" Primary stage students exposure to Educational media activities and it's relation to reduce their school bullying "

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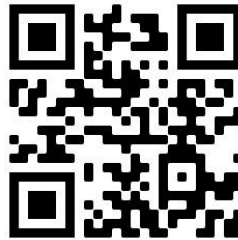
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Abstract:

The study aimed at recognizing the relationship between the students of the primary stage exposure for the activities of the educational media and it's relation to reducing their school bullying . The researcher used the descriptive method to measure the effect of the independent variable " the activities of the educational information " on the dependent variable " the school bullying " . The study instruments were applied on a sample of (50) male and female students from the primary stage . The study instruments were represented in the questionnaire (survey interviewed) .The study found that there is a direct positive and statistically significant correlation between the exposure density of the primary stage students and it's relation with reducing their school bullying and there is a statistically significant relationship between the exposure of the primary stage students for the school radio and press and it's relation to reducing their school bullying

Key words: activities of the Educational media– school bullying.

الملخص:

هدفت الدراسة الحالية إلي التعرف على العلاقة بين تعرض تلاميذ المرحلة الابتدائية لأنشطة الإعلام التربوي وعلاقاتها بخفض التنمر المدرسي لديهم ، واستخدم الباحث الحالي المنهج الوصفي لقياس أثر المتغير المستقل "أنشطة الإعلام التربوي" علي المتغير التابع التنمر المدرسي"، وطُبقت الدراسة علي عينة قوامها (50) طالب وطالبة من طلاب المرحلة الابتدائية" وتمثلت أداوت الدراسة في الاستبيان (الاستقصاء بالمقابلة)، وتوصلت الدراسة لعدة نتائج أهمها: توجد علاقة ارتباطيه طردية موجبة دالة إحصائياً بين كثافة تعرض تلاميذ المرحلة الابتدائية وعلاقتها بخفض التنمر المدرسي لديهم ، توجد علاقة ذات دلالة إحصائية بين تعرض تلاميذ المرحلة الابتدائية لإذاعة والصحافة المدرسية وعلاقتها بخفض التنمر المدرسي لديهم.

الكلمات المفتاحية:. انشطة الإعلام التربوي– التنمر المدرسي

Introduction:

The childhood stage is considered the basic stage in which all human age stages rely upon . In the light of it , his features , temperament and morals are determined . Every child has it's own life in which he raised in it's bosom and influenced by it from the family to the kindergarten , the school , the mosque , media means and friends .

Psychologists and educational scientists state that the most important human stages begin from childhood and his early years in which his heart is soft until he is clashed with those who bullies him and that the interest with the student problems aren't restricted on a particular class , but there is an urgent and important need to study the student problems on all sides , hence the psychological and social adjustment of the students . The extent of people progress is measured with the extent of respecting the individual respect and reinforcing his social status in his family and school . Feeling with psychological safety and reassurance is one of the most important rights in which the school should provide for the students . It is one of the social institutions in which they charge with caring students educationally , morally , socially and academically , although the workers in the educational system always attempt to provide a healthy and safe environment , but a large number of the students lack this feeling of psychological safety as a result of their falling captivated for a behavioral phenomenon called (bullying) , since it is considered a phenomenon in which a lot complain in schools at different educational stages .

Bullying behavior is considered one of the human societies features from ancient times . It is a general phenomenon in which individuals practice with multiple and varied methods and is present for members of the human race with different forms and varied degrees . It appears when there are appropriate circumstances . Bullying is defined as a form of aggression happened when an individual is exposed continuously to a negative behavior causing him hurt and resulting in inequality in forces between two individuals , the first is named the bullied and the other is the victim . The bullying might be physically or verbally or emotionally . The bullied problem resides in being not feeling with a sympathy with the victim but

misunderstands the victim behavior , consequently sees that he defends himself .

The cognitive frame of the research and the previous studies :

There is no longer a great need for confirming the effective role which the activities of the educational information can perform and what they make in the field of the social awareness and others for the personality or the society in general .

