

September 25, 2019  
adish Co., Ltd.

**adish's anonymous bullying reporting site "School Sign" expands overseas, aiming to reduce bullying through early third party.**  
**~A third of young people in 30 countries have "been bullied via the internet"~**

adish Co., Ltd. (Head office: Shinagawa-ku, Tokyo. Hiroki Edo, CEO of the company, hereinafter referred to as adish), which develops business such as internet monitoring services, cyberbullying prevention services, and customer support and social media management, announces that the company will promote overseas expansion of "School Sign", an anonymous bullying reporting site, in the fiscal year 2020.

**■ Why "School Sign" is expanding overseas**

Bullying is not just a Japanese, but a global issue.

UNICEF's "Ending Violence Against Children" survey revealed that the problem of "cyberbullying" of children, which is reported in Japanese media on a daily basis, is not a problem specific to developed countries.

"One third of young people are experiencing cyberbullying"

"One in five people have stopped going to school due to bullying and violence via the internet."

(Source: ["UNICEF poll: More than a third of young people in 30 countries report being a victim of online bullying"](#) UNICEF September 4, 2019)

Since 2007, adish has developed the "School Guardian" business to fight against cyberbullying. The company continues to support early detection of bullying.

In the fiscal year 2019, various services provided by "School Guardian" were used at approximately 1,000 schools throughout Japan.

Aiming to grasp the current global situation of cyberbullying through numerical data in order to save children in and beyond Japan, adish will introduce "School Sign", a site for detecting early signs of cyberbullying, and will expand it overseas.

**■ About the anonymous cyberbullying reporting site "School Sign"**

"School Sign" is a renewed version of "Kids' Sign", an anonymous bullying reporting system that was launched in October 2015 based on the concept "to help a classmate who is worried and alone". "School Sign" is a website where you can report cyberbullying information anonymously 24 hours a day. The website accepts anonymous reports of cyberbullying by a victim or a third party including private messaging and SNS. Information is promptly sent to schools and local governments. The website has been introduced to about 200 schools (public and private middle and high schools) throughout Japan and is used by approximately 100,000 middle and high school students (as of September 2019).

(“School Sign” screen)



## ■ “School Sign” Shows 60% of the Reports are done by Third Parties Questionnaire is the mainstream way to grasp the actual situation of bullying in Japan

In Japan, the number of bullying cases in 2017 reached a historical high. At the same time, the practical measures taken by schools to understand the bullying situation are very similar between the schools that had confirmed cases of bullying and those that did not. In either case, measures comprised of questionnaires and individual home visits.

(Source: Study results on student behavior problems and school refusal, etc. for student guidance in the fiscal year 2017 | Children and Students Division, Primary and Secondary Education Bureau, Ministry of Education, Culture, Sports, Science and Technology | October 25, 2018)

According to the reports received through “School Sign”, bullying is not usually reported by the victim him or herself, but by third parties, which account for about 60% of the total.

The reports range from contents such as “<Person's> attitude has been strange recently” to reports of the names of both bullying victims and perpetrators. It has also been found out that schools often discover what is happening to children for the first time through reports by a third party. In addition to “bullying”, “manners and attitudes” and “delinquency” are among other types of incidents reported more by third parties than by the students themselves. These may be predictors for future cases of bullying in and of themselves, and thus are a valuable contribution.

**Anonymous Cyberbullying Reporting Site “School Sign”  
(Formerly Kids' Sign)**

**Breakdown of Individual / Third Party Reports**

Chief Complaint	Yourself	Third Party	Unknown	Total
Bullying	40	88	30	158
Refusing to go to School	0	6	1	7
Friend Relations	6	8	5	19
Manners and Attitudes	1	63	2	66
Love Problems	0	5	0	5
Gender	1	1	1	3
Academic / Career	1	3	1	5
School Life	9	37	1	47
Home	0	0	0	0
Complaints and Dissatisfaction with Schools and Teachers	48	36	17	101
Mental and Physical Health	0	10	2	12
Abuse	0	0	0	0
Suicide Notice	1	0	0	1
Self-Harming	0	0	0	0
Delinquency	0	19	1	20
Mischief	2	4	0	6
Other	15	42	205	262
<b>Total</b>	<b>124</b>	<b>322</b>	<b>266</b>	<b>712</b>

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Period covered: January to June 2019

The number of users during the period: About 50,000 junior and senior high school students throughout Japan

The number of posts submitted: 712 (excluding test transmission)

**■ Future Prospects**

The “School Sign”, a system for detecting bullying based on information from third parties in order to help victims worried alone, which has been provided mainly to middle and high school students in Japan so far, will be expanding overseas.

**【About the School Guardian Division of adish】**

adish provides services to help children use the internet safely. Under the business mission “Aiming for an environment where children can use the internet in a healthy manner,” adish supports their sound communication which that changes with the times. The School Guardian Division provides a service of for discovering bullying -related -postings on social media and promptly reporting them to the schools. The division is also engaged in watching children's use of social media and operating a website for anonymously reporting troubles through closed communication in the cyberspace.

School Guardian Official Site : <https://school-guardian.jp/service/school-sign/>

**【About adish Co., Ltd.】**

Establishment : October 1, 2014

Representative : Hiroki Edo, CEO

Head Office : 8F, Hulic Gotanda Yamate-dori Building, 1-21-8 Nishi-Gotanda,  
Shinagawa-ku, Tokyo

Capital Stock : JPY 80,000,000

Corporate Site : <https://www.adish.co.jp/>

**Business Description:**

Under the mission “Delight in Every Connection”, adish aims to realize a communication society with consideration for solving problems arising in innovative areas such as the internet and social media. The company develops businesses such as social media monitoring, internet bullying countermeasures, social app customer support, development and operation of Chabot, and SNS operations agency in Japan and overseas.

**【Contact Information】**

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