



# CONSUMER CYBERPSYCHOLOGY





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## DR GEORGIA CROSSLAND: USER EXPERIENCE (UX) RESEARCHER AT FAANG

### Qualifications

- PhD Psychology and Cyber Security

### How Georgia applies cyberpsychology:

- Leading strategic research within Risk and Privacy teams to enable the continuous development of privacy strategies and ensure user needs remain at the forefront of product development.
- Using qualitative and quantitative methods (surveys, focus groups, field studies, usability tests, concept testing, ethnography and one-on-one interviews) to develop product strategies and understand users.



# DR LISA ORCHARD: USER EXPERIENCE (UX) RESEARCHER

## Qualifications

- PhD Psychology
- BSc (Hons) Human Psychology

## Networks

- Graduate Member of British Psychological Society (BPS)

## How Lisa applies cyberpsychology:

- Applying cyberpsychological theory to interpret observations surrounding online shopping behaviours (e.g., Uses and Gratifications Theory allows for a consideration of why users may prefer certain shopping features over others, or why a user may have a preference for a particular online retailer).
- Cyberpsychology can offer support for understanding the foundations of UX Research (e.g., understanding processes of cognitive attention online can help shape suggestions of how online content should be developed)
- Using research skills to understand how to best measure online behaviours; for instance, how best to capture people's online shopping habits
- An awareness of AI and future developments in technology and their impacts is helpful for considering how these could be adopted within the organisation
- Understanding user-centric issues and measurements (which is commonplace in cyberpsychology) is helpful to advocate for the user and their needs from the technology



# CAMILA CARO: CUSTOMER EXPERIENCE ANALYST AT KAIZEN GAMING

## Qualifications

- MSc Cyberpsychology
- B.S Psychology

## How Camila applies cyberpsychology:

- Researching digital social behaviour to understand why users behave the way they do.
- Using qualitative and quantitative methods (surveys, focus groups, interviews) for exploring user behaviour
- Using behavioural data to compare what users say they do with what they actually do online to get a more accurate user profile
- Measuring "digital empathy", studying the language used by chatbots, email and chat agents
- Quantifying "friendliness" in bots to understand how it impacts user trust and frustration





# ROSHELLE PATTERSON: GAMES UX RESEARCHER AND FOUNDER

## Qualifications

- Masters in UX Design
- Bachelors in Psychology
- Associates in Intelligence Studies and Technology

## Networks

- Ambassador for Women in Games
- IGDA Foundation

## How Roshelle applies cyberpsychology:

- Understanding how players emotionally and cognitively engage with interactive systems, using rigorous UX research in games to map behaviour, perception, and decision-making inside complex digital worlds—turning player psychology into actionable design intelligence.
- Bridging cyberpsychology with grief studies and death positivity, creating Playfully Mortal as a first-of-its-kind initiative that investigates how games can facilitate emotional processing, resilience, and community healing through structured play, reflective practice, and evidence-based measurement.
- Operationalising cyberpsychology across the full ecosystem of players, developers, and communities, consulting on sensitive narrative design, building research-backed frameworks for emotionally responsible game design, and pioneering new models for play as a vehicle for care, empathy, and social good.



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# DR RACHEL KOWERT: FOUNDER AT PSYCHGEIST

## Qualifications

- PhD Psychology
- MA Counselling Psychology
- BA Psychology

## Networks

- Digital Games Research Association (DiGRA)
- International Communication Association (ICA)

## How Rachel applies cyberpsychology:

- Producing multimedia content for the science of games and pop culture to help reach public and practitioner awareness of the scientific evidence regarding popular media
- Product and policy advising for a range of game and game adjacent organisations, such as, Discord, Ubisoft, Sony, and Microsoft



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## DR PAUL MARSDEN: CONSUMER PSYCHOLOGIST AT SYZYGY AND BRAND GENETICS

### Qualifications

- PhD Psychology
- MSc Psychology of Fashion

### Networks

- Chartered Psychologist with the British Psychological Society (BPS)

### How Paul applies cyberpsychology:

- Helping businesses and brands make sense of these shifts and help them adapt to the ways tech is changing our lives, work, and relationships.
- Consulting on the psychology of online behaviour - why - and how - people buy
- Researching on how AI and emerging digital technologies change motivations, expectations and behaviours.
- Developing in-house virtual AI co-worker 'Lexi' - an AI psychoanalyst who does AI QDA (qualitative data analysis).
- Writing blog-posts/articles on the topic of digital well-being to help inform public and businesses





