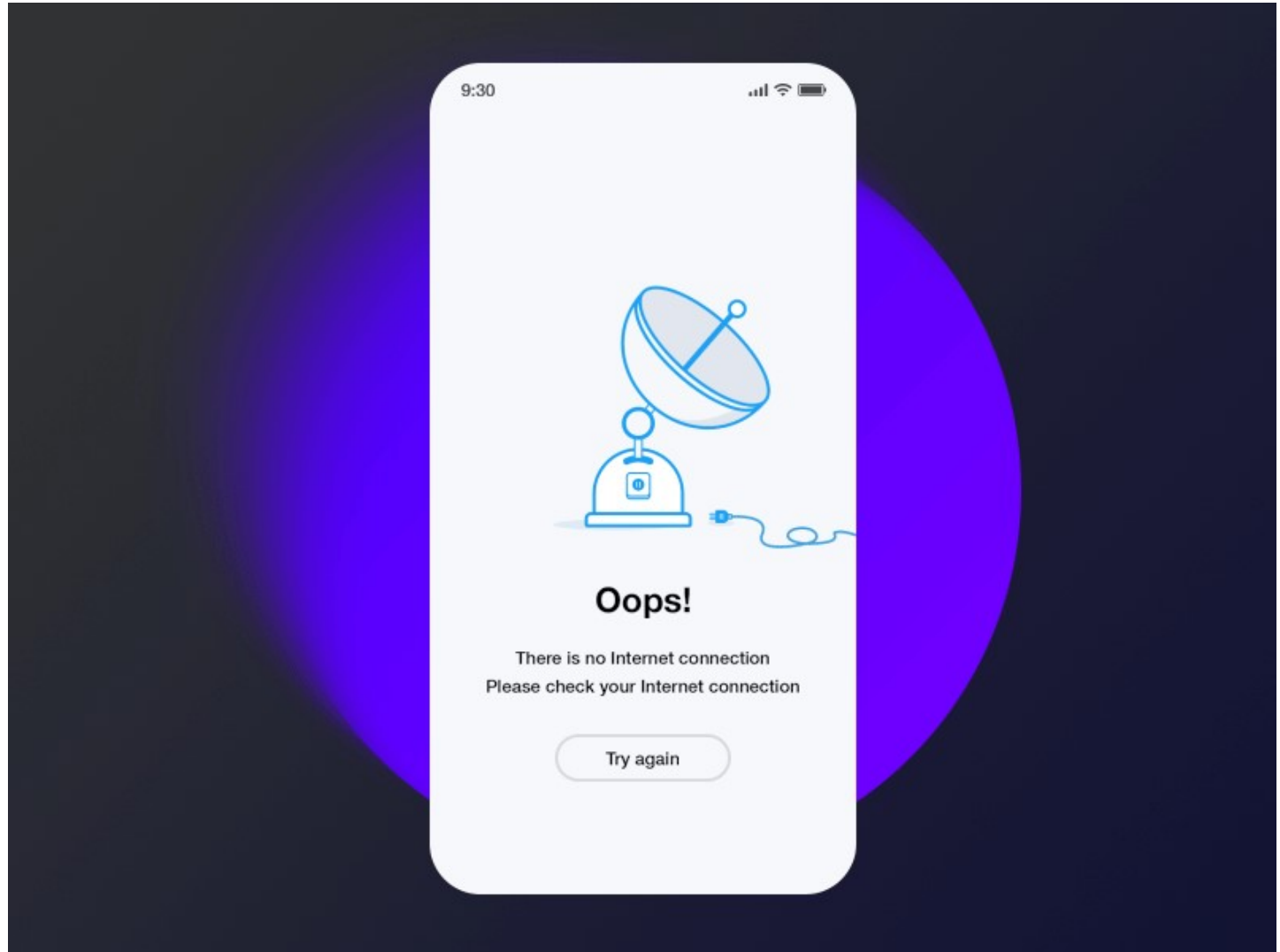




# Ψυχολογία του Διαδικτύου (ΨΧ109)

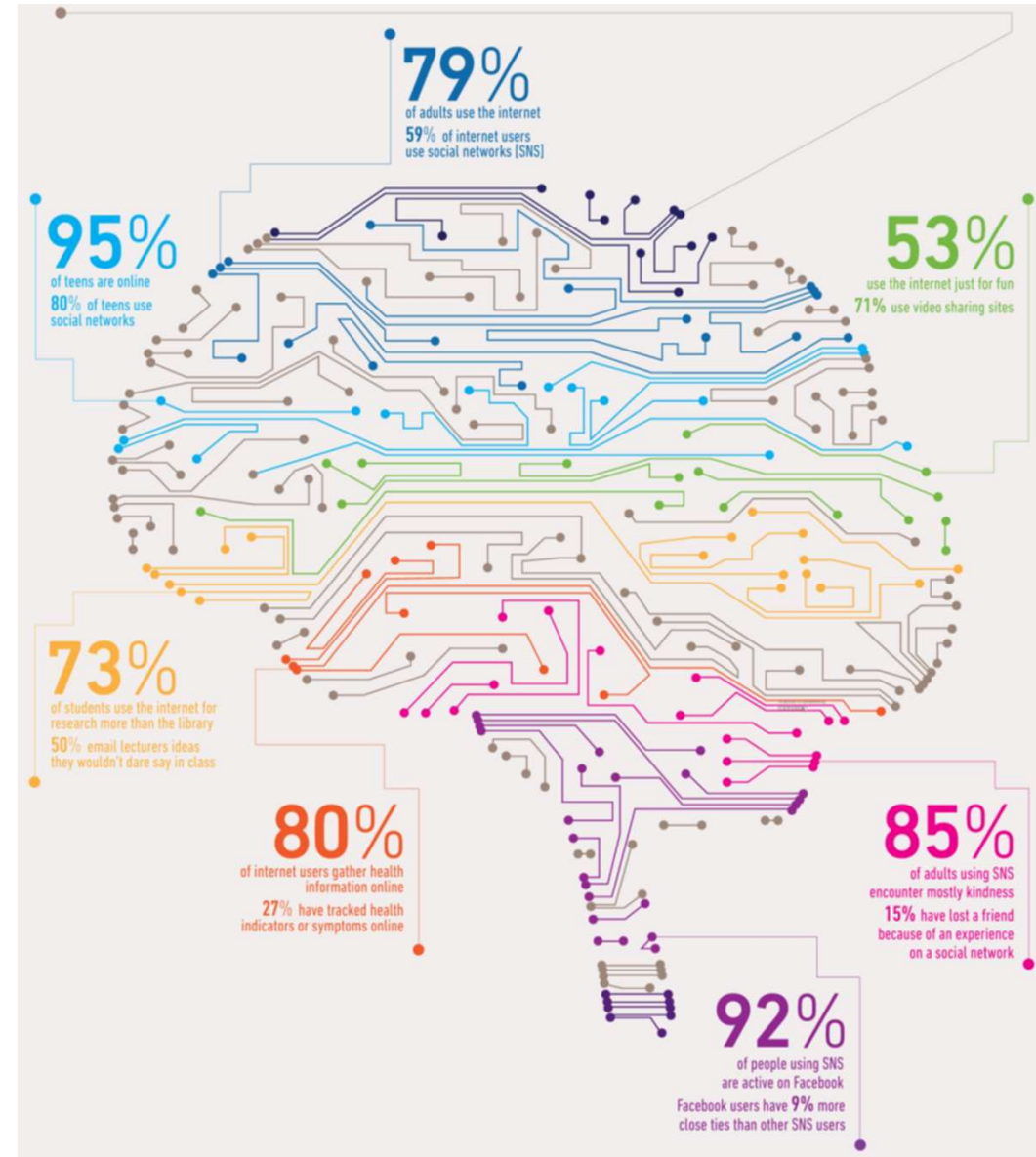
Διάλεξη 1: Εισαγωγή στην Κυβερνοψυχολογία - Γέννηση και ανάπτυξη





