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## Cyberpsychology 2022 Abstract booklet

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## **Keynote Speakers**

**Anna Cox, Professor of Human-Computer Interaction in the UCL Interaction Centre**

**Keynote Presentation: Fitter, happier, more productive? Using mobile technologies in the digital age**

Anna Cox is Professor of Human-Computer Interaction in the UCL Interaction Centre, in the Division of Psychology and Language Sciences and Vice Dean (Equality, Diversity & Inclusion) in the Faculty of Brain Sciences at UCL. Professor Cox's first degree is in Cognitive Science (Hertfordshire), and her MSc is in Human-Computer Interaction (Queen Mary, University of London). She was awarded her PhD from the University of Hertfordshire in 2002. Professor Cox has published widely, beginning with her PhD work on exploratory learning, to more recent work on human error, digital games, habit formation and personal informatics. Her current research aim is to systematically establish the relationships between the design of digital tools and behavioural outcomes, and leverage these relationships in the design of novel interfaces and systems to support people in managing their work and wellbeing. Professor Cox is a member of both the CHI and the CHI PLAY steering committees. She was Specialist Advisor to the Digital, Culture, Media and Sport Select Committee at the House of Commons for their 2019 inquiry into immersive and addictive technologies.

**Dr Karen 'Kat' Schrier, Associate Professor and the Director of the Games & Emerging Media program at Marist College, a university in New York**

**Keynote Presentation: The Future of Games, Ethics & Empathy**

Dr. Kat Schrier is an Associate Professor, Director of the Play Innovation Lab, and Director of the Games and Emerging Media program at Marist College. She has a doctorate from Columbia University, a master's from MIT, and a bachelor's from Amherst College. She is the author/editor of over 100 published works, such as *We the gamers: How Games Teach Ethics & Civics* (2021) and *Knowledge Games* (2016). She has previously edited two book series, *Ethics and Game Design and Learning, Education, & Games*. She is the co-author of a UNESCO whitepaper on empathy and games, and her work has been covered by *Forbes*, *New Scientist*, *Wired*, *Edutopia*, *Times Higher Education*, and *SiriusXM*. Dr. Schrier was a Belfer Fellow with the ADL's Centre for Technology & Society, and she is co-PI for a Templeton Grant on designing virtual reality games and empathy with colleagues at the Lagos Business School in Nigeria. She also has over 20 years of hands-on experience in game design and media production, such as at Scholastic, Nickelodeon, BrainPOP, and the World Health Organization (WHO).

## Symposia

### **Using Digital Technologies to Support Physical and Mental Health During the Pandemic: Lessons Learned and Future Directions**

**Dawn Branley-Bell, Northumbria University**

Dr Branley-Bell is a chartered psychologist (cPsychol.) specialising in cyberpsychology. Her research interests include internet/social media use, health and wellbeing, and online behaviour. Dr Branley-Bell facilitates discussions around lessons learned during the pandemic and directions for future research.

During the Covid-19 pandemic, crucial physical spaces used to support physical and mental health (e.g., mental health clinics, gyms, and leisure centres), were closed by the UK government. These restrictions lasted a minimum of 23 weeks. Throughout this time, UK residents turned to online spaces to support their wellbeing to varying effects. The present symposium highlights research examining the complex, nuanced and multifaceted role that digital technologies played in supporting physical and mental health during the Covid-19 pandemic. Paper 1 describes the experiences of seventeen young female students who engaged with digital fitness culture during periods of restriction and subsequent easing. It demonstrates the importance of studying the cumulative effects of engagement with digital technology and the learning processes employed by young people over time. Paper 2 presents the findings of a content and thematic analysis of Instagram content labelled #fitspiration posted during in January 2021, during a government mandated lockdown. The findings are compared to a similar dataset collected in 2014 to show how content changed over time and context. Last, Paper 3 explores the benefits and challenges associated with remote eating disorder support during the pandemic, through a series of interviews and workshops with both service providers and individuals with eating disorders. The findings have important implications for future technology design and service provision. Collectively, the symposium highlights the complex and nuanced ways that digital technology was used to support physical and mental health during the pandemic. Discussion will focus on lessons learned and future research directions.

#### **Paper 1 'I've learned a lot about myself this year': Young female students' experiences of engaging with digital fitness culture throughout the Covid-19 pandemic**

**Beth Bell, University of York, Kora Dollimore, York St John University, Sarah Norminton, York St John University**

**Background and Aims:** During the Covid-19 pandemic, lockdown restrictions imposed the closure of gyms, swimming pools and other recreational leisure spaces. Many UK citizens turned to digital fitness media and technology to support their physical and mental health. The present study aims to understand the experiences of young female students who engaged with digital fitness media and technology over the course of the Covid-19 pandemic, including before, during and after government-mandated lockdowns.

**Methods:** Seventeen young female students (Age Range = 18-25) were recruited from universities across the North of England. They took part in individual interviews that used a variation of the scroll-back technique to explore their engagement with digital media and technology between March 2020 and March 2021.

**Findings:** Data was analysed using narrative-informed reflexive thematic analysis. Four themes were developed that encapsulated young women's experiences over time: (1) Information and inspiration (2) The lockdown effect (3) The dark side of digital fitness culture (4) Developing resilience and body positivity.

**Conclusions and Implications:** Women's thoughts and feelings about digital fitness culture changed over time as a consequence of their cumulative

technology use, sociocultural context and psychological meaning-making. Our findings demonstrate the importance of studying the cumulative effects of engagement with digital technology and the sense-making and learning processes employed by young people over time and context.

## **Paper 2 Following up on #Fitspiration: A content and thematic analysis of Instagram content that aims to inspire fitness**

**Catherine Talbot, Bournemouth University; Nova Deighton-Smith, Leeds Beckett University; Beth Bell, University of York**

**Background and Aims:** #Fitspiration is a metadata label applied to social media content that has been developed to inspire fitness. Prominent across Instagram, it has been criticised for its highly objectifying content and promotion of unrealistic body ideals. The present study replicated an analysis of #fitspiration Instagram content in 2014 by Deighton-Smith and Bell (2018) to examine current constructions of fitness using 2021 data.

**Methods:** Adopting the methods of Deighton-Smith and Bell (2018), 1000 #fitspiration posts were extracted from Instagram; 208 posts containing videos were removed from subsequent analyses. Of the 792 posts, images were analysed using inductive-deductive content analysis and text contained within these images was analysed using reflexive thematic analysis.