Firstly : activities of the educational Media:

Means of the educational information used in schools multiply including the school press , the school radio , symposiums , debates , theatre and others . We review the concept of each mean individually as follows :

The school journalism :

The school journalism is the students practice for different journalism arts under the supervision of the educational information specialist or the journalism supervisor or both of them , where this appears in the students' performance in different forms of the school journals whether printing or copying or picturing that are issued as possible in a periodical . This practice differs from an educational stage to another based upon that each educational stage has it's goals to satisfy students' needs in the school society , achieving the cognitive , emotional , behavioral goals , the general and special practice for the school press as one field of the educational information application in Egyptian schools to achieve the cultural awareness for adolescents . (Rahway Mohammed , 2008 , p.3)

The school broadcasting :

The school broadcasting plays a role that cannot be underestimated in forming adolescents personality .It puts the initial bases to form the huge structure of the personality , it's culture and cognitions and from this point , we will review the concept of school broadcasting as follows :

*The school broadcasting is defined that it is a school activity and a school media mean in which a set of school students practice and present under the supervision of a supervisor who train and guide them on presenting varied and meaningful programs directing to their

colleagues where they contribute in developing students personality , as well as fostering their values and connecting them with their societies and homeland and achieving it's desired goals . (Norman 2012, p.25) .

The school theatre :

The school theatre was named father of arts for it's nobility and containing elements of other arts , in it sound is mixed with silence , color with shadow , light and movement with quiet , in it we find literature , poetry and music beside arts of performance , movement and formation .

The school parliament :

* It is one pillar of the information that is practiced inside the school .
* It is an information mean for reinforcing the school society that is represented in students , professors and guardians .
* It is a tool of building the society and it is a method for releasing students energies and a good aspect for developing their skills .

The debate:

The debate is an ancient art since the existence of the man and one of the natural matters for the thinking man with his disagreement with others . This disagreement may be a source for good or evil . Debate performs a big social message because it was considered a mean of mass cultivation . (Taker El Sydy 2005, p.82) .

Secondly: the school bullying:

Definition:

Definitions of the school bullying multiply where Farrington defined it (died on 2011) that it is a behavior causes a physical or mental or verbal damage containing terror , frighten for the victim on condition that there is a defect in the physical or psychological or verbal characteristics and they hurt each other .Bullying contains in the first place the imbalance , power and frequency, whereas Liza.ed defined it that " it is a specific type of aggression in which the behavior has a hurt or annoyance , it happens frequently over time and

has imbalanced strength for a person or a group more strong where they attack those who are less strong . (Ahmed , Abdou , 2016 ,p.7) .

Properties of the school bullying :

In the environment of the school bullying , the victim is often a lonely student exposing for harassment from a set composing of two or three students led by a leader , but there is an important ratio of the victims ranging between 20% : 40% stated that they exposed for bullying through sole students and the aggressive behavior can be classified as bullying when it is governed with three   norms that are :

* Bullying is a deliberate aggression , it might be physically or verbally and indirectly .
* Bullying exposes the victim for frequent assaults through extended time periods
Bullying happens inside a personal relation characterized with imbalance in power whether it was real or morally . This power stems from the perspective of the physical power or the psychological perspective with children of big effect on their peers , so it appears between bullied and the victim (Barton &2003&14) **.**
*Intended , the bullied intends to hurt someone .(Ramadan Hassan , 2015 ,p.19)
*Repeated that is the bullied aims to hurt the same victim many times
* Usually it contains imbalance that is the bullied chooses the victim who is less than him in strength (Al qahtany 2012 , p .118) .

The negative effects resulted from the school bullying :

* The school bullying has serious consequences such as connecting behaviors of the school thuggery and criminal in the future , declining the performance of the bullied students and the victims inside the school and affected by the problems of mental health that are common related with the school thuggery , in addition to that , high levels of those participating in peers thuggery related with abnormal behavior suffer from depression (Charles Sanders &2004&60) .