# Διαδίκτυο

Μερικά δεδομένα...





— 18th Century —

### Industry 1.0

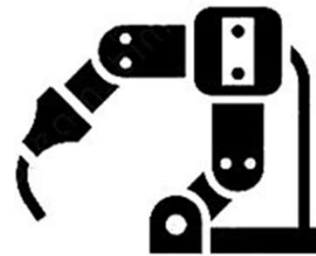
Mechanical production equipment powered by steam



— 19th Century —

### Industry 2.0

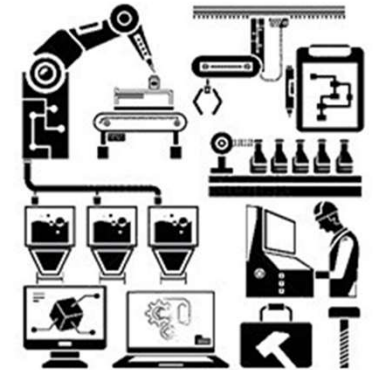
Mass production assembly lines requiring labour and electrical energy



— 20th Century —

### Industry 3.0

Automated production using electronics and IT



— Today —

### Industry 4.0

Intelligent production incorporated with IoT, cloud technology & big data











20 years later and  
all of these things  
fit in your pocket.

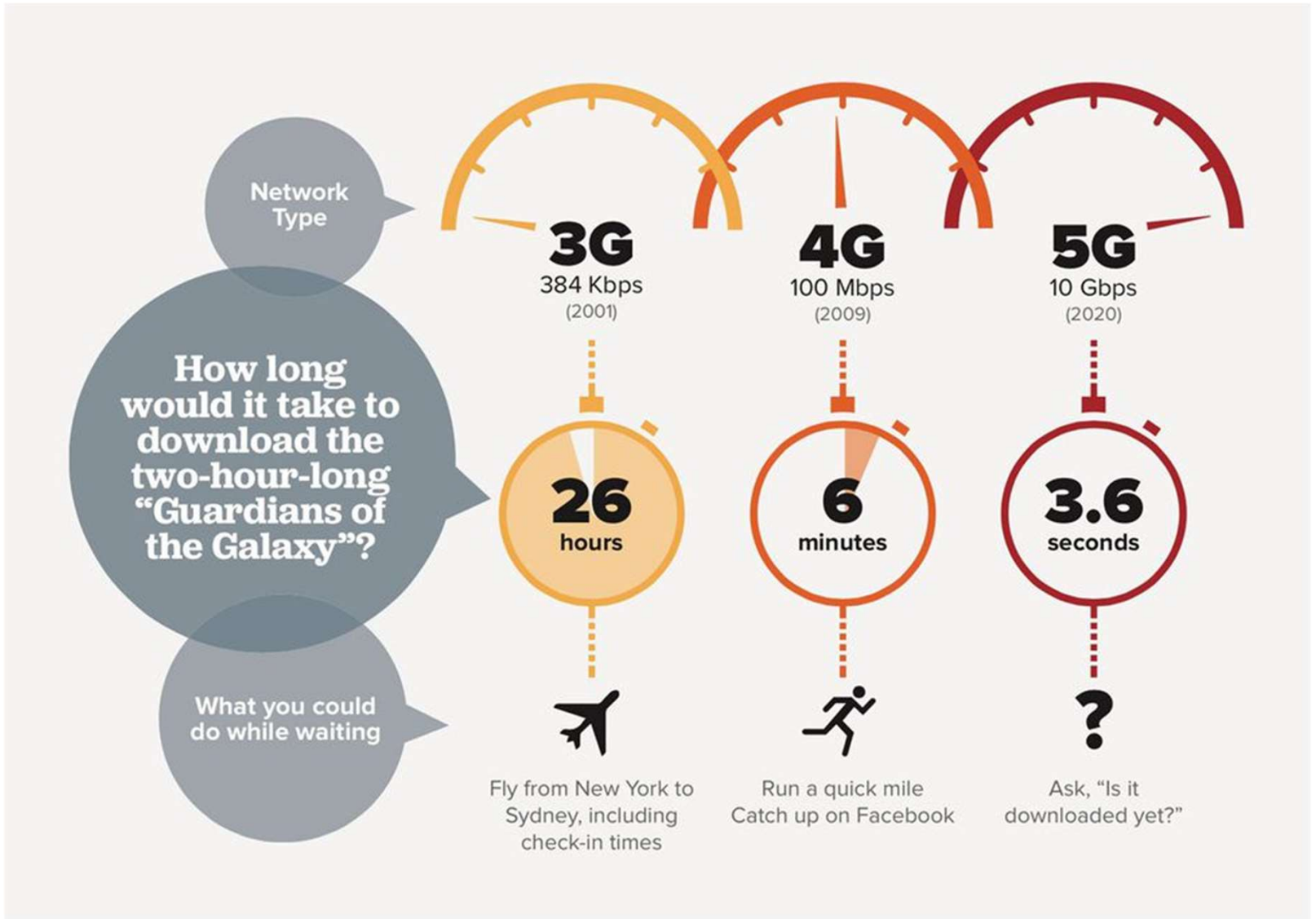


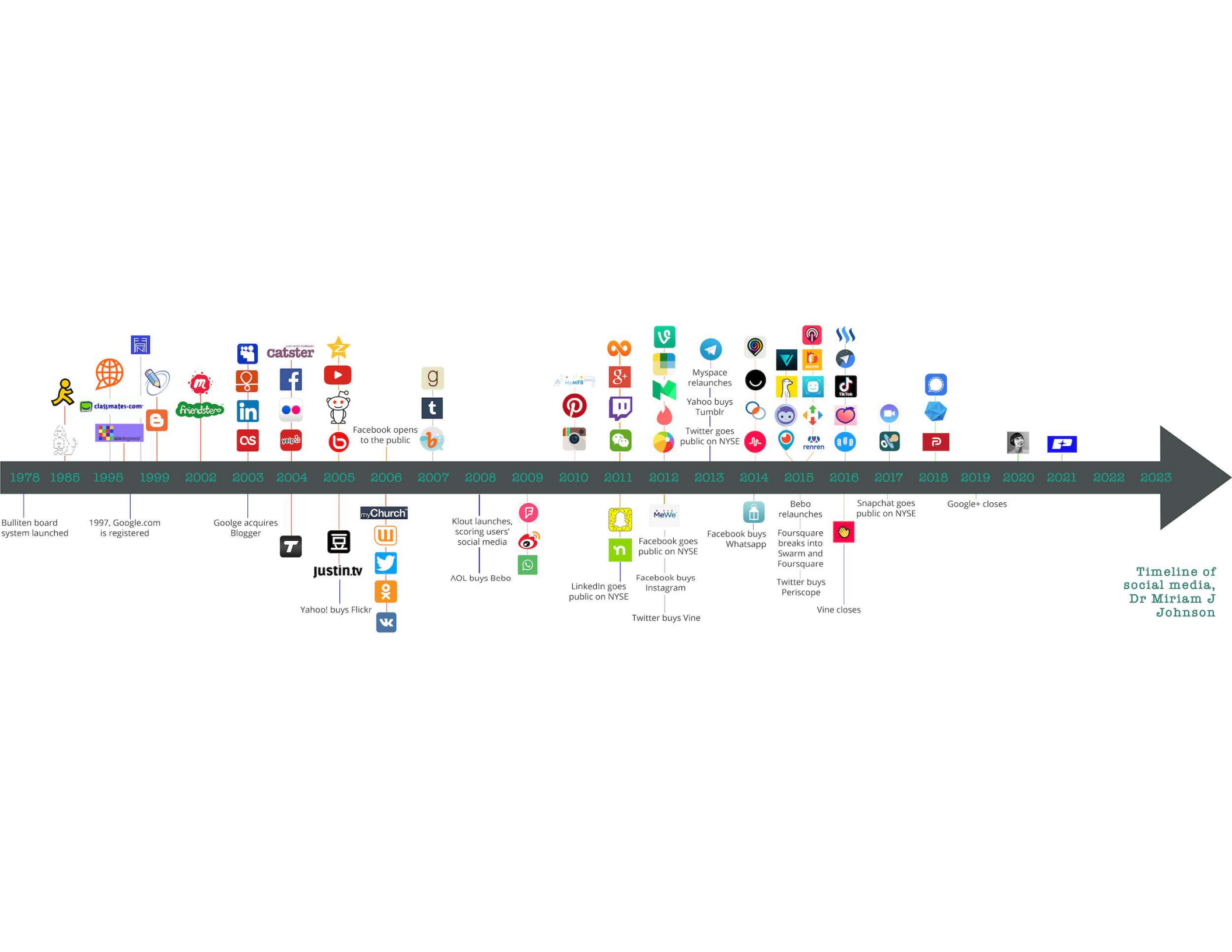


# 5G To Transform Lives

2G	3G	4G	5G
- 1991 -	- 1998 -	- 2008 -	- 2020 -
 SMS	  SMS Internet	  SMS Internet	   HD,3D and ultra Video SMS Internet
 0.1 MB/Second	 0.1-8 MB/Second	  Video 15 MB/Second	  internet of things 1-10 GB/Second









