They may see it as a way of being popular, or making themselves look tough and in charge.   
Some bullies do it to get attention or things, or to make other people afraid of them. Others might be jealous of the person they are bullying. They may be being bullied themselves.  
  
Some bullies may not even understand how wrong their behavior is and how it makes the person being bullied feel.

Bullying is any behavior that is deliberately calculated to cause hurt or upset to someone else. If anyone is told to stop this behavior because it is upsetting someone and they then choose to continue, then they are a bully.  
  
  
the person they pick on does not necessarily have to be weaker than them. Say you have just had a test and someone convicts you of teaching and tells everyone in class when they have no proof. This is bullying as that person wants everyone to dislike the other person. They could be jealous of the other person because they are clever. someone says rode things and be rode .also when you got a friend that is rode to other people say that’s not a nice thing to do because what if you was the one to get bully how will you feel. it also don’t feel good to get bully .