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From the world's leading expert in cyberpsychology – a discipline that combines psychology, criminology and technology – comes a groundbreaking exploration of the impact of technology on human behaviour. Cyberspace is an environment full of surveillance, but who is looking out for us?

Covering everything from the impact of screens on the developing child to the explosion of teen sexting, and the acceleration of compulsive and addictive online behaviours (gaming, shopping, pornography), *The Cyber Effect* also examines the escalation in cyberchondria (self-diagnosis online), cyberstalking and organized crime in the Deep Web.

Full of surprising statistics and incredible-but-true case studies of the hidden trends that are shaping our culture, Aiken's book raises troubling questions about where the digital revolution is taking us. Upending your assumptions about your online life and forever changing the way you think about the technology that you, your friends and your family use, *The Cyber Effect* offers a fascinating and chilling look at a future we can still do something about.

'Just as Rachel Carson launched the modern environmental movement with her *Silent Spring*, Mary Aiken delivers a deeply disturbing, utterly penetrating and urgently timely investigation into the perils of the largest unregulated social experiment of our time'

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JOHN SULER, PhD, author of *The Psychology of Cyberspace* and the acknowledged founder of the field of cyberpsychology

Dr Mary Aiken is an adjunct associate professor at University College Dublin, director of the Cyberpsychology Research Network, an advisor to Europol's European Cybercrime Centre and has conducted research and training workshops with multiple global agencies from INTERPOL to the FBI and the White House. Her groundbreaking work inspired the CBS television series *CSI: Cyber*. She is based in Ireland.

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The Cyber Effect



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A Pioneering Cyberpsychologist
Explains How Human Behaviour
Changes Online

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