PINTEREST

**SOCIAL SITE THAT IS ALL ABOUT DISCOVERY**

**LARGEST OPPORTUNITIES**



**50%+ OF NEW SIGNUPS ARE MEN**

**250 MILLION MONTHLY ACTIVE USERS**



TWITTER

**MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 280 CHARACTERS**

**THERE ARE OVER 69 MILLION TWITTER USERS**



**6,000 TWEETS ON AVERAGE HAPPEN EVERY SECOND**

**326 MILLION MONTHLY ACTIVE USERS**



FACEBOOK

**MOBILE IS FACEBOOK'S CASH COW**



**25% OF U.S. FACEBOOK USERS ARE AGE 25 TO 34**

**USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES**

**2.23 BILLION MONTHLY ACTIVE USERS**



INSTAGRAM

**SOCIAL SHARING APP ALL AROUND PICTURES AND 60 SECOND VIDEOS**

**MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS**

**AND POSTING PICTURES CONSUMERS CAN RELATE TO**

**MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC**

**1 BILLION MONTHLY ACTIVE USERS**



SNAPCHAT

**APP FOR SENDING VIDEOS AND PICTURES THAT DISAPPEAR AFTER BEING VIEWED**

**10+ BILLION VIDEO VIEWS DAILY**

**ROUGHLY 70% OF USERS ARE FEMALE**

**MOST USED PLATFORM AMONG 12 - 24 YEAR OLDS**

**300+ MILLION MONTHLY ACTIVE USERS**



LINKEDIN

**BUSINESS ORIENTED SOCIAL NETWORKING SITE**

**BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT**



**70%+ USERS ARE OUTSIDE THE U.S.**

**260 MILLION MONTHLY ACTIVE USERS**



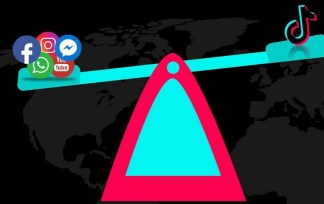
## Insane Growth of Tik Tok

- 1 **2016:** Tik Tok, also known as Douyin was launched in China.
- 2 **2017:** Douyin was rebranded as **TikTok** for the international market.
- 3 **2nd August 2018:** Tik Tok merged with musical.ly to create a broader video community with existing accounts.
- 4 **500 million:** Number of Tik Tok monthly users by the mid-2018.
- 5 **68 million:** Number of times Tik Tok was downloaded making it the third most-downloaded app globally.
- 6 **52:** Average minutes per day Tik Tok users spend on the app.
- 7 Tik Tok's revenue (\$3.5 million per month) increased up to 275% in October 2018 as compared to its last year revenue.
- 8 **India** saw the largest number of downloads reaching to more than 40 million downloads in the first quarter of 2019 on both Android and iOS combined.
- 9 Violation of content regulation in India led the Indian government to **ban Tik Tok** app in the month of **April 2019**.
- 10 A fashion brand **Guesse** partnered with Tik Tok and launched its **#InMyDenim** hashtag challenge.



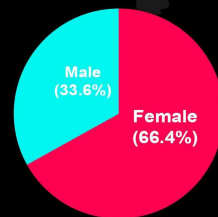
**TikTok**

### Worldwide number of downloads ( first half of 2018)

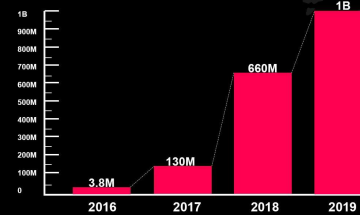


- TikTok- 104 million
- YouTube- 64 million
- WhatsApp- 60 million
- Instagram- 59 million
- Messenger - 56 million
- Facebook- 53 million

### Tik Tok Users



### Tik Tok Worldwide Download



Aritic is a full-stack automation platform, comprising of Aritic PinPoint, Aritic Sales CRM, Aritic Desk and Aritic Mail.





# A New Study Links Screen Time to Brain Changes and Slow Development

*A new study suggests that increased screen time could detrimentally change the very brain structure of preschoolers. Remain calm.*

By [Patrick A. Coleman](#) Nov 07 2019, 4:07 PM

[SHARE](#) [EMAIL](#)



**A** splashy study published in JAMA Pediatrics this week titled *Associations Between Screen-Based Media Use and Brain White Matter Integrity in Preschool-Aged Children* suggests that increased screen time could detrimentally affect preschooler brain structure. The findings sound extreme: More screen time meant lower expressive language, less ability to rapidly name objects, and decreased literacy skills. There were also physical changes to the brain — specifically lower brain white matter integrity in a portion of the brain directly impacting language and literacy skills.

## Screen Time May Actually Be Good For Kids, New Oxford Study Finds



**Eric Mack** Contributor   
Science

*I cover science and innovation and products and policies they create.*



Unrecognizable girl playing game on tablet computer GETTY

It's perhaps one of the biggest parenting faux pas of the 21st century: letting any of our ubiquitous screens act as babysitter. But new research out of Oxford, Cardiff and Cambridge Universities finds that screen time in moderation actually seems to have a positive effect on kids.

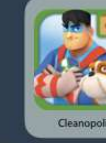
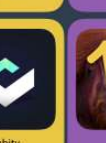


