

Shame Nation: Forthcoming Book Examines the Effects of Cyberbullying
Victim-Turned-Advocate Outlines How to Protect Yourself from Online Attacks and Shares How to Reclaim Your Life after Digital Disaster

According to a recent Pew Research Center survey, 40% of Americans say they have been victims of online harassment—and as many as 70% of teens report being harassed online.

Sue Scheff knows firsthand how devastating cyber-shaming can be.

In her forthcoming book, ***Shame Nation: Preventing, Surviving, and Overcoming Digital Disaster*** (ISBN: 9781492648994; OCTOBER 2017; \$15.99 U.S.; Self-Help/Internet; Trade Paper), Scheff with Melissa Schorr examine the growing phenomenon of cyber-shaming and how it affects those who are targeted. They also detail how we can protect ourselves online and give victims advice on how to reclaim their online reputations.

After a spiteful client decided to go after her and the Florida-based organization she created to help parents of troubled teens, Scheff found herself on the receiving end of a brutal online smear campaign where she was called a crook, a con artist, and, worst of all, a child abuser.

A 40-year-old single mom at the time, Scheff was on the verge of financial ruin when she decided to fight back. In 2006, she won a landmark \$11.3million judgment for Internet defamation and invasion of privacy that made international headlines.

Drawing on personal experience and the expertise of more than a dozen top experts spanning fields including legal, public relations, crisis management, psychology, cyberbullying, and online reputation management, ***Shame Nation*** will address:

- The alarming rise in frequency and severity of online attacks
- The psychology behind mob mentality, anonymous attacks, shaming, and more
- The meager protections our current legal system offers for victims to fight back
- How to avoid the online blunders that put you at risk
- How to protect yourself from online attacks
- How to handle a cyber disaster, should one occur
- The professional, psychological, and technical challenges of recovering from an attack

Shame Nation will also detail specific proposals to end the vicious cycle, including advocating for cyberbullying laws and ramping up enforcement, pressuring tech companies to improve community standards, and emphasizing digital citizenship for people of all ages.

(cont.)

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About the Authors:



Sue Scheff is a nationally recognized author, speaker, parent advocate, and Internet safety expert.

After being victimized online and cyberstalked due to her advocacy work with troubled teens, Scheff won a 2006 landmark case for Internet defamation and invasion of privacy. Her book **Google Bomb: The Untold Story of the \$11.3M Verdict That Changed the Way We Use the Internet** (Health Communications Inc., 2009)—coauthored by the late John Dozier, one of the country’s leading Internet attorneys—documents that legal battle while also offering prescriptive advice.

Since then, her name and voice have become synonymous with helping others who have been victims of online abuse, as well as educating people of all ages about the importance of good digital citizenship and protecting their online reputations.

Today, she is a much-sought-after expert who has been featured on major media outlets, including *Good Morning America*, *CBS This Morning*, *ABC News*, *20/20*, *The Rachael Ray Show*, *Dr. Phil*, *CNN*, *Anderson Cooper*, *CBS Nightly News*, *Lifetime*, *Fox News*, *CBC*, *BBC*, *Dr. Drew*, *CNN Headline News*, *InSession Court TV*, and noted major publications such as *USA Today*, *AARP*, *Parenting Magazine*, *Wall Street Journal*, *Washington Post*, *Miami Herald*, *Forbes*, *Sun-Sentinel*, *Asian Tribune*, *San Francisco Chronicle*, *LA Times*, and many more.



Melissa Schorr is a widely published journalist, author of the YA novels **Identity Crisis** (Merit Press, 2016) and **Goy Crazy** (Hyperion, 2006), and a contributor to the anthology **Dear Bully** (Harper Teen, 2011).

Currently a contributing editor at the *Boston Globe Sunday Magazine*, Schorr has served as a stringer for *People Magazine*, a columnist for the *Las Vegas Sun*, a staff features reporter for the *Oakland Tribune*, and a health writer for ABCNews.com.

Her work has also appeared in more than 20 publications, including *Glamour*, *Self*, *Allure*, *Marie Claire*, *Working Mother*, *InStyle*, *Esquire*, *National Geographic Traveler*, *Wired*, *Chicago Tribune*, *Wall Street Journal*, and the *New York Times*’s *Motherlode* blog.

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