**Findings:** The content analysis showed that while #Fitspiration images in the present sample featured a high proportion of thin and muscular models, this proportion was much smaller than that found by Deighton-Smith and Bell (2018). In the thematic analysis, three themes were developed; [1] Never miss a Monday: The rules of health and fitness, [2] Lifting the weight of self-doubt: Self-belief and determination brings success, [3] Strive to be the best: The consequences of decision-making. Fitness was constructed in less objectified and appearance-focused ways than the previous analysis, though other gendered and problematic discourses still prevailed.

**Conclusions and Implications:** Combined, the findings highlight how social media content labelled as #fitspiration in January 2021 is similar, yet different, to content posted in 2014. More specifically, #fitspiration content extracted in 2021 was less appearance-focused and objectifying than in 2014.

## **Paper 3 Remote Support for Eating Disorders throughout Covid-19: Learning from the experiences of service users and providers to shape future remote support**

**Claire Murphy-Morgan, Northumbria University; Dawn Branley-Bell, Northumbria University**

**Background and aims:** Covid-19 necessitated a rapid move from face-to-face services to online healthcare provision and support for eating disorders (EDs). Current research suggests that, whilst this transition was challenging for both service users and providers, remote support is likely to remain an important aspect of future healthcare. This study explores the benefits and challenges of remote support and implications for future provision. **Methods:** A series of interviews and workshops were conducted with service providers and individuals with eating disorders. Qualitative thematic analysis and novel visual data collection techniques were used to: illustrate changes to support circles during the pandemic; create a timeline mapping key period of change; consider future remote support interventions. **Findings:** The pandemic has had a profound effect on service users' lives, impacting sources of support, interactions with technology and their symptoms and recovery. The pandemic also impacted on services who found themselves dealing with unfamiliar technology and new ethical and privacy issues. Numerous benefits of remote care were recognized. Considerable challenges remain including availability of suitable technology, service provider capacity and wider issues of digital inclusion. These findings have implications for future technology design and service provision. **Conclusion and Implications:** Remote healthcare is here to stay. Future provision would benefit from peer-led approaches as the basis for co-designing digital interventions that are effective, affordable, and accessible for a wide range of services and individuals.

## **Oral Presentations**

### **Oral Presentation**

#### **Online victimisation: The impact on victims and implications for cybercrime prevention and response**

**Maria Bada, Queen Mary University London**

Background and aims: Cybercrime can affect everyone, for example at the individual level it can result to fraud incidents, or at the national level targeting critical infrastructure. Victims of cyber-attacks can suffer emotional trauma which can often lead to depression, with victims left feeling violated, vulnerable, angry and powerless. The impact of a cyber-attack may occur immediately after an incident or may be obvious in the long term. The aim of this study is to explore the impact of online crime in the UK from the victims' perspective and understand the role, challenges, and capacity of the police, the judiciary and other authorities in dealing with such crimes.

Methods: A variety of methods are used: a) literature review; b) conducting 11 interviews with stakeholders from academia, private sector, Government and prosecution; and c) analysis of 83 data breach victim impact statements.

Findings: The results indicate that victims had experienced some form of personal information data breach and online victimisation was a traumatising experience for them, leading to various emotional, psychological and physical harm. Additionally, a number of challenges are identified, such as lack of relevant training of law enforcement and judiciary, lack of a structured process in collecting data around online victimisation, lack of sufficient support for victims and lack of understanding of the barriers and facilitators for victims to report online crimes.

Conclusion and implications: The findings can provide an understanding of the psychological, emotional and physical harms which can be experienced by victims of cybercrime and provide needed insights into the challenges facing those trying to tackle this problem.

### **Oral Presentation**

#### **'I would be lost without it but it's not the same' Experiences of Adults with Intellectual Disabilities of Using Information & Communication Technology During the Covid-19 Global Pandemic**

**Darren Chadwick, University of Wolverhampton, Susan Buell, University of Dundee; Emma Boulton, University of Wolverhampton; Vince Peters, Dudley Voices for Choice**

Background: Covid-19 is a life-threatening virus which has had unprecedented effects on the daily lives of people worldwide. Advocated measures to reduce the spread of Covid-19 included self-isolation and maintaining social distance. The pandemic has seen an increase in the use of information and communication technology (ICT) for many aspects of life. This study investigated what it was like for people with intellectual disabilities to use ICT during Covid-19 and how this affected their lives.

Method: Interviews and focus groups were conducted with 19 people with learning disabilities throughout the COVID pandemic. The qualitative data gathered was analysed using thematic framework analysis to identify the main ways technology use had impacted on people's lives and facilitators and challenges of technology use.

Findings: Technology played an important role in the lives of the people with learning disabilities who took part in the study. Technology facilitated continuation and maintenance of important daily activities and roles in people's lives (e.g. jobs, getting support and leisure), keeping people meaningfully occupied and maintaining social contact which reduced feelings of loneliness and isolation. People adapted and learned new skills, with help from friends, family and support staff, which boosted self-confidence. Despite some identified barriers, prior technology use, tenacity and a positive attitude towards ICT supported learning new skills and adaptation to increased ICT use.

Conclusions: Supporting the development of digital competence, confidence and persistence in people with learning disabilities was important during this international crisis and has had a fundamental positive effect on wellbeing.

## **Oral Presentation**

### **Understanding Healthcare professionals cybersecurity attitudes and behaviours.**

**Lynne Coventry, Northumbria University; Elizabeth Sillence, Northumbria University; Dawn Branley-Bell, Northumbria University; Richard Brown, Northumbria University**

Hospitals are increasingly targeted by cybercriminals, who are putting lives at risk. Hospitals face multiple challenges in maintaining their cybersecurity, namely the technology they are using, the specialist cybersecurity skills required and the attitudes of healthcare professionals towards cybersecurity. In this study we focused on healthcare professionals within a single hospital in Italy. The study sought to understand the differences in perceptions of culture between different staff groups and the overall relationship between these perceptions and behaviours.

The methodology consisted of cultural, behavioural and data use questionnaires, which were translated into Italian and distributed throughout the hospital to doctors, nurses and administration staff.