# Εκπαίδευση





# THE PERIODIC TABLE OF iOS APPS FOR AR AND VR *to try today!*

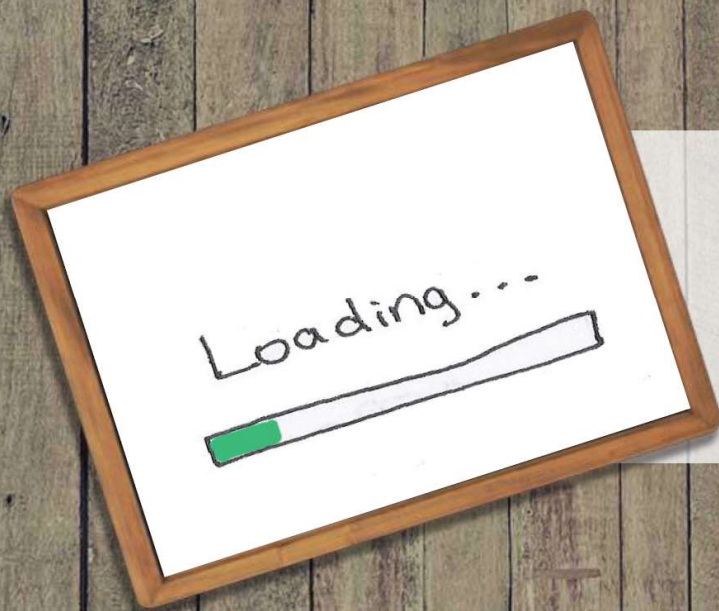


- STEM
- CREATIVITY
- GEOGRAPHY
- STORY TELLING
- ART
- TEACHING