The previous studies :
Previous studies are the basic frame of reference for the scientific problem, as standing on it and familiarity with it makes the researcher aware and experienced in his research site, which reached the science within the framework of his study, and through this he determines

what can be added to the scientific and academic heritage, and previous studies also contribute to the development of the research problem and help the researcher To choose the study hypotheses and its questions, and to determine the axes on which the study is based. For this reason, the researcher looked at a number of previous scientific studies and references related to the subject of her study, as the growth and saturation of knowledge imposes on the researcher, when he thinks about doing any study or research, the conviction that his work is a continuous link, and after informing the researcher of the studies that dealt with one aspect of this The study, in terms of its research problem and methodology, and the tools used in collecting its data, the researcher relied in presenting the previous studies on the chronological sequence of them from the newest to the oldest, and the previous scientific studies of this study were divided into two main axes**:**

Firstly : the studies that dealt with the activities of the educational information :

-The study of Mohammed Farouk Salah (2021) entitled " the role of the educational information in the political socialization for students in the preparatory stage students .The study aimed at recognizing the role of the educational information activities in political socialization for the prep stage students . The study belongs to the descriptive method using the survey method .The study relied upon a sample of (400) items from male and female students . A questionnaire was used to collect information from the study sample . The study findings concluded that there is a statistically significant   direct correlation between the density of the students practice for the educational information activities and the level of their political socialization , there are statistically significant differences in the level of political socialization between practice   and non practice students for the activities of the educational information on behalf of the practice students   .

- The study of Doaa Fekry Abdullah (2019) entitled " functioning means of educational   information in producing a sentence for educating the students the risks of the school bullying" .The study aimed at measuring the role of the campaign for educating the students with the risks of the school bullying   and recognizing the forms of the school bullying that the students remember . The study

used semi experimental method . The study used the semi experimental method . The study relied upon a sample of (30) items from prep stage students . The researcher used the questionnaire to collect information and the observation card . The study findings found that "there are statistically significant differences between rank means between the three measurements towards the risks of the school bullying on behalf of the follow up measurement , then the post measurement and finally the pre measurement . There are statistically significant differences between means of the three measurements in the cognitive effect on behalf of the post measurement .

-The study of Marwa Mahmoud El Shenawy (2018) entitled " puppet theatre as a method to limit bullying in kindergarten stage " . The study aimed at preparing a suggested program by using the puppet theatre to limit bullying in kindergarten environment and determine the most common forms of bullying in kindergarten stage . The study relied upon a sample of (30) male and female children in the stage of kindergarten . The researcher used the semi experimental method . The researcher used the following tools to collect information that are the card of observing the bullying , the questionnaire of surveying the female teacher of bullying in kindergarten , the pictured scale of bullying for kindergarten child . The study findings found that there is a correlation between the scale of bullying , the observation card for kindergarten child and the effectiveness of the puppet theatre program in limiting the bullying phenomenon prevalence in the stage of kindergarten.

-Marwa Mohammed Ahmed Auf (2016) entitled " the school activities and the methods of developing them by using means of the educational information . The study aimed at recognizing the reality of the school activities and methods of developing them by using means of the educational information through arriving to the actual reality of the school activities " class / non class school activities in prep stage schools and knowing the obstacles that prevent holding these activities , students participation in them and knowing the anticipated effect of the educational information methods on the students practice for the school activities that can make the school environment attracting them . The study followed the descriptive method following sampling survey method . The researcher used the questionnaire to collect information from the study sample represented in (60) of educational information

specialists and activity inspector in education directorate at Dumyat . The findings of the study found that the actual reality of the school activities in prep stage schools at Dumyat governorate from the perspective of those who are in charge with activities were as follows : the activities contribute in preparing the perfect personality of the student came in the first place with a percent of (96.7%) and came with the same percent that the information activities is an inseparable part of the educational process and develops participation in the informational activities .

Study by Lynne Schofeik (2016). Entitled "The Effect of Participation in Journalism Activities in Secondary Schools on Socialization and Citizenship Values", the study aims to identify the test of the effect of participation in journalism activities in secondary schools on socialization and citizenship values. The researcher used the descriptive approach in his study. 19 schools, and the results of the study concluded: Participation in school journalism provides students with opportunities to develop the skills and experiences necessary to participate within the school community.

-Kaveh&Zoreh study (2012) entitled " highlighted the education technology and methods of the educational information and used by teachers of the primary schools in Tehran . The study aims at high lightening the educational technology and means of the educational information and used by primary schools teachers in Tehran . This study falls under the descriptive ones to use the descriptive method and relied upon the questionnaire in collecting the information from the sample members of (400) items of the teachers from Tehran population . The findings of the study found that the basic goals of the teachers use of media means were to invite the students to attend the educational concepts , improving the aptitude , cooperation and motivating the perception senses.

