

Table 1. Program Characteristics^a

Program	MH	KiVa	CP
Targets cyberbullying directly	Yes	Yes	Yes
Implementor	Teacher	Teacher	Teacher
Includes training	Yes	Yes	No
Includes media	No	No	Yes

^a Criteria of program selection: (1) had an established curriculum with a brand name, (2) met the What Works Clearinghouse's highest research design standards, and (3) reduced cyberbullying perpetration and victimization by an average of -0.15 SD. Please see the [technical appendix](#) (Davis & Polanin, 2021) for more details.

Cost estimates for evidence-based cyberbullying programs



Using Levin and colleagues' (2018) ingredients method, we conducted a "back of the envelope" **assessment of the three programs'** resource use.



We reviewed all relevant public sources of information on the three programs, including papers, briefs, program websites, and other available sources, to **create a list of "ingredients" needed to implement the programs** as designed in a class of 25 students.



Education stakeholders should use the following information as a guide when considering what programs to purchase or implement.



Some care should be taken in **interpreting our estimates** because program costs will vary with school type, location, program pricing, implementation, and other unique school characteristics.

Table 2. Cost per Classroom Estimates^a

Program	MH	KiVa	CP
Staff time	\$650	\$1,990	\$2,000
Training costs	\$630	\$510	\$0
Materials & other costs	\$190	\$380 ^b	\$70
Total cost/classroom	\$1,470	\$2,890 ^b	\$2,070

^a All prices adjusted to 2019 U.S. dollars and rounded to the nearest 10. Total cost per classroom includes reallocated resources, such as teacher time. Goods and services used in more than 1 year are amortized at a 3.5% rate over the useful life of the item. Cost estimates do not include facility costs, such as a charge for classroom space; educators that anticipate incurred facility costs should add these costs to the total. See the technical appendix for more details on the estimates.

^b KiVa license purchase prices vary by school and were not available; actual cost will vary.