- SCIENCE
- HISTORY

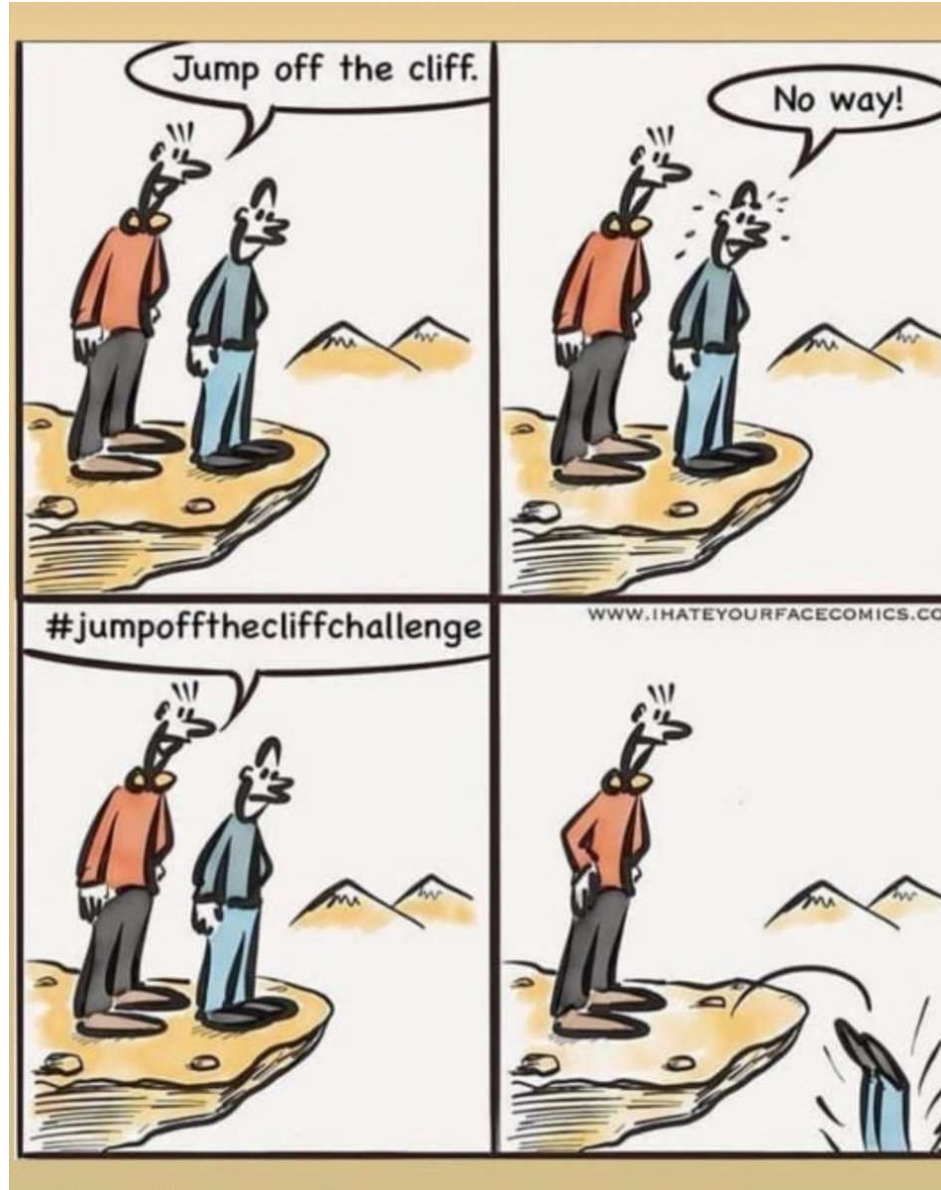


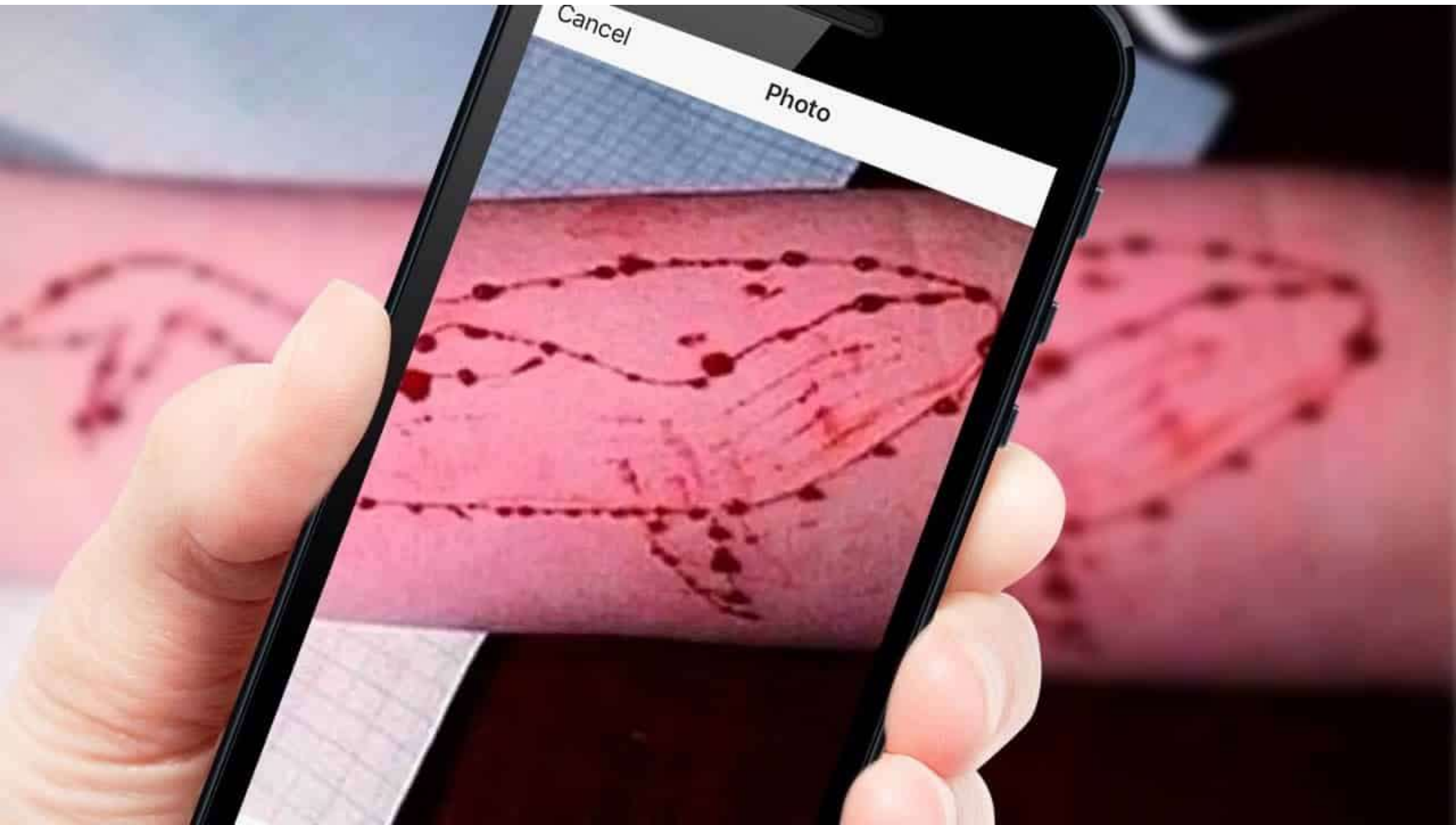
PLEASE NOTE THAT APPS USING APPLE'S AR KIT WILL ONLY WORK ON DEVICES WITH AN A9 CHIP OR ABOVE