Linear regression models suggest that security culture perceptions significantly predict how important and achievable staff perceive different cybersecurity behaviours to be. Further analyses found significant differences between the doctors and the other two groups. Doctors reported a significantly more negative perception of cybersecurity culture. They also perceived cybersecurity behaviours (as prescribed in the IT policy) to be significantly less important and less achievable than the other groups.

Overall, doctors were the least secure staff group – albeit with the best of intentions (i.e., focusing upon patient care). These data, alongside other research, suggest that healthcare staff focus on delivering patient care and see cybersecurity as interfering with, rather than facilitating their clinical practice. There is a need for change within healthcare organisations to ensure that secure behaviours fit within the clinical workflow and staff accept cybersecurity as crucial to protecting patients.

## **Oral Presentation**

### **The effects of a global pandemic on student engagement in higher education**

**Lydia Devenney, ATU; Deirdre McClay, Atlantic Technological University; Simon Stephens, Atlantic Technological University; Ferdi Engels, Utrecht University; Elisabeth Y Bijlsma, Utrecht University; Joris Verster, Utrecht University**

**Background and Aims:** As a result of the Covid-19 pandemic, higher education practitioners worldwide adopted novel teaching strategies to deliver content online or in a blended environment. The rapid transition of modalities from in-person education to blended or exclusively online delivery was unprecedented and conceptualized as 'emergency' online teaching. This study explores student engagement in online learning environments during Covid-19 using data from higher education students in Ireland.

**Methods:** A total of 2646 participants with a mean age of from Atlantic Technological University completed the studentsurvey.ie questionnaire (formerly known as Irish Survey of Student Engagement) which is based on the NSSE (US). Three years of survey data were investigated. Data were collected for the academic years 2018–2019 and 2019–2020 (pre-Covid-19), and 2020–2021 (during the Covid-19 pandemic).

**Findings:** An emergency switch to online teaching and learning during the Covid-19 pandemic resulted in significantly poorer collaborative learning and less effective teaching practices. Also, following the transition to online modalities, the number of student-faculty interactions and student-student interactions decreased significantly. However, higher order learning, quantitative reasoning, and reflective and integrative reasoning did not change significantly following the inception of Covid-19.

**Conclusion and Implications:** The results highlight the consequences of an emergency transition to online education brought forward by a global pandemic on student engagement, and gives insight into policy and managerial implications that are valid beyond the Covid-19 context.

## **Oral Presentation**

### **Protect the self, protect the smartphone: How does the extended-self relate to privacy and security perceptions of smartphone users?**

**Matt Dixon, Northumbria University; Lynne Coventry, Northumbria University; James Nicholson, Northumbria University**

Extended-self theory explores how a person's sense of self extends beyond their physical mind and body, to the people they interact with and their physical possessions, such as smartphones. Smartphone users value their devices more than ever, with some recognising the smartphone as an extension of their being and a conduit for engaging with an increasingly digital world. Indeed, smartphone users are heavily reliant on the device, and express a deep and close relationship with their smartphone, recognizing it as an extension of themselves.

This study explored the role of smartphones in peoples' everyday lives and how they protect themselves and the device as part of their extended self. We present qualitative data from 27 interviews with smartphone users, analysed using inductive thematic analysis to derive four themes which describe i) building discontentment – a contentious relationship between the need for a smart phone and a diminishing perception of autonomy, ii) physical security bias – where physical protection is the only protection thought to be effective, iii) responsibility delegation – responsibility is delegated to manufacturers, developers and peers to maintain security, and iv) privacy helplessness – an apathy to privacy violations via the smartphone as data surveillance is viewed as inevitable in a digital world.

In conclusion, these findings suggest three causes of potential harms to the extended self. First, that security and privacy responsibility is externalised, both to a hive-mind of fellow users, and manufacturers. Secondly, smartphone use blurs boundaries of work-life balance and third, the ability to attain solitude.

## **Oral Presentation**

### **Video games during the Covid-19 pandemic: player motivations and stress relief**

**George Farmer, The University of Westminster; Tom Buchanan, University of Westminster; Nina Smyth, The University of Westminster.**

#### **Background & Aims**

The Covid-19 lockdown of April 2020 introduced physical isolation measures to prevent further cases, which limited the ability to socially interact. Previous research has demonstrated mental well-being concerns of social isolation (Xu & Banks, 2020), but video gaming may be able to help individuals maintain and establish new social connections through online play. Video gaming could also help fulfil other basic psychological needs to maintain a positive state of mental well-being through a time of heightened stress.

#### **Methods**

This was explored using a multi-model approach (Self-Determination Theory (Ryan & Deci, 2000) and Uses & Gratifications Theory (Katz et al., 1974)) to help better understand the use of video games during a stressful life event. An online survey was conducted (N = 242) that focused on mental wellbeing, stress, and psychological need fulfilment through video gaming during the lockdown of April 2020.

#### **Findings**

We found that the need for competency was positively associated with mental well-being whilst relatedness was positively associated with levels of stress; playing for enjoyment was positively associated with mental well-being whereas extrinsic motivations for play were negatively associated; diversion, arousal, and social interaction gratifications predicted video game frequency before and during the lockdown; and diversion gratifications was positively associated with stress.

#### **Conclusion & Implications**

The study's findings illustrate the importance of motivation in helping to regulate feelings of stress through video game play, maintaining mental wellbeing, and maximising the potential benefits of the video gaming experience when appropriately motivated. The findings will also be discussed in relation to other work in the field.



## **Oral Presentation**

### **Victim blaming and cyber-bystander intention to intervention in online harassment: Examining the moderating effects of victim response and bystander conscientiousness**

**George Georgiou, University of Hertfordshire; Katy West, Independent**

Online harassment and cyberbullying incidents are frequently witnessed by cyber-bystanders. Moral disengagement mechanisms, such as victim blaming, have been identified as important determinants of bystander behaviour, and previous research has demonstrated a negative relationship between a cyber-bystander's willingness to help the victim and the extent to which responsibility for the incident is attributed to the victim – victim blaming. It is therefore important to further understand how the relationship between victim blaming and intention to intervene in support of the victim may be influenced by contextual factors, e.g., the victim's response, and individual differences of the cyber-bystander, e.g., conscientiousness. The current, preregistered study examined the intention to intervene, and attributions of victim blame for a hypothetical, low-severity, online harassment vignette. A sample of 280 participants (18-75 years, Mean age = 36.8, SD = 14.1), were randomly assigned to one of four victim response types (no response, humorous, distressed, apologetic). Moderation analyses were conducted to establish whether the relationship between victim blaming and intention to intervene depended on victim response or cyber-bystander conscientiousness. Consistent with previous findings, higher levels of victim blaming were associated with lower levels of intention to intervene, however, this relationship was not moderated by either the type of victim response or the bystander's level of conscientiousness. The findings suggest that for low-severity online harassment situations, the relationship between victim blaming and intention to intervene is not susceptible to the moderating influences of these specific contextual and individual difference factors.

