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**Cyberbullying and inferiority feeling**

**Chair:** Robert Saxner (USA)

Intended audience: *students, clinicians*

Individual Psychology focuses on the interconnection developed among person, social context and family background. Inferiority feelings, generated spontaneously in every child, require confrontation to and, with positive environmental feedback, the subject gradually overcomes the discomfort originated from the innate condition of perceived inadequacy. If, on the contrary, the environmental stimuli are hostile, this feeling may strengthen, leading the subject towards the pathological condition of inferiority complex (Adler, A., 1933, *Il senso della vita*).

In an unceasing evolving society, technical progress, mass media evolution, and expanding means of communication have undoubtedly led, over the years, to new approaches by which the environmental framework can establish or induce a condition of perceived inadequacy. Examples of these environmental influences include phone calls, text messages, online chat rooms, social networks, question-answer platforms, and internet forums.

This burden of distress and fragility, expressed as inferiority feelings, has helped to produce pathological conditions because these synergies are working on the outside of the communication context instead of a more direct face-to-face dynamic. Communications are acted out through technological means, in a digital dimension and, as such, may lack the concreteness of a physical space.

The phenomenon of cyberbullying, acted out in this new realm, where even our homes are no longer a shelter, is producing victims who are unable to move forward and may be helpless to improve their life conditions. The present case is therefore revealing, giving evidence that Adler's Individual Psychology can offer a perfect key to the review and decoding of this wide spread, new form of bullying.

**Learning objectives:**

1. Participants will learn about an effect of cultural changes on child development and psychic processes.