CREATED BY MARK ANDERSON @ICTEVANGELIST / CURATED WITH STEVE BAMBURY @VIRTUALTEACH ICT EVANGELIST



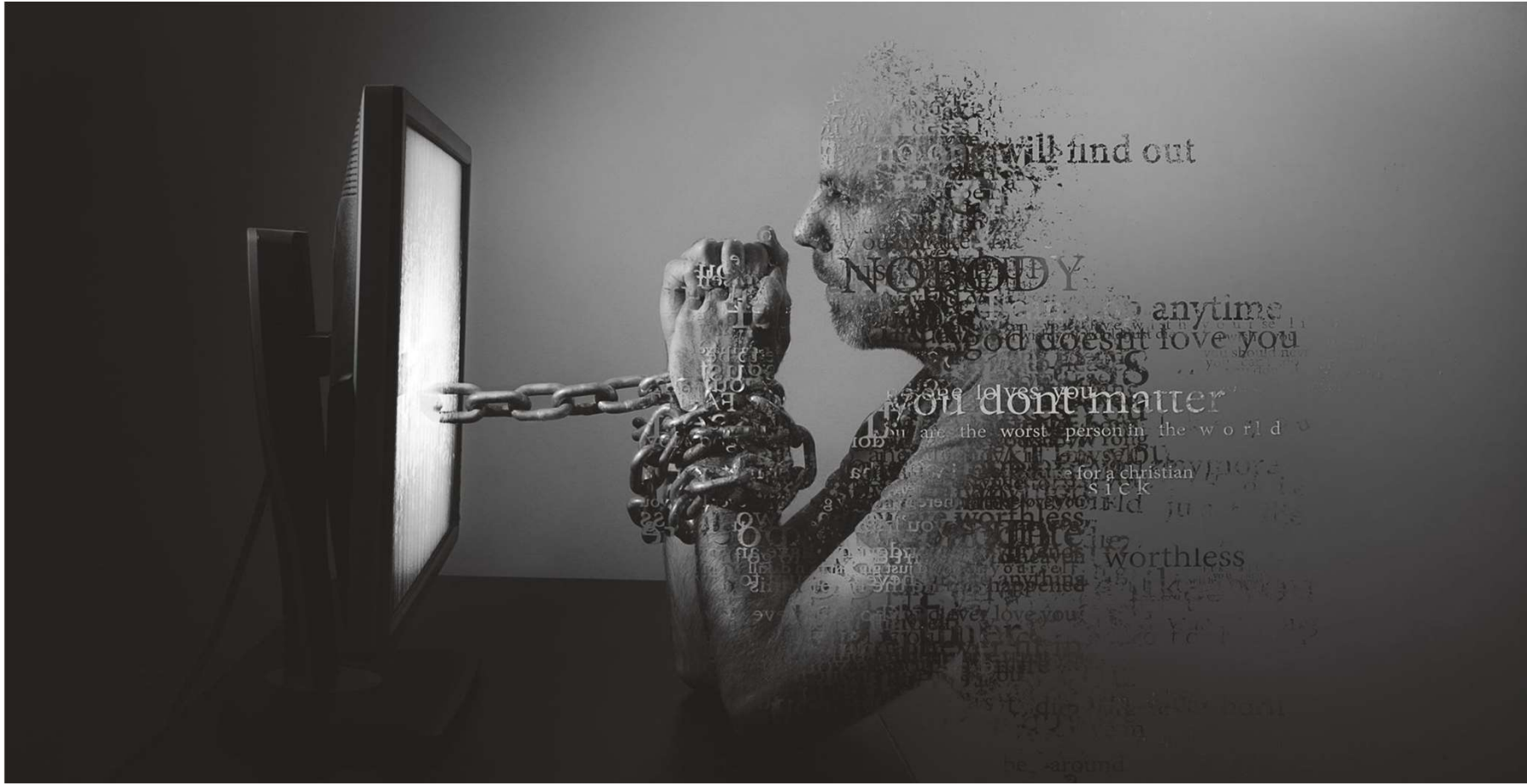
Journalist Oliver Burkeman wrote in 2009,  
“Without most of us quite noticing when it happened, the web went from being a strange new curiosity to a background condition of everyday life.”













Ασφάλεια...