## **Oral Presentation**

### **The Sexually Objectifying Media Scale: Development and Psychological evaluation for cisgender women and men**

**Zhuo Hu, University of Sheffield; Chantell Wood, University of Sheffield; Nicola Buckland, University of Sheffield**

Existing measures of sexual objectification experience are unlikely to fully capture experiences of sexual objectification in the media. The purpose of the current research was to develop and evaluate the Women-Sexually Objectifying Media Scale (W-SOMS) and Men-Sexually Objectifying Media Scale (M-SOMS). In Study 1, an initial 34 W-SOMS and 10 M-SOMS items were developed, drawing from existing literature and an online survey (n women = 80, n men = 76, using age representative samples). In Study 2, exploratory factor analysis (n women = 340, n men = 100) suggested an underlying structure of three correlated factors for W-SOMS and a single factor for M-SOMS. In Study 3, confirmatory factor analysis (n women = 331, n men = 328) supported a higher-order model with three first-order factors for W-SOMS (15 items and three subscales: Importance of Physical Appearance, Sexualised Body Representation and Body Evaluation), and a single factor model for M-SOMS (4 items and measures sexualised body representation). W-SOMS Total, Subscales and M-SOMS displayed excellent internal- consistency, test-retest reliability and differentiation by known groups. In addition, M-SOMS displayed incremental validity in predicting men's body image above and beyond existing sexual objectification measures. However, the convergent and discriminant validity of W-SOMS and M-SOMS were less supported. W-SOMS and M-SOMS capture women and men's unique sexually objectifying media experiences, and advance the operationalisation of sexual objectification experiences for cisgender women and cisgender men.

## **Oral Presentation**

### **Flexible moral judgements and the spread of belief-consistent disinformation on social media.**

**Laura Joyner, University of Westminster; Tom Buchanan, University of Westminster; Orkun Yetkili, University of Westminster**

#### **Background & Aims -**

Disinformation is deliberately created, false or misleading information. For disinformation to spread organically on social media, disseminators rely on user interactions: often influenced by content's believability or ideological-concordance. As a form of harmful content, considering how social media users make moral judgements of disinformation may be valuable to understand spread. The present research aimed to understand if social media users are more lenient towards belief-consistent disinformation and does this influence their interaction behaviours.

#### **Methods**

Two online correlational studies were carried out via Qualtrics to explore the relationships of belief-consistency and disclosure of disinformation status with participants' moral judgements and likelihood of spreading disinformation content (N1 = 218, N2 = 251). Participants completed Citizen Trust in Government Organisation and COVID-19 Perceived Risk scales before rating their likelihood of interacting and moral acceptability of spreading misleading images that corresponded with these beliefs.

#### **Findings**

Participants were more likely to spread disinformation when the message was consistent with their beliefs. Belief-consistent disinformation was also judged to be more morally acceptable to spread, even when it was disclosed as being false or misleading. Finally, the findings from two mediation analyses suggested that moral judgements of disinformation partially mediate the relationship between belief-consistency and disinformation spread.

#### **Conclusion & Implications**

Social media users may make exceptions for spreading belief-consistent disinformation, even when they are aware it is false. The findings also suggest that this moral flexibility could help to explain why people are more likely to spread belief-consistent disinformation.

## **Oral Presentation**

### **Emoji Spatial Stroop Task: Exploring the impact of vertical positioning of emoji on emotional processing**

**Linda Kaye, Edge Hill University; Gemma Darker, Edge Hill University; Sara Rodriguez-Cuadrado, Autonomous University of Madrid; Helen Wall, Edge Hill University; Stephanie Malone, Griffith University**

Background and aims- Despite emoji often being assumed to be a form of emotional communication, previous work suggests that emoji are not processed emotionally on an implicit level (Kaye et al., 2021, 2022). However, additional work is needed to corroborate these initial findings. The current study employed

the Emoji Spatial Stroop Task to explore whether spatial iconicity affects semantic-relatedness judgments relating to emoji stimuli. Namely, emoji stimuli were displayed in various vertical positions and valence perceptions were measured.

Methods- A 3 (emoji valence; positive, negative, neutral) x 3 (vertical position; upper, lower, central) within-participants design was used to determine the impacts on valence perceptions. Valence perceptions were obtained from ratings on how positive/ negative participants perceived stimuli to be on an 11-point Likert scale (-5 negative, 0 neutral and +5 positive).

Findings- Findings from 157 participants revealed that, after controlling for current mood, both emoji valence and their vertical positioning impacted significantly on valence ratings. The valence x positioning interaction effect was also significant, highlighting a congruence effect whereby positive emoji in higher vertical space were rated significantly more positively than when in central or lower space, and negative emoji were rated significantly more negatively when displayed in lower vertical space compared to central or upper space.

Conclusion and implications- These congruence effects suggest we may embody emoji as symbolic objects to represent abstract emotional concepts. However, further work is needed to ascertain whether these findings are replicated for implicit responding.

## **Oral Presentation**

### **'Girls can't Game': Predictors of female competence in gaming domains**

**Danielle Kelly, De Montfort University; Brona Nic Giolla Easpaig, Macquarie University; Paola Castillo, Charles Sturt University**

There is an emerging awareness of the problematic response women face to their presence in gaming environments. Female players are often subjected to trolling and harassment online, however the mechanisms driving these problematic behaviours are still unclear. The current study aims to build upon previous findings by determining how subjective perceptions of gameplay are influenced by the perceived sex of the player. 326 participants completed an experiment in which they were primed to believe that they were watching the gameplay of a novice and expert player. The participants were primed to believe that they were either watching a female, male or neutral player through the manipulation of utterances. Participants provided ratings on the number of perceived errors made by the player (below average, average, above average, no errors made). Participants also provided ratings of the player's competence and warmth. Participants were then asked to complete an implicit association test to implicit bias based on sex, and finally completed the Ambivalent Sexism Inventory. Findings indicate that the gameplay judgements made for the 'female' player were rated as above average in the novice condition more frequently than in the male and neutral conditions. Sexism was found to significantly influence ratings of competence at both the novice and expert level. The findings indicate that there are still issues in the perceptions of female competence in gaming environments, and suggests more intervention is needed to remove barriers for females in digital spaces.