-The study of Breaker Jeep (2008) entitled " Korean students use for the educational information and it's achieved satisfactions " . The study aimed at recognizing basically on the achieved satisfactions for the students from using means of the educational information . The study relied upon the theory of uses and satisfactions . The research was applied on a sample of (143) items from high schools students .

The study findings found the ratio increase of the sample members use of the educational information means than other media means and there is a statistically significant relationship between the sample members use for the educational information means and it's achieved satisfactions , and the sample members use for the educational information means .

Secondly : studies dealt with the school bullying :

-The study of Aisha Alazmi (2022) entitled " the effectiveness of a guidance program base upon the theory of treatment with meaning in reducing the school bullying for secondary stage students in Kuwait " . The study aimed at recognizing the extent of the continuity effectiveness of the guidance program based upon the theory of treatment with meaning in reducing the school bullying and knowing the most prominent aspects of the school bullying and knowing the reasons . The study sample consists of (100) male and female students . The researcher used the following tools : the scale of the school bullying , the treatment program with meaning . The researcher used the experimental method for it's appropriateness for the study nature . The study findings found that there are statistically significant differences between mean rank scores of the experimental group and mean rank scores of the control group in the post measurement of the bullying on behalf of the experimental group in the best direction .

- The study of Amel Abdel Menem Mohammed Ali (2019) entitled "the effectiveness of a program based upon the psychological richness in improving social competence and reducing the behavior of the school bullying for bullied of learning disabilities in the primary stage " .The study aimed at improving social competency and reducing the behavior of the school bullying through preparing a program based upon the psychological richness according to the pattern dimensions of Saied Othman . The study sample consisted of (56) items . The study tools included the pictured intelligence test , test of reading apprehension , Bender – Gestalt test , Wechsler Scale and the scales of the study variables .This study belongs to the semi experimental method . The study findings found that there are statistically significant differences between mean scores of the experimental – control groups in the post application in all dimensions of social competency and there are statistically significant differences

in the dimensions of the school bullying in the post application on behalf of mean scores of the control group .

-The study of Gmail Abdullah Salma (2017) entitled " the effectiveness of a training program at the social skills in reducing the bullying behavior and developing self concept . The study sample consisted of (35) female students of learning disabilities . The researcher used the following tools : the bullying scale , the academic scale of the self to collect information from the sample members . The researcher relied upon the semi experimental method and used a training program in the social skills to reduce the bullying behavior . The study findings found that there are statistically significant differences on behalf of the experimental group on the scale of the bullying behavior and self concept .

-The study of Yahiya et al .(2019) entitled " the prevalence of the school bullying and the programs pertaining with bullying in secondary schools " .This study aimed at determining the students and teachers perception for the school bullying phenomenon . The study sample consisted of (80) items of teachers , (480) items of students. She used the questionnaire in collecting information from the study sample . The study relied upon the descriptive method .The study findings found that there are statistically significant differences in prevailing both the school and verbal bullying and physical school bullying , where the first type of the school bullying is more prevalence .

Cheney C.K.'s study. (2015). Entitled "The importance of educational media in primary schools in Hong Kong in the era of new media" The study aims to identify the importance of educational media in primary schools in Hong Kong in the new media era. about them and the ability to deal with the outside world and provide them with life skills, as those in charge of the research used the experimental method, and the study found the urgent need for educational media and its inclusion within the curricula to build knowledge and develop a global view to deal with the twenty-first century and the developments of the times.

-Zelidman study (2014) entitled " sympathy as a sedative for bullying behavior and non ethical commitment of the adolescents . The study

sample consisted of (676) students .The study depended on the descriptive method and used the questionnaire in collecting the information from the students (the sample members) . The study findings found that there is a statistically significant effect of sympathy on the traditional bullying .The sympathy effect was stronger than non ethical commitment .

The researcher benefited from the previous studies in the following:

• Deepening the problem of the study and formulating it in a way that enables students to know the educational media's attitudes after being exposed to the tools of the new media.

• Formulating the questions and hypotheses of the study, and benefiting from them also in designing the study tools, and preparing the theoretical framework for the study.

• Benefiting from the methodology of previous research and studies in crystallizing the research problem more clearly as well as in setting questions and hypotheses and selecting the study sample.

• Benefit from the results of some previous studies, and try to link them with the current study and identify aspects of agreement and differences between them so that the researcher can comment on the results of the current study.

