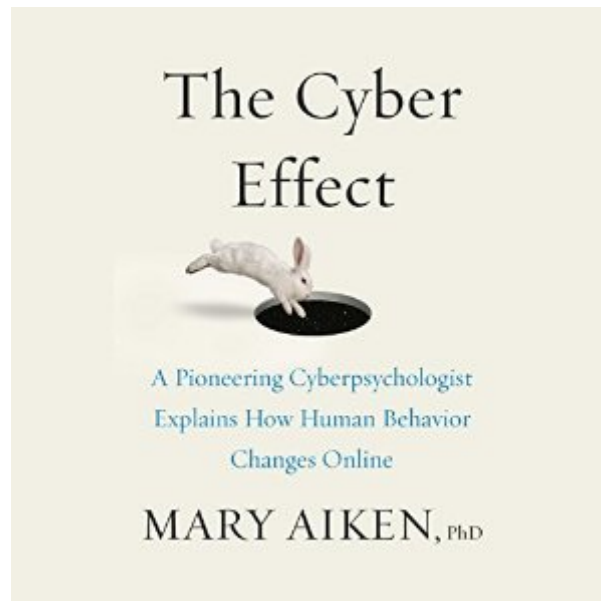


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# The Cyber Effect: A Pioneering Cyberpsychologist Explains How Human Behavior Changes Online



## Synopsis

A groundbreaking exploration of how cyberspace is changing the way we think, feel, and behave. Mary Aiken is the world's leading expert in forensic cyberpsychology - a discipline that combines psychology, criminology, and technology to investigate the intersection where technology and human behavior meet. In this, her first book, Aiken has created a starting point for all future conversations about how the Internet is shaping development and behavior, societal norms and values, children, safety, security, and our perception of the world. Cyberspace is an environment full of surveillance, but who is looking out for us? The Cyber Effect offers a fascinating and chilling look at a future we can still do something about. Drawing on her own research and extensive experience with law enforcement, Mary Aiken covers a wide range of subjects, from the impact of screens on the developing child to the explosion of teen sexting and the acceleration of compulsive and addictive behaviors online (gaming, shopping, pornography). She examines the escalation of cyberchondria (anxiety produced by self-diagnosing online), cyberstalking, and organized cybercrime in the deep web. Aiken provides surprising statistics and incredible but true case studies of hidden trends that are shaping our culture and raising troubling questions about where the digital revolution is taking us. The Cyber Effect will upend your assumptions about your online life and forever change the way you think about the technology you, your friends, and your family use. Listeners will gain a new understanding of the rapid change taking shape around us and come away with critical tools to become part of this very necessary conversation.

## Book Information

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## Customer Reviews

Before I discuss the book, consider the author. For anyone who watches CSI: Cyber, Patricia Arquette's character is based on Ms. Aiken. The author is a cyberpsychologist and considered tops in her field, which is about the ways in which people change their behavior online and the ways in which criminals exploit those changes. If you own a computer, you're probably aware of issues like identity theft, hacking, and trying to keep your passwords safe, but you may not realize how you contribute to your own victimization. For example, you're sitting in your jammies, telling the universe (Facebook, Twitter, Snapchat, you name it) every detail of everything you've done that day. If you were sitting at a bus stop, would you tell a stranger, face to face, all those things? Yet there you are, blurting out your life to possibly billions of strangers. A particularly chilling section of the book describes how your child, gaming online, can be thoroughly vetted by a predator without realizing it. Ms. Aiken's book goes into many aspects of many issues. Consider the difference between sexting and adultery; different countries regard it as the same, while others - including the US - do not, because no physical contact has taken place. What are the ethics of internet use? What are the politics? She gives many examples, all of them interesting. The scariest part of the book is arguably the discussion of the Deep Web. I had never heard of, or even imagined, that such a thing exists. Once she explained it, I was immediately tempted to get my computer offline...until I realized that too much of my life involves online activity, and some of it is out of my control, like business email. Ultimately, this is both a frightening and enlightening book.

If you are reading this, there's a real good chance you're a frequent to heavy internet user and, like many people, have no idea what goes on "behind the screen" as you peruse websites and enter various bits of information. Take a quiz on Facebook to determine how many colors you can see? That's an app that's data mining and compiling information about you. Right now as you read this, is noting in its algorithm that you might like books that deal with technology, and will likely feature those types of books when you return to the site in the future. When you Google something, Google stores this in a cookie and features results for future results based on your past searches. Many of us have traded our privacy for convenience and Aiken is sounding some alarm bells. Why do children have to be constantly entertained? she wonders while discussing the dangers of parents handing tablet computers to their toddlers to shut them up for a few blessed moments of peace. Probably the most interesting chapter is the one on the "Dark Web" which is another layer of the internet that most of us do not see and cannot access with standard browsers. It's a place populated by thieves who sell credit card numbers and heroin as if they are the latest top sellers

here on .She coins the phrase "cyberchondria" to describe a whole suite of anxieties related to online search of real and imagined health ills. Who among us hasn't searched a symptom and then become worried that we might have some terrible disease that comes up in the search results?Aiken has a number of recommendations to help avoid some of the pitfalls she sees in her research.

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