# ALAN GRAY: FREELANCE CYBERPSYCHOLOGY CONSULTANT AND FOUNDER OF GRAYAREA

## Qualifications

- MSc

## Networks

- Chartered Psychologist and Associate Fellow of the British Psychological Society (BPS)

## How Alan applies cyberpsychology:

- Providing a psychological consultation service for small businesses particularly around using behavioural science to connect with audiences and optimise communications
- Delivering workshops and training for small businesses on topics such as influence, persuasion, relationships and connection
- Use behavioural insights to inform product development and enhance consumer behaviour and satisfaction
- Writing articles, blogs and whitepapers





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## RUTH GUEST: PHOTOGRAPHER AND FOUNDER OF SERSHA

### Qualifications

- MSc in Cyberpsychology

### How Ruth applies cyberpsychology:

- Applying her understanding of social media self-presentation combined with her knowledge in creativity to inform how people, pre-teens and adults might navigate the online world and present themselves through CMC.
- Designing social media training for pre-teens in the form of an interactive game.



# HEALTH CYBERPSYCHOLOGY





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## DR CATHERINE KNIBBS: CHILD TRAUMA PSYCHOTHERAPIST AT CHILDREN AND TECH

### **Qualifications**

- PhD Psychotherapy and Counselling (current)
- MSc Child & Adult Integrative Psychotherapy
- MSc Psychotherapy Dual Register

### **How Catherine applies cyberpsychology:**

- Undertaking psychotherapy techniques to support children experiencing trauma-related experiences
- Delivering courses on online harms and Cybertrauma ®
- Writing on the topic of cybertrauma to help inform the general public, parents and therapists about how to protect and support children in online spaces





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## JENNIFER KYALO: PSYCHOLOGIST AT SAFE SPACE ARENA

### Qualifications

- PsyD (current): Clinical Psychology
- MA Counseling Psychology
- BA Counseling Psychology

### Networks

- Registered member of the Counselors and Psychologists Board of Kenya
- Graduate Student member of the American Psychological Association

### How Jennifer applies cyberpsychology:

- **Assessment & Diagnosis:** assessing clients' screen time, online relationship patterns, internet addiction, gaming patterns, social media dependence as a coping tool or distraction, and how they generally engage with the internet, as part of clinical evaluation, especially when dealing with mood disorders.
- **Treatment Delivery:** providing online therapy sessions, as well as producing mental health psychoeducation content on the internet.
- **Therapeutic Interventions:** using cyberpsychology subject knowledge to help clients develop healthier relationships with technology and social media. (e.g., recommend apps that help clients keep track of their moods, journaling apps, and other self-care resources that are digital).



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# DR RACHEL WOOD: FOUNDER OF AI MENTAL HEALTH COLLECTIVE

## Qualifications

- PhD Cyberpsychology

## How Rachel applies cyberpsychology:

- Combining clinical background in mental health with research in Cyberpsychology (specifically AI) to raise awareness and create cross-discipline dialogue and collaboration at the intersection of AI and mental health.





# SABA OJI: FOUNDER/CEO OF HOLISTICMINDAI INC

## Qualifications

- PhD Public Health (current)
- MSc Biomedical Sciences
- BSc (Hons) Health Studies with Gerontology Minor
- Diploma (Data Science)
- Diploma (Web Development)
- Certificate (Cybersecurity & Digital Health Training for Health Science Professionals)

## How Saba applies cyberpsychology:

- Applying cyberpsychology principles to design AI-powered tools that strengthen the therapeutic relationship between clients and clinicians
- Using generative AI to transcribe and summarise therapy sessions and create personalised AI companions that support reflection, continuity of care, and client engagement between visits.
- Integrating trust, digital empathy, and user autonomy into AI-assisted mental health workflows, ensuring human connection and ethical oversight remain central to all interactions. These applications translate cyberpsychology theories of online behaviour, human–AI trust, and digital wellbeing into real-world clinical technology.





