Motivations at the Automatic and Deliberate level to bully

Fact Sheet

Project Information

MAD2bully
Grant agreement ID: 101075831

DOI
10.3030/101075831

Funded under
European Research Council (ERC)

Total cost
€ 1 500 000,00

EU contribution
€ 1 500 000,00

Coordinated by
STICHTING RADBOUD UNIVERSITEIT
Netherlands

Start date
1 July 2023

End date
30 June 2028

Project description

A closer look at the deliberate and automatic motivations of bullies and their supporters

Bullying is a serious problem among youth. The first step in preventing bullying and developing effective anti-bullying programmes is to understand the motivations behind those who bully or support bullies. Funded by the European Research Council, the MAD2bully project will explore the motivation to "be on top" and the motivation to "not dangle at the bottom." By developing new measures that assess these motivations both at the deliberate and automatic level, MAD2bully will shed light on the role of status motivation in bullying and supporting bullies. The project’s findings will make it easier to carry out bully risk assessments in classrooms and
design effective anti-bullying activities. The project will test these measures using a longitudinal and multi-method design.

**Fields of science**

- social sciences > psychology > social psychology
- social sciences > psychology > developmental psychology

**Programme(s)**

- HORIZON.1.1 - European Research Council (ERC)

**Topic(s)**

- ERC-2022-STG - ERC STARTING GRANTS

**Call for proposal**

- ERC-2022-STG

[See other projects for this call](#)

**Funding Scheme**

- ERC - Support for frontier research (ERC)

**Coordinator**

**STICHTING RABOUD UNIVERSITEIT**

Net EU contribution

€ 1 500 000,00

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Links
Contact the organisation  Website  Participation in EU R&I programmes  HORIZON collaboration network

Other funding
€ 0,00

EC signature date  20 December 2022
Last update:  17 March 2023

Permalink:  https://cordis.europa.eu/project/id/101075831

European Union, 2023