# ONLINE SAFETY IN SCHOOLS

**360safe**  
the online safety self-review tool  
[www.360safe.org.uk](http://www.360safe.org.uk)

[www.swgfl.org.uk\360report2018](http://www.swgfl.org.uk\360report2018)

over  
**13,000**  
Schools



no staff  
training in  
**43%**  
schools



no data  
protection in  
**30%**  
schools

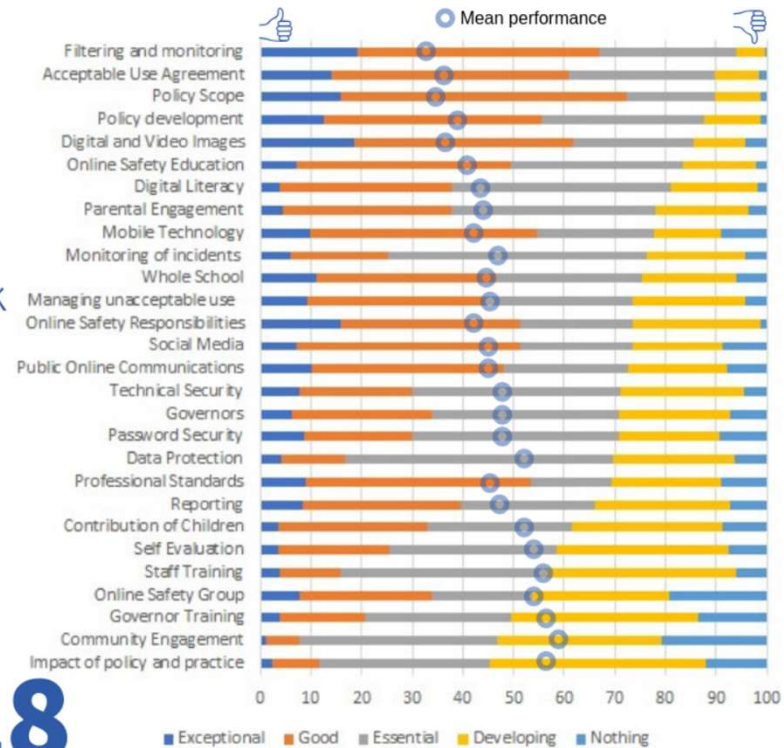


## Strengths

- Filtering and monitoring
- Policy Scope
- Acceptable Use
- Digital and Video Images
- Policy development

## Weakness

- Community Engagement
- Impact of the online safety
- Governor Training
- Staff Training
- Online Safety Group



# 2018

Analysis of the data from the 13,000 UK schools using the 360 degree safe self review tool presents a unique picture of online safety policy and practice.



Co-financed by the European Union  
Connecting Europe Facility



# Κυβερνοψυχολογία

- Ένα σχετικά νέο πεδίο στην **Εφαρμοσμένη Ψυχολογία**
- Αφορά στη μελέτη της **ανθρώπινης αλληλεπίδρασης μέσω της τεχνολογίας**, στο πώς **αναπτύσσουμε τεχνολογία που να ταιριάζει στις ανάγκες μας**, και πώς η συμπεριφορά μας επηρεάζεται από την τεχνολογία.
- Η πιο συχνά μελετώμενη τεχνολογία είναι το Διαδίκτυο, αλλά η Κυβερνοψυχολογία μελετά και άλλες τεχνολογίες, όπως οι φορητές ηλεκτρονικές συσκευές, οι παιχνιδομηχανές, η τεχνητή νοημοσύνη, η εικονική και η επαυξημένη πραγματικότητα.



# Βίντεο: The Birth of Cyberpsychology

<https://www.youtube.com/watch?v=4C8qpN0Qafo>

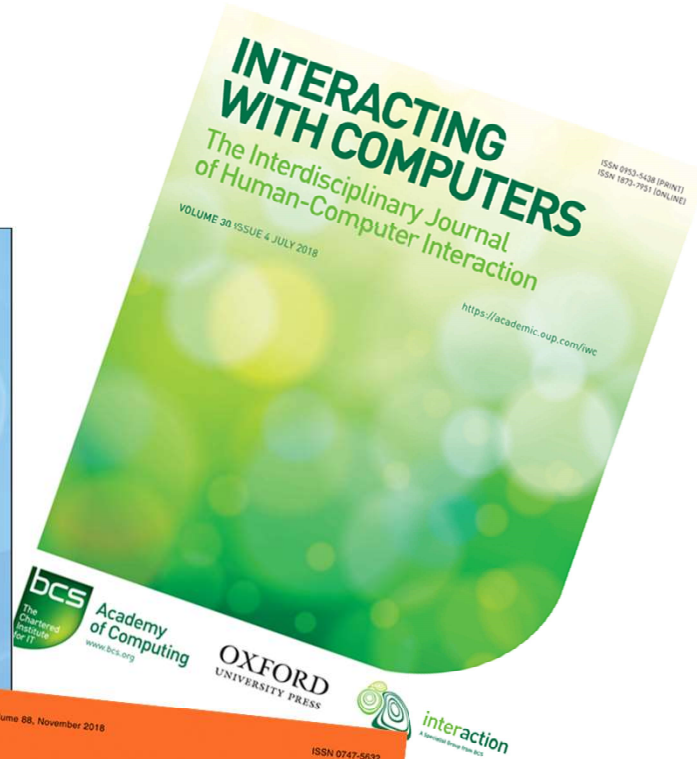
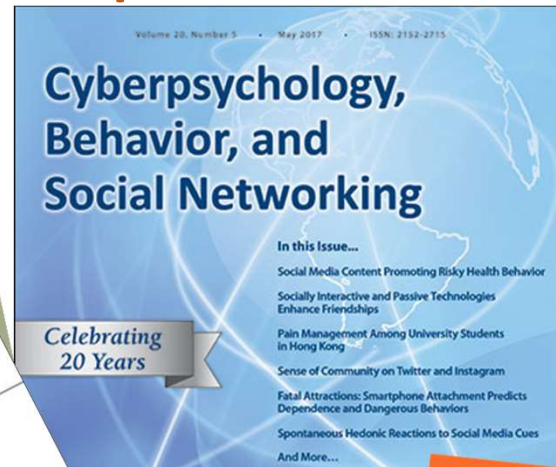
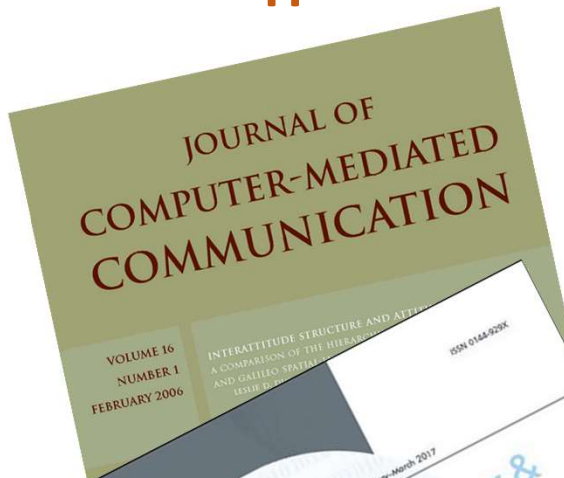