# I-O CYBERPSYCHOLOGY





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## DR GENEVIEVE BARTUSKI: CLINICAL FORENSIC PSYCHOLOGY AND FOUNDER AND PRIVACY & AI GOVERNANCE CONSULTANT

### Qualifications

- PsyD Clinical Forensic Psychology
- MBA Business Administration
- MA Clinical Forensic Psychology
- MSc Criminal and Penal Psychology
- BA Forensic Psychology

### Networks

- Chartered Psychologist with the British Psychological Society (BPS)

### How Genevieve applies cyberpsychology:

- Using behavioural science within business consultancy with start-ups and help them build trust and safety right into their designs, with a focus on protecting privacy and psychological reducing harms.
- Helping companies develop internal AI policies that take human behaviour into consideration.
- Helping organisations adapt new technologies through change management principles
- Within clinical practice, working with parents to help them talk to children about staying safe online
- Consulting with other Clinical Psychologists about AI technologies in practice
- Working with internet safety agencies to develop labels and measurements of harms



## CAROLYN FREEMAN: WORKPLACE CYBERPSYCHOLOGY PRACTITIONER AT CYBERCOLOGY

### Qualifications

- MSc in Cyberpsychology
- BSc (Hons) Psychology
- NDip (Marketing)
- Certificate in Counselling

### How Carolyn applies cyberpsychology:

- Providing cyberpsychology insights and best practices on how digital technology use affects adults at work, home and play
- Consulting with businesses to develop solutions to healthier and more balanced digital lifestyles
- Applying therapeutic tools and techniques to support clients to reduce problematic digital technology behaviour
- Writing and pod-casting to raise awareness of cyberpsychology to workplace and corporate contexts





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## BEC MCKEOWN: FOUNDER AND PRINCIPAL PSYCHOLOGY AT MIND SCIENCE

### Qualifications

- MSc Applied Psychology

### Networks

- Chartered Psychologist and Associate Fellow of British Psychological Society (BPS)

### How Bec applies cyberpsychology:

- Ensuring products are underpinned by the latest evidence-based science
- Applying principles to CPD/training programmes for defence and security professionals who work in VUCA (Volatile, Uncertain, Complex, Ambiguous) environments
- Applying insights to writing thought-leadership pieces
- Applying principles from cognitive readiness to volatility, uncertainty, complexity and VUCA environments
- Using psychological principles to design metrics to assess human performance.
- Designing research programmes to solve complex human performance issues in the workplace



# FORENSIC AND INVESTIGATIVE CYBERPSYCHOLOGY





# DR INKA KARPPINEN: SENIOR SECURITY CULTURE ANALYST AT FNZ (UK) LTD AND FORMER LEAD BEHAVIOURAL SCIENTIST AT CYBSAFE

## Qualifications

- PhD. and MRes in Security and Crime Science
- MSc in Occupational Psychology

## Networks

- Chartered Psychologist of British Psychological Society (BPS)
- Expert Fellow of Sprite+
- Member of Global Association of Applied Behavioural Scientists (GAABS)
- Honorary Research Fellow, Security & Crime Science, UCL

## How Inka applies cyberpsychology:

- Applying research knowledge to design, develop and implement engaging security awareness and training programmes tailored to various job roles, ensuring the entire business understands the importance of cybersecurity.
- Using behavioural science to encourage more secure digital and online behaviours to help protect individuals and the organisation
- Applying research knowledge to analyse and assess employee security behaviours, identify areas for improvement and implement targeted interventions and nudges to reduce human cyber risk.
- Using insights from Occupational Psychology to support culture-building by integrating cyber security across the organisation's core values and work culture.
- Designing culture surveys, collecting, analysing and reporting data relating to cybersecurity attitudes and behaviours.
- Managing the phishing simulation programme, including designing, analysing trends and reporting to senior leadership.
- Working collaboratively with Information Security technical colleagues to draw in communication, communicate risks and culture perspectives into ways of working.
- Providing evidence-based research and expertise in cyberpsychology to help inform product development and develop workable digital solutions. These all help the company support people make better choices and outsmart cyber threats.





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## JORDON KELLY: HUMAN SECURITY SPECIALIST

### Qualifications

- MSc in Cyberpsychology
- MA in International Security
- BSc (Hons) Forensic Psychology

### How Jordon applies cyberpsychology:

- Leading research and authoring of industry reports and white papers on topics such as human-centred security, addressing psychological vulnerabilities, futures threat forecasting and Zero Trust security strategy.
- Developing unique and dynamic cyber crisis scenarios for global companies, designed to improve organisational resilience and enhance self-efficacy in senior leaders and executives
- Creating psychologically-informed training and coaching content and consultancy offerings to help address human factors risk and improve organisational approaches to “security culture”
- Conducting qualitative and quantitative assessments of organisations’ current approaches to human factors risk and delivered recommendations for development and improvement based on awareness, behaviour and culture.
- Pursuing research pathways exploring the topic of malign influence in the context of Authoritarian states, extremism, cults and populist movements