• Identifying the nature of societies and demographic characteristics and whether they have a role in different results.

• Identify the research tools and methods used by previous studies and how to benefit from them and employ them to serve the researcher's study.

• The researcher was able to identify the topics previously dealt with by the educational media and to identify the most important findings of the researchers.

• Previous studies helped the researcher to identify the most important references from books, periodicals, scientific journals and websites and refer to them in order to benefit from them in this study.

• Most of the previous studies used the descriptive approach as the most suitable scientific research method for studies in the field of media, using the sample survey method.

the importance of studying:

First - **Theoretical importance**: The theoretical importance of the current study lies in the following points:

• Its handling of a very important subject, which is a variable that is considered one of the most important variables that represent a tangible phenomenon, which is the phenomenon of school bullying, as it is a close variable to the school environment, which in turn is closely related to educational media activities.

• The importance of the study stems from the importance of the primary stage, where the child's behaviors are shaped either negatively or positively, through contact with classmates and teachers

Secondly, the practical importance;

• The results of the study contribute to shedding light on the importance of educational media activities for bullying students in order to reduce the severity of their bullying.

• The study contributes to directing the responsibility for using the means and activities of the educational media to confront the behavioral problems of students within the school environment.

• The study shows the necessity of integrating bullying students into school activities in order to unload energies and occupy their spare time.

Goals of the research :

The present research aimed at detecting the motives of the primary stage students exposure for the educational information activities and it's relation with reducing their school bullying
.From this basic goal , a set of sub goals as follows :

1- Recognizing the importance of the school broadcasting in educating the students with the concept and types of the school bullying .

2- Recognizing the effectiveness of the educational movie presented for the students " the study sample " in reducing the school bullying for the students .

3- Recognizing the effect of the students " the study sample " follow up for the content offered through the school journalism to reduce their school bullying .

study Problem and questions :

The school bullying is undesired aggressive behavior of schools students . The school bullying represents a risk factor leading to next behavioral problems containing violence and transferring bullying victims to an introverted suffering from affection problems such as depression , anxiety , thinking in suicide , feeling lonely , alienation and rejecting the school as happens in all schools . But it's measurement is difficult is very complicated because of it's varied definitions and it's measurement methods .Although the ratios of the school bullying phenomenon prevalence rely on how it is measured , the researchers agree that bullying represents a dangerous problem sufficiently that must be confronted . It is shown from previous mentioned that the behavior of the school bullying is a challenge before schools with all it's types and making teachers and educators unable to perform their educational roles .The bullying behavior makes founding an environment feeding the violence .

In the light of what was mentioned previously , the problem of the **study can be formulated in the following basic question :**

What is the relationship between the exposure of the primary stage students for the activities of the educational information and it's relation with reducing their school bullying ?

A set of sub questions are stemmed from the basic question :

* What is the effectiveness of the school radio in educating the students with the concept and forms of the school bullying ?

* What is the effectiveness of the educational values offered for the students " the study sample " in reducing the behavior of the school bullying for the students ?

* What is the degree of the primary stage students exposure for the activities of the educational information ?

* What is effect of the primary stage students exposure for the activities of the educational information and it's role in reducing their school bullying ?

Hypotheses of the research :

the present research seeks to ascertain the validity of the following hypotheses :

1- There are statistically significant differences between the density of the primary stage students exposure for the educational information and it's relation with reducing their school bullying .

2- There are statistically significant differences between the primary stage students and the extent of their exposure for the educational information and it's relation with reducing their school bullying .

3- There is a statistically significant relationship between the primary stage students exposure for the school broadcasting and journalism and it's relation with reducing their school bullying .

Limits of the research :

The limits of the study are represented in the following :

Objective limits : were represented in activities of the educational information .

- **Human limits** : the students in the primary stage at Minia governorate schools

year 2022.

the schools that are subject to Minia education directorate during the school .

- **Temporal limits** : the first term on 2022/2023

-Spatial limits : the study was restricted on the primary stage students attending .

Method of the research :

The researcher used the descriptive method by relying on the sampling survey because it aims at collecting , classifying , analyzing and interpreting the data through looking at previous literatures and studies . This method was used to describe the relationship between the exposure of the primary stage students for the activities of the educational information and it's relation with reducing their school bullying , so this method is closely related with the subject and goal of the research .

