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From: coordinatorGary

Sent: Saturday, August 21, 2010 2:46 PM

To: HWB Advocacy

Subject: [Coordinators] Today show & Zogby

1. The Today show taped segment about the Univ Virginia suicide case (with strong pitching for the HWB from both me and Maria Morrissey, Kevin's surviving sister) might air on Monday. But it could easily be bumped. Set your DVRs and be patient. (Remember Dateline) I'm eager to see the university's contribution, if any. I've already pissed off one university that has been working to bring us on campus, but if they can't take the heat.....

2. Zogby completed the survey. I have the results. Remember when I deliberately did not use "workplace bullying" in the 2007 survey? It led to some findings that were confounded (in research vernacular). So for the 2010 survey, I boldly defined WPB and called it that throughout the 10 questions. Guess what. When you say bullying, the prevalence drops to 3% who are currently bullied. 22% said they had been bullied but were not now. This can't be, I thought. I searched the demographics -- 50% of the sample Conservative politically, 50% born-agains??? But Zogby's sampling is supposed to be impeccable.

Remarkably, when asked about what employers are doing, 33% said their employer had a specific anti-bullying policy. We know this is not true. And HR is really helpful, according to the survey (contrast that with the Instant Poll on the WBI front page now with 600 respondents).

Two potential explanations I can advance: (1) the general public (the same ones bamboozled by the Obama-is-Muslim lie in other reputable national polls) has been mesmerized/conned to accept the corporate position that corporations are doing the best for their employees (the ads say so, BP ads tell you how diligent they have been about the clean up, and Exxon-Mobil is in the conservation business) which could explain the hateful anti-target comments that swell the mainstream media comments sections associated with news articles about bullying, and/or (2) the rampant fear about losing one's job, livelihood, identity may influence people completing an anonymous survey such that they do not want to appear to stand against any employer.

Do any of you have other explanations?

This week, I am re-running the single prevalence question but reverting to "mistreatment" to be directly comparable to the 2007

survey. Not only will this be a direct comparison, but it will also answer a research question I had. What if naming it bullying reduces the self-reported rate? There may be a journal article in that one. With luck, the numbers will be higher.

Most important, I do not want to issue the 3% prevalence after our 13% from 2007. Opponents would exploit the stat saying "see, I told you there was no such bullying problem." Zogby wants to put out all the results and not ignore the prevalence stat. I'm working with them frequently in the upcoming week to work with their customer, us.

So, wait a bit longer. If we have to wait until AFTER Labor Day to report, so be it. That's why you haven't heard from me regarding the new survey. I've been in shock scrambling to repair the problem.

Gary

Here's a link to the 2010 Survey which was released by the Workplace Bullying Institute <http://www.workplacebullying.org/wbiresearch/2010-wbi-national-survey/>