# ANETE PORIETE: LEAD CYBERPSYCHOLOGY AND UX RESEARCHER

## Qualifications

- PhD Information Security (current)
- MSc Cyberpsychology
- MSc Security behaviour change module
- MA Communications Management
- BSc Business Psychology

## How Anete applies cyberpsychology:

- Researching into user experience in cybersecurity with focus on cyberpsychology
- Researching cognitive biases around cybersecurity perceptions
- Researching in digital product design implementing behaviour science principles



# LISA VENTURA: CHIEF EXECUTIVE AND FOUNDER OF UNITY GROUP SOLUTIONS LTD

## Qualifications

- HND in Business and Finance
- Cyber security certifications

## Networks

- Fellow of the Chartered Institute of Information Security
- Member of British Computing Society
- Member of National Union of Journalists

## How Lisa applies cyberpsychology:

- Understanding Human Behaviour as the Root of Cyber Risk: Using principles of cyberpsychology to analyse how cognitive biases, social influence, and emotional triggers shape human decisions online. This helps design awareness and behaviour-change programmes that tackle the why behind risky behaviour, not just the what.
- Bridging Technology and Human Factors: integrating psychology with cybersecurity engineering, ensuring that awareness campaigns, training modules, and policy frameworks align with how people actually think, behave, and interact with systems, rather than how we expect them to
- Behavioural Analytics and Predictive Modelling: applying cyberpsychological insights to AI-driven behavioural analytics, helping identify anomalies and intent in user behaviour. This supports early detection of insider threats, social engineering susceptibility, and burnout-related security lapses.
- Designing Emotionally Resonant Awareness Campaigns: Campaigns such as “Squish The Phish” and “Staying Secure: Everyday Habits That Make the Biggest Difference” use humour, storytelling, and relatable narratives grounded in behavioural science, leveraging emotional engagement to reinforce secure habits.
- Combatting Cognitive Bias in Cyber Decision-Making: incorporating bias-awareness training such as the optimism bias (“It won’t happen to me”) and authority bias (“It came from the CEO, so it must be real”) into executive briefings and simulations to improve judgment under pressure.
- Incident Response Through a Psychological Lens: within tabletop exercises, addressing not only technical responses but also the psychological impact of breaches including stress, panic, diffusion of responsibility, helping teams build cognitive resilience and improve communication in crises.
- Building Security Culture Through Identity and Motivation: using motivational psychology to shape security culture, focusing on intrinsic motivators like pride, belonging, and mastery. This shifts users from compliance-based security to values-driven engagement.
- Ethical AI and Human-Centred Security Design: exploring how AI systems can be designed with ethical, human-centred safeguards and embedding cyberpsychological principles into model governance, transparency, and accountability frameworks.
- Championing Inclusion and Neurodiversity in Cybersecurity: advocating for neuroinclusive environments where different cognitive styles are recognised as assets in threat analysis, pattern recognition, and creative problem-solving.
- Applying Behavioural Science to Policy and Strategy: framing cyber risk as a behavioural challenge as much as a technical one, using behavioural economics and psychology to influence governance, communication, and leadership decision-making around cyber resilience.





## DR ERICK MIYARES: CYBER BEHAVIOR SCIENTIST AT CEROEUM LLC AND SENIOR THREAT ADVISOR AT DEPARTMENT OF DEFENCE

### Qualifications

- PhD Cyberpsychology
- M.S Cybersecurity
- B.S Cybersecurity

### Networks

- Association of Threat Assessment Professionals (ATAP)
- Military Cyber Professionals Association (MCPA)
- Information Professionals Association
- Pat Tillman Scholar
- DoD National Defense Engineering and Science Graduate (NDSEG) Fellow

### How Erick applies cyberpsychology:

- Applying cyberpsychological frameworks to analyse the online behaviours and digital footprint of trusted employees, identifying psychological risk factors (e.g., stress, grievance, digital disengagement) that may lead to malicious or unintentional insider threats
- Conducting novel research into the psychological vulnerabilities exploited by highly emotive AI companions and the associated security risks posed by employees engaging in concerning, inappropriate, or unhealthy relationships with these services
- Investigating and developing countermeasures for the unauthorised use of public and personal AI services on government/organisational computers, specifically focusing on the psychology behind employees inappropriately "cut-pasting" controlled, sensitive, or classified materials into these tools.
- Analysing how trusted employees may utilise both sanctioned and unsanctioned AI tools to engage in sensitive conversations regarding mental health or seek information on how to harm their organisation, leveraging AI's perceived anonymity/non-judgment to bypass traditional security controls.
- Translating psychological insights on digital behaviour and AI interaction into actionable, human-centric security protocols, AI-governance policies, and effective training to enhance organisational cyber-resilience and reduce human-error-based data loss.