## **Oral Presentation**

### **Instagram Use and LGBTQ+ Sexual Identity Clarity**

**Edward Noon, Leeds Trinity University; Dr Chia-Chen Yang, Oklahoma State University; Ondra Pesout, Charles University; Michal Stefanczyk, University of Wroclaw**

#### **Background and Aims**

Qualitative evidence suggests that social media can provide LGBTQ+ young people with safer environments for exploration. Yet, few studies have drawn upon quantitative designs to longitudinally examine the reciprocal relationship between social media use and sexual identity clarity. This research sought to address this gap in the literature, and also explored whether cultural context moderates these relationships.

#### **Methods**

Three-wave panel data were collected from LGBTQ+ young people (aged 16-21) in the USA (W1: N = 393), the Czech Republic (W1: N = 544), and Poland (W1: N = 581). Data collection will finish in June 2022, with an expected final sample of N = 150 per country. Data will be analysed using a RI-CLPM.

#### **Findings**

Individuals with low sexual identity clarity are expected to use Instagram for exploration more frequently, though the effect of cultural context is unclear. Those from less accepting contexts may be more exploratory on Instagram, as they may have fewer opportunities in offline contexts. Alternatively, it is possible that due to fear of negative offline consequences, those in less accepting contexts are less likely to publicly explore on Instagram. Furthermore, we expect that supportive Instagram content (e.g., positive peer feedback) will positively predict identity clarity, whilst negative content (e.g., anti-LGBTQ+ content) will negatively predict identity clarity.

#### **Conclusion and Implications**

This study provides insight into the benefits and risks associated with using Instagram as an exploratory tool and can support LGBTQ+ young people to make more informed decisions regarding their behaviour on social media.

## **Oral Presentation**

### **Adolescents' perceptions of cyberbullying and cyber aggression**

**Emily Smith, De Montfort University; Roshan Rai, De Montfort University; Amanda Wilson, De Montfort University; Mark Scase, De Montfort University**

#### **Background**

Across the academic literature, there is often conceptual confusion regarding cyberbullying and cyber aggression, despite their definitions having distinct definitions. These terms are often used interchangeably and inconsistently, which can cause measurement issues and consequently, inconsistencies in the

reporting of prevalence rates. Adolescents are highly engaged with the internet and social media and thus have been the primary focus of cyberbullying research, and as such, it is important to understand how they conceptualise these behaviours. The aim for this research was to explore adolescents' perceptions regarding cyberbullying and cyber aggression.

#### Method

A total of three focus groups were conducted with 18 adolescents, aged between 14-15. The focus groups were analysed using thematic analysis to explore the common themes surrounding adolescents' perceptions of cyberbullying and cyber aggression.

#### Results

There were four main themes identified. These included issues around the how education within schools is unhelpful and unrelatable; the complexity of dealing with cyberbullying and cyber aggression within the school environment; when cyber aggression crosses over into cyberbullying; and social media to be used as a tool whereby perpetrators utilise its features.

#### Conclusion

The results suggest that adolescents view cyberbullying as an extension of cyber aggression. In addition, the results also suggest that better education and support is needed within schools, and that this should be relatable and acknowledge the difficulties of dealing with cyberbullying or cyber aggression within the school environment.

#### Oral Presentation

##### **'I found it the only place that spoke the same language': A thematic analysis of an online forum for people living with dementia Catherine Talbot, Bournemouth University; Neil Coulson, University of Nottingham**

Despite the proliferation of online support groups, little is known about how people with dementia engage with them. The aim of this study was to explore the content of messages exchanged on the asynchronous online discussion forum 'Talking Point'. 100 conversation threads were randomly selected from the sub-forum 'I have dementia', yielding 863 individual messages generated by 251 unique usernames. Data were analysed using reflexive thematic analysis. Our analysis generated three themes: journeying through dementia; reciprocal peer support; therapeutic creativity. The online forum provided a safe space where users could document their experiences of adjusting to diagnosis and adapting to everyday life, discuss their symptoms and share their concerns for the future. Throughout these discussions, users engaged in peer support strategies, providing emotional support, experiential information and advice, companionship and a sense of community. Creative activities were often discussed as an important coping mechanism and some users utilised the online forum to engage in creative self-expression, telling short stories or writing poems about dementia. Our findings suggest that the online forum is a valuable space for people with dementia, filling an important gap in post-diagnostic support provision. Given the current limitations offline support for people with dementia, clinicians, support workers, organisations, and carers could consider recommending online peer support forums to people with dementia.

## **Oral Presentation**

### **Prisoners' experience of living with an in-cell computer Sally Tilt, HMPPS and Nottingham Trent University**

Background and aims: A small number of prisons in England and Wales provide computers in prisoners' cells. The aim of this study was to explore the experience for prisoners serving a sentence with a computer in their cell.

Method: The study employed a mixed method design involving (1) a quantitative survey exploring the relationship between computer usage (type and frequency) and participant autonomy, agency, well-being, growth, and support; and (2) semi-structured one-to-one interviews exploring prisoner experience of in-cell computers.

The survey was offered to all prisoners at two prisons in England and Wales, via a notification on their in-cell computer. The quantitative data extracted was analysed using regression techniques. Participants for interview were selected from the two prisons using purposive sampling and the data analysed using thematic analysis.

Findings: From the survey (n=785), frequency of use of computers was significantly related to agency for desistance and wellbeing. Mediators that partially explain the effect were identified in a number of models. Themes were identified from interview data consistent with the preceding literature review.

Conclusion and implications: This research is the first in the field to explore the impact of living in a cell with a computer and utilises an innovative method of data collection for a custodial setting. Use of an in-cell computer is related to an increase in desired outcome variables for prisoners, including agency for desistance and wellbeing.

