

Bystander Intervention, Parenting Styles, Media Exposure, and *13 Reasons Why*

There are many complicated factors that should be considered when predicting someone's willingness to engage in bystander intervention.

This study has indicated that people who were raised by authoritative parents and people who have had exposure to shows that address bullying like *13 Reasons Why* are more likely to intervene in a bullying situation.

Measures should be taken to educate parents on how to be more authoritative in the way they raise their children and more media should be made addressing the topic of bullying. Both of these measures could work in tandem to help mitigate the damaging impact that bullying has in our society.

Discussion

Bystander intervention is a social phenomenon that occurs when a third-party witness decides to intervene in a bullying situation with the objective of deterring the anti-social behavior from continuing (Darley & Latané, 1968), a model was developed that outlines the intervention process (Jenkins & Nickerson, 2017).

There are three distinct parenting styles that a parent can be placed into according to the way they raise their child: authoritarian, permissive, and authoritative (Esmali Koorneh & Amirsardari, 2015). The literature strongly indicates that parents have a direct impact on the way their child develops (Underwood, 2009), both physically (Johnson, Welk Saint-Maurice & Ihmels, 2012), and socially (Kawabata, Alink, Ijzendoorn & Crick, 2011).

Media exposure is defined as "the extent to which audience members have encountered specific messages or classes of messages/media content" (Slater, 2004, p. 168). The significant impact that media exposure has on people's perceptions and behaviors cannot be understated (Vreese & Neijens, 2016).

Lit Review



THE TAPES WERE JUST THE BEGINNING

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H1 was supported as the authoritative parenting style has a significant relationship with people who engage in bystander intervention, $r = .153$, $p = .024$

H2 was supported as the findings indicate that there was a significant relationship with people who had exposure to *13 Reasons Why* and people who are willing to engage in bystander intervention, $r = .156$, $p = .021$

RQ1 was answered as the data indicate that increased exposure to the show lead to perceived accuracy of the show's representation of mental illness and bullying, $r = .228$, $p = .037$ Furthermore, the more accurate they found the show, the more likely they thought the show is raising awareness, $r = .382$, $p = .000$, and the more likely they felt the show positively impacted the perception of mental illness and bullying, $r = .318$, $p = .009$.

Results

The purpose of this study is to examine the potential relationships that may exist between parenting styles, bystander intervention, and the exposure to the Netflix series, *13 Reasons Why*.

An online survey administered to 224 participants, ages 18-72 found that people who were raised with the authoritative parents and who watched *13 Reasons Why* were more likely to engage in bystander intervention.

The open-ended portion of the survey was answered by 84 participants found that the more exposure to *13 Reasons Why* they had the more like that they perceived it as accurate and felt the show was having a positive impact.

Abstract

Data was gathered by using an online survey that measured the participant's relationship with all three constructs. The demographics included 224 participants, ages ranged from 18-72. The survey contained three measures that were used to gauge the participant's parenting typology, their willingness to engage in bystander intervention, and their exposure to *13 Reasons Why*. All variables were measured with a Likert scale from 1-5 as (1 = Strongly disagree) and (5 = Strongly Agree) The survey also contained an open-ended section that included four questions designed to provide the study with a more comprehensive understanding on the participant's perception. All responses were then coded and inserted with values in order to analyze them in SPSS.

Method

H1: Bystander intervention increases as exposure to authoritative parenting increases.

H2: Bystander intervention increases as media exposure to *13 Reasons Why* increases.

RQ1: What is the relationship between people liking or disliking *13 Reasons Why* and people's perception of mental illness, suicide ideation and bullying?

Hypotheses

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