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# Psychological effects of **Cyberspace**

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## THE MOST HEAVILY-USED SOCIAL MEDIA IN THE WORLD

Although each country has its own preferences for particular networks, according to the number of active monthly global users, these were the ten most heavily used during 2018 (data in millions of users).



# What is Psychology?

- Psychology is the scientific study of mind and behavior. Psychology includes the study of conscious and unconscious phenomena, including feelings and thoughts.
- It encompasses the biological influences, social pressures, and environmental factors that affect how people think, act, and feel.
- Gaining a richer and deeper understanding of psychology can help people achieve insights into their own actions as well as a better understanding of other people.





# Facts about Psychology

- Psychology is the scientific study of mind and behavior.
- It is easy to think that everyday situations have common sense answers, scientific studies have found that people are not always as good at predicting outcomes as they think they are.
- Psychologists use the scientific method to collect, analyze, and interpret evidence.
- Employing the scientific method allows the scientist to collect empirical data objectively, which adds to the accumulation of scientific knowledge.



# Cyber Psychology

- CyberPsychology is the study of the human mind and behavior and how the culture of technology specifically, virtual reality, and social media affect them.
- Its application in the court of law for the administration of Justice is called Forensic CyberPsychology.



# Cyber Psychology

- The internet has transformed social interactions, communication patterns, and even our identities.
- These investigations include:
  - The ways in which people behave in cyberspace relative to face-to-face and
  - The relationship between personality characteristics and online behavior
  - Social media preferences and use,
  - Dating activity, cybersecurity measures, and online bullying.



# Online Behavior

- People often behave differently in cyberspace versus offline.
- The lack of eye contact and anonymity in cyberspace are two factors that reduce inhibitions and result in cyber-specific behavior, including self-disclosure.
- Individuals may engage in viewing content (e.g., pornography, violent sites) or seeking information (e.g., healthcare) online that they would not do offline.





- Relationship between online environment (i.e., reduced cues and controllability), personality characteristics, and online behavior.
- Extraversion, agreeableness, and conscientiousness are positively related to social media use in many countries.
  - Particularly the general frequency of media use,
  - Social media news use, and
  - Online social interactions,
  - The number and frequency of text messaging and
  - Communication app usage on smartphones.
- High levels of narcissism are associated with greater online self-promotional behavior such as a number of selfies posted as well as such as editing photographs of oneself posted on SNSs.



# Psychology of social Media

- Social validation is an important part of being human. A Facebook 'Like' or a Twitter 'Favourite' is a social signal that makes us feel good.
- 90% of the people will prefer to text things that they could never say to a person according to survey.
- Most people text faster when its someone they like while using social platform.
- Addictive Social Media users have face difficulty sleeping after using social media.
- Social media makes us restless and more lazy.



- Too much Social Media increases depression and enable us to feel like other people's lives are so much better than ours.
- Social media can lead to fear of missing out(FOMO). FOMO is a phenomenon that occurs when you feel pressure to be doing what everyone else is doing, attend every event, and share every life experience. It can evoke anxiety and disconnection from the real world.
- You spend way more time on social media than you realize due to harmonical happiness caused by chemicals of the conscious mind.
- Something our brains really want: the opportunity for what's called "seeking behavior." We're born hunter-gatherers, and in a way, Social media activates that instinct and gives you an emotional buzz. Posting pictures or texting on social media while driving slows your reaction time by 38%, which is more than drinking or smoking pot.

- Young adults that use social media the most are the ones most deprived and desiring a healthy social life. They tend to gravitate towards social media hoping to fill a void but don't find it there.
- Narcissistic and psychopathic people are not as good at manipulating others online as they are in person, research shows



# What's driving your social media use?

- These days, most of us access social media via our smartphones or tablets. While this makes it very convenient to keep in touch, it also means that social media is always accessible.
- This round-the-clock, hyper-connectivity can trigger impulse control problems, the constant alerts and notifications affecting your concentration and focus, and disturbing your sleep.
- Social media platforms are designed to snare your attention, keep you online, and have you repeatedly check your screen for updates. It's how the companies make money.
- When you receive a like, a share, or a favorable reaction to a post, it can trigger the release of dopamine in the brain, the same "reward" chemical that follows winning on a slot machine, taking a bite of chocolate, or lighting up a cigarette, for example. The more you're rewarded, the more time you want to spend on social media, even if it becomes detrimental to other aspects of your life.





# The Vicious Cycle Of Unhealthy Social Media Use

- Excessive social media use can create a negative, self-perpetuating cycle :
  1. When you feel lonely, depressed, anxious, or stressed, you use social media more often as a way to relieve boredom or feel connected to others.
  2. Using social media more often, though, increases FOMO and feelings of inadequacy, dissatisfaction, and isolation.
  3. In turn, these feelings negatively affect your mood and worsen symptoms of depression, anxiety, and stress.
  4. These worsening symptoms cause you to use social media even more, and so the downward spiral continues.



# Psychological Impact of cyber crime

Fear

Stress

Panic Attack

Drugs/Alcohol

Depression

Aggression

Suicidal Thoughts



# What can be done?

- Smartphones and social media apps aren't going anywhere anytime soon.
- It is up to us as users to decide how much of our time we want to dedicate to them.
- Unless the advertisement-based profit model changes, companies like Facebook will continue to do everything they can to keep your eyes glued to the screen as often as possible.
- And by using algorithms to leverage our dopamine-driven reward circuitry, they stack the cards—and our brains—against us.
- Above all, mindful use of technology is the best tool you have. So the next time you pick up your phone to check Facebook, you might ask yourself, “Is this really worth my time?”



# Movie Recommendation **The Social Dilemma (Netflix)**

**THE TECHNOLOGY  
THAT CONNECTS US  
ALSO CONTROLS US**



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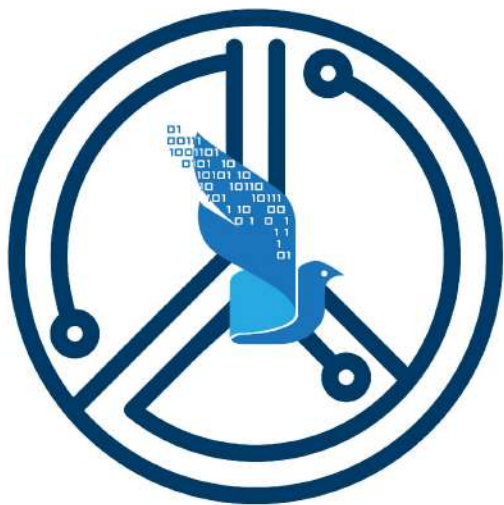


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