Community and sample of the research :

Reasons of selecting the sample :
- The study targeted the childhood stage , specifically the primary stage from (9) years to (12) years because of the students ability in this age on understanding the questionnaire and responding it consciously .
- (50) items from primary third grade to six grade were determined .
Tools of the study :
Tools of the study were represented in the questionnaire (survey with interviewing) to facilitate reading the questionnaire on the students " the study sample "
(1) The survey reliability :

The survey with interviewing is meant the accuracy of this survey with interviewing in measurement , observation and not contradicting with itself or that the survey with interviewing gives the same findings if it is used more than one time under the same circumstances or similar ones . There are different methods to calculate the survey reliability with interviewing to ascertain the following the extent of the survey with interviewing instructions visibility and the extent of the survey with interviewing items appropriateness for measuring the purpose of it that is the effect of the suggested program based upon the activities of the educational information by confronting the phenomenon of the school bullying between students in the basic education stage . In a continuous context , the researcher applied the survey with interviewing form on a sample of male and female students in the basic education stage outside the basic sample representing (20%) , then calculating the survey with interviewing reliability as follows :

* The reliability coefficient " Cronbach,s Alpha " was calculated to measure the internal consistency of the study content . It was shown that the reliability coefficient was (0.869) indicating the high reliability of the study sample .

* The researcher re-applied " retest " the survey with interviewing on (20%) of the basic research sample . The reliability percent was (0.95) and it is high reliability percent making us sure of using this survey with interviewing as a measurement too in this study .

The validity of the internal consistency :
Table (1) the validity of the internal consistency , the score of each question of the questionnaire and it's total score (n= 15)

Numbers of statements and correlation coefficients

between score of each question of the questionnaire and

it's total score

The statement number	1	2	3	4
Correlation coefficient	**0.67	*0.69	**0.85	**0.66
Number of the statement	5	6	7	8
Correlation coefficient	**0.57	**0.66	**0.76	**0.75
Number of the statement	9	10	11	12
Correlation coefficient	*0.52	**0.69	**0.69	**0.67
Number of the statement	13	14	15	16
Correlation coefficient	**0.72	*0.55	**0.76	**0.77

Terms of the research :

Activities of the educational information : it can be defined that they are the school journalism , the school broadcasting , the school theatre and the activities of the direct communication such as lectures , and the educational movies . symposiums , debates , exhibitions
The school bullying : it can be defined as the behavior that occurs in the school environment frequently and aims at hurting another person

physically or verbally or psychologically from another person or a number of persons to control and humiliate the victim.

Findings of the study and their interpretations :

Table (1) shows the extent of the study sample participation in the activities of the educational information

Alternatives	Frequency	Percentage%	Order
Yes participating effectively	**40**	**90**	**1**
Occasionally participating	**10**	**0**	**2**
Total	**50**	**100%**	

It is shown from the previous table that :

A percent of 90% of the study sample participate actually in the activities of the educational information , whereas a percent of 50% occasionally participate in these activities . It is shown for the researcher from the previous mentioned after conducting the interview with the students " the study sample " , because they participate with the students " the study sample " , hence participating in the activities of the educational information where the survey with interviewing was applied , hence the findings showed the rise of the exposure ratio for the activities of the educational information greatly for the sample members .

Table (2) shows the importance of the educational information activities for the study sample

Alternatives	Frequency	Percentage%	Order
Very important	**37**	**74**	**1**
Somewhat important	**12**	**24**	**2**
Important	**1**	**2**	**3**
Total	**50**	**100%**	

It is shown from the previous table that :

The percent of 74% of the study sample see that the educational information as an activity (very important) in the first order , so they see it (somewhat important) in the second order with a percent of 24% , and finally those who see it (important) of 2% in the last order . Hence the researcher sees the importance of the educational information activities for the students " the study sample " , where

they see the extent of it's importance and through the attempt of the educational information activities to confront the school bullying prevailing among the primary stage students .