## **Oral Presentation**

### **'It's All About Trying to Be Relatable': Counsellor Relatability and Personal Experiences of Social Media When Supporting Young People Ella White, University of Manchester; Chao-Hwa Chen-Wilson, University of Northampton**

#### **Background and Aims**

Although there is a small area of research exploring how mental health practitioners can support young people with the impacts of social media on their mental health, no study has explored practitioner's own relationship with social media. This novel study aimed to understand counsellor's own relationship with social media, and any similarities or differences they identified compared to their client's relationship with social media.

#### **Methods**

Counsellors who worked with young people aged 16-25 were recruited and interviewed. A thematic analysis of the interviews identified three main themes.

#### **Findings**

The first theme 'It's Not Based on Reality' related to counsellors comparing themselves to the unrealistic highlight reel depicted on social media in the same way as young people they supported. The second theme 'All Of a Sudden I'm on Facebook' related to the counsellor's obsessive use of social media; the counsellors believed they were better able than their young clients to recognise when social media impacted their mood and to instigate boundaries by coming offline. The third theme 'It's All About Trying to Be Relatable' regarded counsellors feeling their own social media use benefited their practice by

enabling them to better understand and empathise with clients.

#### Conclusion and Implications

Despite parallels in social media use identified in the themes between counsellors and young people, counsellors believed their experiences of social media differed to their clients. This study provides implications for counsellor training when working with young people and the importance of counsellors' self-care when using social media.

### **Oral Presentation**

#### **The influence of virtual reality (VR) technology on media users' empathy, engagement, and enjoyment** **Jinhee Yoo, Gannon University**

Although many studies have been conducted to examine the influence of video games, social media, and literary fictions on empathy and usage intentions when using traditional technology (Cummings et al., 2021), little is known about the effects of what happens when using more immersive technology (i.e., VR). An increasing demand for VR necessitates research to investigate the influence of VR on consumer behavior. Given that VR allows for perspective-taking experiences with high-definition visual and sound effects (Yoo et al., 2022), it is assumed that its effect on empathy and usage intentions can be substantial. This study investigates how different levels of immersion (TV as low immersion vs. VR headset as high immersion) affects how individuals perceive empathy, engagement, and enjoyment using a factorial experiment (N = 51). Participants watched a documentary using both TV and a VR headset at two different time intervals. The findings indicate that the half of participants who used a VR headset on Day 1 perceived a higher level of engagement and enjoyment while watching a documentary on Day 1. When the medium was reversed, these findings were affirmed again as well as a higher level of empathy for VR on Day 2. The findings suggest that VR enhances the level of empathy for the users. The participants indicated that they would prefer a VR headset for watching concerts/movies/TV shows and playing video games while they prefer TV for watching sports. The findings have implications for VR developers and marketers.

## **Work in progress presentations**

### **Work in progress presentation**

#### **Weaponised flagging against 'grey area' content on Instagram and TikTok Carolina Are, Centre for Digital Citizens**

This presentation aims to showcase initial findings from my project at the intersection of online abuse and online censorship, looking into the relationship between malicious reporting, or flagging, and platforms' deletion of certain accounts and/or content to produce further knowledge and push for fairer social media moderation.

'Flagging' is a mechanism for reporting content to social media platforms such as Instagram and TikTok, allowing users to express their concerns about platform governance (Crawford and Gillespie, 2016). However, research has shown that, within an already opaque, automated and unequal social media governance process operating through community guidelines (Kaye, 2019), flagging can also be weaponised against accounts other users disagree with, in a phenomenon branded as 'user-generated warfare' (UGW) (Fiore-Silfvast, 2012). Given social media's lack of transparency and communications with their users, the difficulty to retrieve removed content or profiles and platform censorship of bodies, sexuality, sex work and educational content (Are, 2021; Griffin, 2022; Paasonen et al., 2019; Schoenebeck and Blackwell, 2021), malicious flagging can become an effective, crippling online abuse technique, leaving users banished from online spaces.

Through this presentation, I will share a preliminary set of findings from a qualitative survey aiming to infer Instagram and TikTok's approach to malicious flagging against 'grey area' content, or content that social media platforms have so far struggled to moderate. Participants included accounts that have been known to be targeted by flagging such as educators, pole dancers, sex workers, activists, LGBTQIA+ users and journalists (Are, 2021; Schoenebeck and Blackwell, 2021; Stokel-Walker, 2022), and their experiences allow to interrogate the currently opaque processes behind social media moderation.

### **Work in progress presentation**

#### **From Daises to Doomsday: Examining the Community Building Mechanisms in Far-Right Online Space Jonathan Collins, Charles University**

Major social media platforms, have recently taken a more proactive stand against harmful far-right content and pandemic-related disinformation on their respective sites. However, these actions have catalysed the growth of 'fringe' online social networks for participants seeking right-wing content, safe havens, and unhindered communication channels. Therefore, with large amounts of data removed from popular virtual platforms and users congregating in laxly moderated right-wing echo chambers, these developments have created an environment of self-isolated far-right content. To better understand these isolated systems of online activity and their success, I focus on the predominantly right-wing platform Gab. Guiding the study are two fundamental questions: what makes these types of far-right sites popular, and why do they matter? I aim to provide a potential answer to these queries by examining how far-right online



communities are built by sharing and curating specific collective-building media in conjunction with the users' communicative experiences. Offering a first-of-its-kind experiential examination of the different narratives and multimedia within the platform via an online netnographic lens, the study examines how this curated content helps create its lasting community base and enables Gab's success as a social media network. Outlining these mechanisms can provide valuable insights into the different discursive networks as a basis for forming a radical collective and safe space for pseudo-societal communications.

### **Work in progress presentation**

**Developing an AI-powered system for detecting indicators of mental health difficulties and negative life events using social media posts**  
**Xia Cui, The University of Manchester; Terry Hanley, the University of Manchester; Tingting Mu, the University of Manchester; Amila Gamage, VoicelQ Limited; Muj Choudhury, VoicelQ Limited.**

#### Background and Proposed aims:

This study reflects upon the development of a pilot AI-powered system for detecting indicators of vulnerability within conversations. Vulnerability is interpreted in a multifaceted way and here we focus upon two strands of the work, the development of components that (i) may indicate they are struggling with their mental health and (ii) that they have suffered from a negative life event.

