

<b>Course title</b>	<b>Cyberpsychology and Online Behaviour</b>				
<b>Course code</b>	<b>PSY4701</b>				
<b>Course type</b>	Elective				
<b>Level</b>	Bachelors				
<b>Year / Semester</b>	Year 4 / 7 <sup>th</sup> Semester				
<b>Teacher's name</b>	Dr Florentia Hadjiefthyvoulou/Dr Halley Pontes/ Prof Daria Kuss				
<b>ECTS</b>	6	<b>Lectures / week</b>	3hrs	<b>Laboratories / week</b>	-
<b>Course purpose and objectives</b>	<p>This course explores the psychological processes that underpin human behaviour in online environments. Drawing on theories and research in social and cognitive psychology, it examines how identity, relationships, group dynamics, influence, and deviant behaviours manifest in cyberspace. Students will gain insights into phenomena such as online identity construction, social interaction, consumer behaviour, and the darker sides of digital life, including cyberbullying and deception. The course equips students with a critical understanding of how psychological principles apply in digital contexts, preparing them to analyse and respond to behavioural trends in online settings.</p>				
<b>Learning outcomes</b>	<p>On successful completion of the course and with further independent study, students will be able to:</p> <p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• Demonstrate critical understanding of key psychological theories and concepts related to cyberpsychology and online behaviour</li> <li>• Explain the psychological mechanisms behind online behaviours in cyberspace.</li> </ul> <p><b>Competencies</b></p> <ul style="list-style-type: none"> <li>• Apply psychological frameworks to analyse behaviours across different digital contexts.</li> <li>• Evaluate ethical and psychological considerations surrounding online behaviours.</li> </ul> <p><b>Transferable Skills</b></p>				

	<ul style="list-style-type: none"> <li>Independently locate, evaluate, and synthesise relevant academic research, demonstrating advanced written and oral communication skills and adherence to academic conventions appropriate to the discipline of psychology.</li> </ul>		
<b>Prerequisites</b>	<table border="1"> <tr> <td><b>Required</b></td> <td>none</td> </tr> </table>	<b>Required</b>	none
<b>Required</b>	none		
<b>Course content</b>	<p><b>Indicative Content</b></p> <ul style="list-style-type: none"> <li>Theoretical foundations of online behaviour (e.g. Social Identity Model of Deindividuation Effects (SIDE))</li> <li>Cognitive Aspects of Online Behaviour (e.g. cognitive biases in digital information processing.)</li> <li>Digital Self and Identity (e.g. online identity; Online anonymity)</li> <li>Social media behaviour (e.g. Psychological motives for social media use; Personality types and their behaviour online)</li> <li>Relationships in Cyberspace (e.g. Online dating and cyber romance; Social capital and social networks)</li> <li>The dynamics of Groups Online (Online support groups; Online group dynamics and membership)</li> <li>Online Gaming and Virtual Worlds (Player psychology; gaming communities and identity; psychological benefits and risks of gaming)</li> <li>The Dark Side of Cyberspace</li> <li>Consumer Cyberpsychology</li> </ul>		
<b>Teaching methodology</b>	Teaching will consist of lectures, in-class discussions, case studies and quizzes designed to assess understanding and provide opportunities for formative feedback. Teaching will be supported by online materials and additional readings		
<b>Bibliography</b>	<p><b>Core Text:</b></p> <p>Kirwan, G., Connolly, I., Barton, H., &amp; Palmer, M. (Eds.). (2024). <i>An Introduction to Cyberpsychology</i> (2nd ed.). Routledge. <a href="https://doi.org/10.4324/9781003092513">https://doi.org/10.4324/9781003092513</a></p> <p><b>Recommended:</b></p> <ul style="list-style-type: none"> <li>Attrill-Smith, A., Fullwood, C., Keep, M., &amp; Kuss, D. J. (Eds.). (2019). <i>The Oxford handbook of cyberpsychology</i>. Oxford University Press.</li> <li>Kaye, L. (2021). <i>Issues and debates in cyberpsychology</i>. McGraw-Hill Education (UK).</li> </ul> <p><b>Further reading:</b></p>		

	A reading list will accompany each lecture, highlighting relevant articles accessible through the library, as well as open-access and e-learning resources.	
<b>Assessment</b>	Attendance and participation	10%
	‘Psych-Talk’ presentation (10 minutes)	15%
	Written assignment	30%
	Final exam	45%
<b>Language</b>	English	