Table (3) displays the study sample viewpoint in the extent of the educational information activities effectiveness inside their schools

Alternatives	Frequency	Percentage%	Order
Yes	48	96%	1
Sometimes	2	4%	2
Total	50	100%	

It is shown from the previous table that :

The percent 96% of the study sample see that the activities of the educational information are effective inside their schools , whereas the percent 2% see that they are effective occasionally , here the researcher saw that the students " the study sample " can judge the extent of the educational information effectiveness inside their schools through their participation in groups of the school journalism and broadcasting . The educational information dealt with the prevalence of the school bullying phenomenon , hence the study sample can judge the extent of the educational information activities effectiveness inside their schools .

Table (4) shows the viewpoint of the study sample of the extent of the school bullying prevalence inside their schools before conducting the experimental study .

Alternatives	Frequency	Percentage%	Order
Yes	45	90%	1
(No)	5	10%	2
Total	50	100%	

It is shown from the previous table that :

The percent 90% of the study sample see that the school bullying is prevalence inside the schools actually , whereas 10% saw that it isn't present when the researcher talks with the students " the study sample " where they emphasized that the school bullying is present

and prevalence between the students in the school and it was prevalent greatly among students in the school . Much of the students showed that they participated and practiced bullying against their students colleagues in the school and among the reasons of the researcher selection for this subject was the extent of the school bullying prevalent between the students and this was what the students " the study sample " stressed .

Table (5) shows the most prevalent types of the bullying in the schools from the viewpoint of the study sample

Alternatives	Frequency	Percentage%	Order
Verbal bullying	22	44	1
Physical bullying	16	32	2
Social bullying	8	16	3
Electronic bullying	4	8	4
Total	50	100%	

It is shown from the previous table that :

The most prevalent types of bullying in schools from the study sample viewpoint was represented in (the verbal bullying with a percent of 44% in the first order , in that most children speak with naughty and bold words , as well as loud voice on their fellow students in the school , then (the physical bullying) with a percent of 32% came in the second order , where the students (the study sample) admitted that what happens between the students in the schools is push , kicking , gangs between themselves and this is what much students suffer in schools , then (the social bullying) with a percent of 16% came in the third order , where it was found that the students who suffer from alienation , depression , nervous and family problems affect them , finally came (the electronic bullying) with a percent 8% , where it was shown for the researcher that the students (the study sample) suffer from electronic bullying prevalence between themselves but with a little percent comparing with the verbal and physical bullying prevalence .

Table (6) shows the most educational media activities effect on the students " the study sample " for confronting the school bullying .

Activities of the educational information	Total sample							
	Frequency			The mean	The relative weight	The percentage	Order	Verification degree
	Very influential	Somewhat influential	Not influential					
The school broadcasting	41	8	1	2.8	140	93.3	1	Very influential
The school theatre	37	13	0	2.74	137	91.3	2	Very influential
The school journalism	34	16	0	2.86	134	89.3	3	Very influential
The educational movies	33	14	3	2.6	130	86.7	4	Very influential
Debate	25	24	1	2.48	124	82.7	5	Very influential
The school parliament	24	25	1	2.46	123	82.0	6	Very influential
Symposiums	24	23	3	2.42	121	80.7	7	Very influential
Short story	24	18	8	2.32	116	77.3	8	Somewhat influential
Posters	8	33	9	1.98	99	66.0	9	Somewhat influential
Total				2.49	1124	83.2%		Very influential

It is shown from the previous table :

The researcher saw that the most influential educational information activities on the students " the study sample " to confront the school bullying ranged between (66% : 93.3%) where the school broadcasting came in the first order , the school broadcasting has it's effective role in influencing the students for it's characteristics , where the art and literature meet . Here , the school broadcasting represented an important activity that was used to reduce the school bullying for the students " the study sample " and the activities of the educational information helped on reducing the school bullying for the students "
 the study sample " .

The findings of the study hypotheses :

The first hypothesis : there are statistically significant differences between the density of the primary stage students exposure for the activities of the educational information and it's relation with their school bullying.   .
The results of the study also differed with the study of Ahmed Adam (2013), which showed the arrangement of educational media and their impact on students as follows: Lectures and seminars came in the first place with a percentage of 68.3%, then school broadcasting in the second place with a rate of 58.3%, and school publications came in the third place with a rate of 56.2%, then School theater and school journalism with a percentage of 54.2%, and finally leaflets with a percentage of 53% .