#### Methods:

Within the two strands of interest reported above, a system was devised to investigate text using (i) a supervised learning approach and (ii) a prompt-based learning approach. The former constructs a model using a labeled dataset, extracting features using dictionaries of key words related to diagnostic indicators for depression and anxiety. The latter uses a defined prompt (e.g. The life events are negative) in order to transfer a pre-trained Natural Language Inference model to perform a collection of unseen classification tasks. These models have been tested using open source data from the social media platform Reddit.

#### Preliminary Findings:

To date, our preliminary case studies appear to demonstrate that, due to poor quality of annotation in real world datasets, the supervised learning approach is much weaker than the prompt-based learning model at distinguishing between vulnerability indicators.

#### Potential Implications:

The prompt-based learning model used here demonstrates promising results for the identification of indicators of mental health difficulties and the occurrence of negative life events. These results are potentially important as the methods applied might be applied to a variety of telehealth settings.

### **Work in progress presentation**

**The Lens of Ethics: User Experience (UX) Design in Online Fashion Consumption**  
**Cheng Fan, Northumbria University**

Background and Proposed Aim: User Experience (UX) design in the digital consumer space is based on the design of consumer psychology and behavior from human-computer interaction (HCI) perspective (Sitback team, 2021). However, ethical issues will continue to arise in UX design as online fashion

companies have adapted more and more with Cyberpsychology-based UX design (Murray, 2021). Such unsustainable business models expose the importance that sellers place on short-term rather than long-term benefits, which inevitably leads to a lack of consumer trust and a decline in branding. What's more, the relevant regulations and supervision are not in place or missing.

Research questions including - Are there other unethical cyber-psychological issues in UX design? How does it silently change users' consumption behavior? How can new technologies be used to build a sustainable ethical design and marketplace?

Methods: This project takes a quantitative approach, including cases studies(n=4) and interviews (n=10), to investigate the ethical nature of the online fashion industry.

Preliminary Finding: Unethical UX design that has reached some level of consensus includes but is not limited to dark patterns (Narayanan et.al, 2020), greenwashing, and price discrimination.

Potential and Applications: While discerning consumers could influence design strategies by demanding transparency and accountability, it is important to demand that the different stakeholders in the market and propose certain common norms as the most socially responsible response to the circular economy and sustainable development.

Keywords: User Experience (UX), Cyberpsychology, Ethics, Co-Design

## **Work in progress presentation**

**Forensic digital evidence as a detailed record of instrumental sexual behaviour: Computer assisted profiling of adult, paedophile, coercive and violent sexual interests.**

**David Glasgow, Child and Family Training and Nottingham Trent University**

### **Background and aims**

Many psychological assessments of sexual interest exist; psychometric, cognitive and physiological. However, all share (at least) two limitations: 1/Data are generated 'post hoc', thus becoming vulnerable to suppression and 'faking good', and 2/ Sample sizes in individual cases are typically rather small.

In contrast, forensic digital analysis aimed at detecting or prosecuting online offences generates lists representing 'a priori' search and web histories, downloaded files, favourites etc. Often these constitute tens or hundreds of thousands of records, detailing years of sexual and nonsexual internet related instrumental behaviour. These have not typically been analysed by applied psychologists because of: an absence of established procedures and tools; the complexity and sheer volume of digital evidence; and the personal costs of directly examining traumatising material.

This paper describes the development and initial empirical testing of ISOPS, a new computerised procedure for profiling potentially risk related online sexual behaviour.

### **Methods**

Online behavioural records were analysed for domains and tags associated with general sexual, adult, paedophile, hebephile and coercive/violent sexual

interests. An applied behavioural analysis (ABA) approach was adopted, generating totals and relative ratios for each category.

Forensic and non-forensic samples were analysed, ranging from a few hundred lines of data, to over a million. Possible samples generating 'baseline' or 'expected' ratios were investigated.

The impact of sample size on ratio stability was investigated, and bootstrapping was used to generate confidence intervals for sexual vs nonsexual ratios.

#### Findings

ISOPS quickly and reliably categorised records, with around 90% of sexual content correctly identified as such.

#### Conclusion and implications.

ISOPS appears to be a promising technology for ABA of digital evidence, which does not require direct examination of illegal or traumatising images. Further, 'Expected' profiles can be generated, against which 'found' profiles can be compared (although the rationale for choosing one baseline over another requires investigation). Reliability is promising, and justifies further validation studies, particularly with respect to the relationship of ISOPS identified problematic sexual interests with recidivism and escalation to contact offending.

### **Work in progress presentation**

#### **Improving the validity and reliability of eyewitness memory research using stimuli displayed in virtual reality Andrew Green, University of Bedfordshire**

##### Background and proposed aims

Eyewitness memory plays an important role in the criminal justice system, as it can often be the primary (or only) evidence on which a conviction is based. Though eyewitness memory is generally accurate, errors in recall are common enough to present a significant issue and are a leading cause of wrongful conviction. Traditionally these issues are investigated with laboratory experiments presenting a to-be-remembered criminal event either live or on video. However, these methods have been criticised for lacking ecological validity and reliability. This series of studies proposes the use of stimuli presented in virtual reality (VR) to resolve these methodological issues.

##### Proposed methods

In a series of between-subjects experiments, participants will be exposed to a to-be-remembered crime stimuli portrayed by live actors, on a video screen or in VR. Level of emotion experienced, heart rate, sense of presence and recall (free and cued) will be compared to determine if VR technology can provide a witness experience which is closer to viewing a crime in person than on video.

##### Preliminary Findings

When comparing a video and VR group, those in the VR group experienced a significantly higher sense of presence and heart rate, suggesting a more realistic experience. There was no significant difference in recall between the groups, however the large effect sizes warrant further investigation.

Potential implications and applications

VR may offer a reliable and ecologically valid way of conducting eyewitness memory research, which could be adopted by other researcher in the area.

### **Work in progress presentation**

#### **Enhancing students' digital wellbeing through an introductory cyberpsychology module Jane Guiller, Glasgow Caledonian University; Christopher Hand, University of Glasgow**

Background and proposed aims

Digital Psychology is a core introductory level module for all BSc (Hons) Applied Psychology students at Glasgow Caledonian University. It focuses on understanding the effects of technology use on our identities, relationships, behaviour, and wellbeing. However, digital wellbeing (DW) is not a well-defined term. No scale currently exists to specifically measure DW (Ong et al., 2021). Blog content and module feedback points to how impactful the module content is on students' subjective digital wellbeing (SDW). The aim of this work is to develop a scale that can assess the impact of the Digital Psychology module intervention on DW. The findings can be used to inform construction of a DW measure to support rollout of a planned DW Toolkit microcredential course.