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## TODD FLETCHER: CYBERSECURITY CONSULTANT AT CROWDSTRIKE

### Qualifications

- MSc in Cybersecurity and Information Assurance
- Certified Information Systems Security Professional (CISSP) credential
- GIAC Security Operations Certified (GSOC)
- GIAC Cyber Threat Intelligence (GCTI)

### How Todd applies cyberpsychology:

- Interpreting technology-specific practitioner motivation, acceptance, and personality traits to clarify control adoption and operating behavior to assist in security program improvements
- Applying demographic, skill-confidence, and self-efficacy indicators to tailor interventions, training, and change approaches.
- Evaluating identity dynamics and community belonging to assess security culture and team cohesion.
- Integrating cognitive, emotional, and stress-related factors to improve decision-making, reduce workload friction, and reinforce human–technology trust.



## DR JAMES MCDOWELL: EXECUTIVE DIRECTOR OF CYBERCRIME RESEARCH UNIT

### Qualifications

- PhD in Psychology
- M.S. in Cybersecurity
- M.S. in Data Analytics
- B.S. in Finance
- B.S. in Economics

### How James applies cyberpsychology:

- Identifying threat actor motivations to anticipate future threats
- Understanding cognitive biases and heuristics exploited by threat actors to mitigate cybercrime
- Using CBT principles to support survivors through victim-centred responses to cybercrime.
- Analysing AI-enabled manipulation patterns to detect and defend against sophisticated attacks weaponising human psychology.
- Teaching the next generation of cybercrime investigators victim-centred response techniques to enhance cybercrime reporting and survivor resilience



## DR CLAIRE SUTHERLAND: CYBER SAFETY CONSULTANT AT BCYBERAWARE AND DIGITAL SCHOOLS AWARDS SCOTLAND

### Qualifications

- PhD Psychology

### How Claire applies cyberpsychology:

- Delivering online safety workshops to students, staff, parents and other professionals
- Developing and implementing anti-bullying and cyber safety policies in schools
- Writing for National Online Safety as a social media subject matter expert
- Conducting research on behalf of the Australian Government's eSafety Commissioner
- Assisting schools by promoting, recognising and encouraging a whole school approach to digital technology use





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## NADINE ROSE-SMITH: GLOBAL SECURE BEHAVIOUR TRAINING AND ENGAGEMENT LEAD AT A LARGE FOOD AND BEVERAGE ORGANISATION

### Qualifications

- MSc Occupational Psychology
- BSc Psychology

### How Nadine applies cyberpsychology:

- Cyber security awareness and training
- Behaviour change to elicit positive and secure online behaviours
- Understanding our social interactions online and susceptibility to social engineering



## DR GEORGE RAYWOOD-BURKE: SENIOR SCIENTIST IN HUMAN-CENTRIC SECURITY AT AIRBUS

### Qualifications

- PhD in Cyberpsychology and Decision-Making
- BSc Psychology with Professional Placement

### Networks

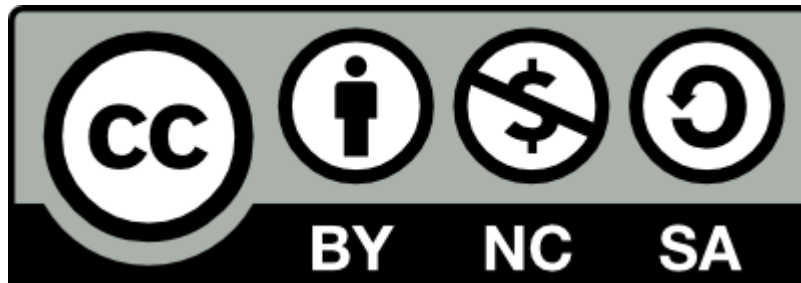
- Chartered Psychologist with the British Psychological Society (BPS)

### How George applies cyberpsychology:

- Leading and developing cyberpsychology research and innovation projects to support the cyber security needs across different areas of Airbus.
- Collaborating with academia and other organisations to incorporate human-centric approaches to improving cyber security decision making.
- Supporting PhD students and interns working within Airbus Cyber Innovation to have a positive impact upon cyber security posture.
- Distributing findings through internal technical reports, and externally through publications and public events.
- Providing recommendations for practice and future research directions on human-centric cyber security topics.

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