## Λέξεις/όροι κλειδιά...

- Υπερκείμενο, διεπαφή, πλοήγηση
- Εμβύθιση, παρουσία, αίσθηση του χώρου και του τόπου
- Άβαταρ, διαδικτυακός «εαυτός»
- Σύγχρονο και ασύγχρονο
- Ανωνυμία, κλοπή και διαχωρισμός ταυτότητας, εξαϋλωση
- Επαφές, ακόλουθοι και κοινό
- Ελλοχεύοντες κίνδυνοι
- Διαδικτυακές ομάδες και κοινότητες
- Δικτυακές και δια ζώσης αλληλεπιδράσεις
- Σεξουαλικότητα και πορνογραφία
- Δικτυακά ραντεβού, ρομαντισμός
- Δικτυακή αξιολόγηση & θεραπεία
- Εθισμός
- Τρολ, κυβερνοεκφοβισμός, θηρευτές, επιθετικότητα
- Πειρατεία και ασφάλεια - Παρακολούθηση
- Ιδιωτικότητα
- Εικονικές πραγματικότητες
- Επικοινωνία μέσω φορητών συσκευών
- Αναζήτηση και επιβεβαίωση πληροφορίας



# Επιστημονικά περιοδικά





# Ψυχολογία του Διαδικτύου

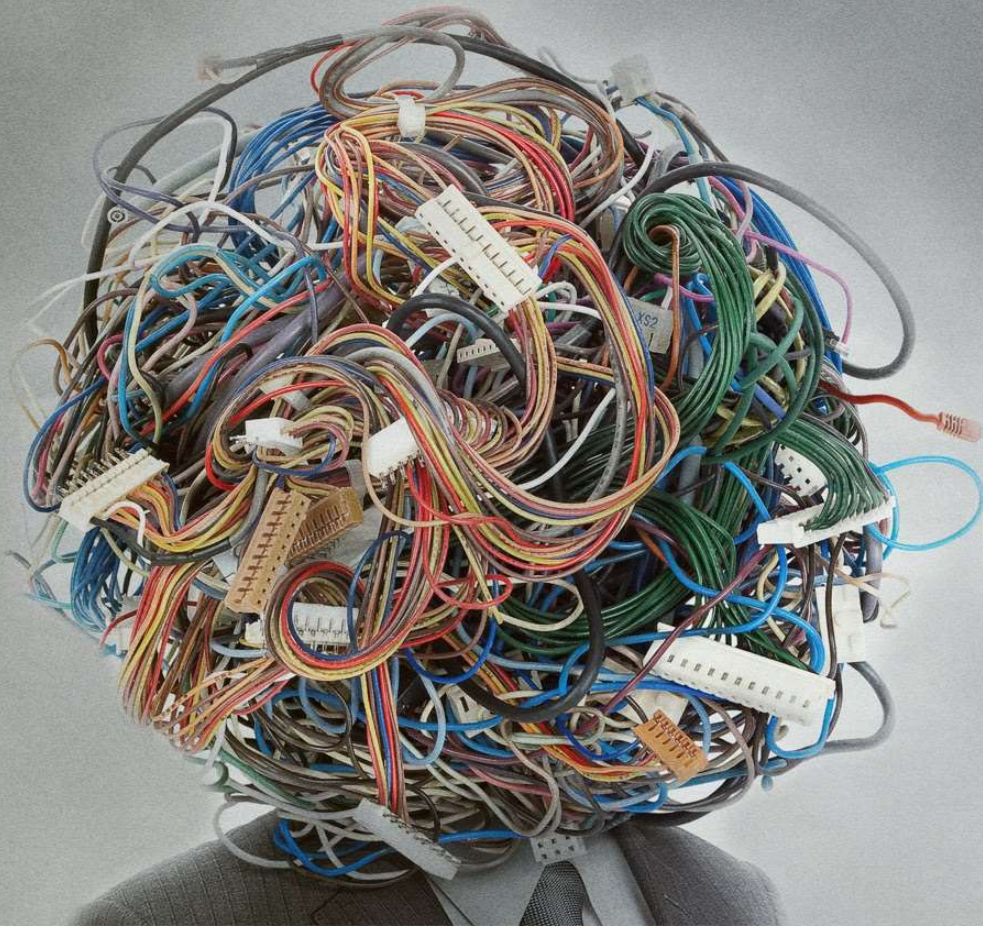
- Γιατί «Ψυχολογία του Διαδικτύου» και όχι «Κυβερνοψυχολογία»;
- Πώς θα λειτουργήσει το μάθημα;
- Πώς θα συμμετάσχετε και πώς θα αξιολογηθείτε;
- <https://eclass.uoa.gr/courses/PPP276/>
- Επικοινωνία με το διδάσκοντα: [roussosp@psych.uoa.gr](mailto:roussosp@psych.uoa.gr)



## Ενότητες του Μαθήματος

- **Επιδράσεις του Διαδικτύου στις νοητικές λειτουργίες [με αυτό θα ασχοληθούμε φέτος]**
- Διαδικτυακή ταυτότητα
- Κοινωνικά δίκτυα και επιρροή στο Διαδίκτυο
- Το Διαδίκτυο ως εκπαιδευτικός χώρος
- Ασφάλεια στο Διαδίκτυο / Cyberbullying
- Διαδίκτυο και ρομαντικές σχέσεις / Σεξ / Πορνογραφία
- Παιδιά και έφηβοι στο Διαδίκτυο – Διαδικτυακά παιχνίδια (Γιώργος Κορμάς)
- Παθολογική χρήση του Διαδικτύου/Εθισμός στο Διαδίκτυο (Στέλλα Χρηστίδη)
- Η σκοτεινή πλευρά του Διαδικτύου

An exploration of the Internet and the connected world (2016)



A WERNER HERZOG FILM

# LO AND BEHOLD

REVERIES OF THE CONNECTED WORLD