Table (7)

The correlation coefficient between the exposure of the primary stage students for the activities of the educational information and it's relation with reducing their school bullying

The variables	Reducing the school bullying		The degree of the students exposure
	® value	Significance level	® value
The density of the primary stage students exposure	**0.17	0.01	0.14

The tabulated ® value at a significance level of (0.05) = 0.078 (0.01)= 0.098

It is shown from the previous table the following :

* There is a statistically significant positive and direct correlation between the exposure   of the primary stage students and it's relation with reducing their school bullying .
Ascertaining the validity of the first hypothesis :
* There are statistically significant differences between the density of the primary stage students for the activities of the educational information and it's relation with reducing their school bullying .
The second hypothesis : there are statistically significant differences between the primary stage students and the degree of their exposure for the activities of the educational information and reducing their school bullying .

Table(8)

One way variance analysis between the degree of the students exposure for the activities of the educational information

The variable	The source of the variance	Sum squares	Freedom degree	Mean squares	F
The degree of the students exposure	Between the groups	5.67	2	2.84	0.05
	Inter groups	46059.66	597	77.15	

The tabulated (f) value at a significance level of (0.05) = 2.39 (0.01) = 3.36

It is shown from the previous table the following :

It was shown for the researcher that there are statistically significant differences emerged through one way variance between the degree of the students exposure for the activities of the educational information and it's relation with reducing their school bullying where (f) value was (0.05) and it is statistically significant .

Ascertaining the validity of the second hypothesis :

There is a statistically significant relationship between the primary stage students , the degree of their exposure for the activities of the educational information and reducing their school bullying . The third hypothesis : There is a statistically significant relationship between the primary stage students exposure for school broadcasting and journalism and its relation with reducing their school bullying .

Table(9)

The differences significance between the students exposure for the school broadcasting and journalism and reducing their school bullying .

The variable	Broadcasting and journalism		Reducing the school bullying		(t)value	The significance level
	M	S	ة	S		
The degree of the students exposure	1.71	0.46	1.95	0.21	5.44	0.01

The tabulated (t) value at a significance level (0.05) = 1.96   (0.01) = 2.58

It is shown from the previous table the following:

There are statistically significant differences between the primary stage students exposure for the school broadcasting and journalism and it's relation with reducing their school bullying , where (t) value was (5.44) with a probability value of (0.01) and it is statistically significant indicating that there are statistically significant differences between the primary stage students exposure for the school broadcasting and journalism and it's relation with reducing their school bullying .

Ascertaining the validity of the third hypothesis :

there is a statistically significant relationship between the primary stage students exposure for the school broadcasting and journalism and it's relation with reducing their school bullying   .

The general findings of the study;

* The study findings showed the rise of the exposure ratio for the activities of the educational information with a high percent of 90% .
* 74% of the students " the study sample " saw that the activities of the educational information are very important for them , on the contrary 24% of the students " the study sample " regarded the educational information is somewhat important , whereas 2% of the total sum study sample see the educational information is important .
The study sample confirmed the great effect of the school broadcasting and it's ability on reducing the school bullying , next the

school journalism and school theatre indicating the extent of the educational information activities effectiveness and it's role in confronting the prevalence of the school bullying phenomenon .

There is a statistically significant positive and direct correlation between the exposure density of the primary stage students and it's relation with reducing their school bullying .

* There are statistically significant differences emerged through one way variance analysis between the degree of the students exposure for the activities of the educational information and it's relation with reducing their school bullying where (f) value was (0.05)   and it is statistically significant .

* There are statistically significant differences between mean scores of the primary stage students exposure for the school broadcasting and journalism and it's relation with reducing their school bullying where (t) value was (5.44) with a probability value of (0.01) and it is statistically significant indicating that there are statistically significant differences between the primary stage students exposure for the school broadcasting and journalism and it's relation with reducing their school bullying for the study sample .

* Recommendations of the research :

In the light of the research findings , the researcher recommends and suggests the following.

* The necessity of operating the role of the educational information specialist and his ability to confront the problems that make the school society anxious .   .

* Students acquisition for the personal and social skills to protect them from exposing for the school bullying.   .

* Operating the school media activities that invest leisure time of the students to practice their hobbies and invest their abilities rightly .

* Subjecting teachers in the school to training workshops about the mechanism of treating with the behavior problems particularly the behavior of the school bullying .   .

* Developing treatment programs to limit the problem of the school bullying .

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