Proposed methods

Blog posts will be analysed using a qualitative Content Analysis approach (Mayring, 2000). Focus groups will further clarify the concept of SDW and how it is distinct from general subjective wellbeing. In academic session 2022/2023, 100 Digital Psychology students will complete existing subjective wellbeing measures pre- and post-module content and activities. These findings will then be used to construct a DW measure to assess pre- and post-module DW.

Potential implications and applications

This work will develop a DW measure to support rollout of a new DW microcredential to students across disciplines, as well as professionals working with young people in a variety of roles (such as educators), and parents who wish to examine and understand their own and others' digital behaviour through a psychological lens.

### **Work in progress presentation**

#### **The role of emoticon in assessment feedback literacy and impression formation Christopher Hand, University of Glasgow; Xinjue Yang, University of Glasgow & Linda Kaye, Edge Hill University**

Although largely superseded by emoji, emoticon are still frequently used in computer-mediated communication, particularly in contexts lacking the technical capacity to include emoji. Emoticon influence perceptions of text sentiment, and potentially influence impression formation. The current study examines the

use of positive emoticon within academic assessment feedback. Specifically, we test inter-relationships between text valence (negative criticism, positive praise), referent of feedback ('the assessment...', 'you...'), and presence of emoticon (with positive emoticon, no emoticon) on student-participants' perceptions of feedback and feedback author, as well as their ability to accurately recall feedback. We predicted that emoticon would influence the effects of text valence and focus – enhancing the perceived positivity of praise, softening the negativity associated with criticism. Relatedly, we hypothesised that students would demonstrate better recall for feedback presented with an emoticon. We anticipate that this will be particularly evident when the feedback referent is 'personal' to recipients ('you'). Data will be collected via Qualtrics between June and July 2022. Data will be analysed and written up by mid-August 2022. A repeated measures quasi-experimental design is being used. We aim to recruit approx. 120 participants (current students / recent graduates). We will analyse feedback recall scores using linear mixed effects models, and we will analyse 'feedback evaluation' data through a series of cumulative link mixed effects models. Results can inform best-practices in assessment and feedback, as well as in staff-student communication.

### **Work in progress presentation**

#### **Investigating the impact of narrative rhetoric on receptivity and empathy relating to mental health challenges in digital games with a purpose Christopher Leech, Edge Hill University**

Within the past decade, there has been an emergence of digital games with a purpose. Games that provide players with unique experiences, by social issues such as ill-mental health in Hellblade: Senua's Sacrifice. To date there has been little scientific examination of the impact on players. Narrative rhetoric, (the story) is a core mechanic in many games. This a useful game factor to study experimentally to understand players' receptivity to messages portrayed through games. This pre-registered study utilises a mixed design in which format of narrative (e.g., narrative games or static reading conditions) is the between-participants variable and mental health literacy, empathy and donation to charities are within-participants variables, obtained pre and post-test as well as at a three-week follow-up post-test. Theoretically, in line with the Elaboration Likelihood Model, it is hypothesised that receptivity to ill-mental health messages and empathy will be significantly increased from pre to post for those participants who play a game with an ill-mental health narrative, more so than for participants who play a control game or engage in static reading material. The COM-B model is used to underpin any behavioural changes which occur from receptivity, as measured by a charity donation task. Therefore, it is also hypothesised that the ill-mental health game condition will elicit greater monetary value being allocated to mental health charities relative to the other conditions. Preliminary data will be presented. Findings will contribute to an understanding of receptivity to video games impact on mental health areas.

### **Work in progress presentation**

#### **Democratic Surveillance? Rethinking Government Surveillance in the Age of Cyberterror and Covid-19 Sharon Matzkin, University of Haifa; Daphna Canetti, University of Haifa**

Does lethal and non-lethal cyberterror affect the public's declarative support for and behavioural adoption of government surveillance? If so, by what mechanisms do they do so? These questions' importance lies within the ever-changing social and political landscape consequent to the rapid progression of the information highway. Our dependence upon the cyber domain for our everyday activities introduces unprecedented vulnerabilities to our privacy. To examine the answers to the research questions, I embark on a research project to compare the phenomenon of cyberterror to that of Covid-19 in terms of

support (Study One) and behavioural adoption (Study Two) of mass government surveillance policies. To date, scholarly analysis of the privacy/surveillance trade-off primarily addressed the aspect of public opinion on surveillance policies. The examination of adoption of those policies, however, has been conspicuously lagging. To address this theoretical gap, I develop two models predicting support for government surveillance policies, specifically opt-out nudging calls for the adoption of surveillance policies following cyberterror and Covid-19. Data will be drawn from two survey experiments in three countries (Israel, the U.S., and the U.K.) with similar rates of confidence in government and internet penetration. Theoretical recommendations will follow to ensure that societies worldwide are safe from the menace of cyberterror.

### **Work in progress presentation**

#### **The Sound of Silence: COVID, Cyber and Surveillance Policy in the US, UK, and Israel Yafit Nehemia, Haifa University; Daphna Canetti, University of Haifa**

Does exposure to life threatening events (e.g., COVID/plague, lethal cyber-attacks) prompt support for surveillance policies? Both COVID and cyber-attacks are a life threatening event, random in their nature, sources are unknown, as well as embedded fear and uncertainty. We argue that threat perceptions are key to the understanding of the differences in which people respond to either COVID or cyber-attacks in terms of embracing surveillance policies. To address this question, we have designed two original experiment surveys in three countries; UK, US and Israel. We tested the effect of exposure to lethal cyber-attacks (N=607; Study 1) and lethal COVID incident (N=475; Study 2) on support for surveillance policies. In study 1 (February 2000) we used vivid, professionally produced television reports on major attacks on derailed trains. Respondents were assigned to one of four conditions: lethal cyber or non-lethal cyber, lethal or non-lethal conventional terror. In study 2 (May 2020), in the pre vaccine era, we used vignettes describing different COVID dangerous implications resulting from massive infection while using trains. Respondents were assigned to either lethal or economic damage conditions. Initial findings indicate a. similar trends in Israel and the UK; b. different types of threat perceptions are related to the variations in public support for surveillance policies; and c. compared to COVID, exposure to cyber-attacks is a stronger predictor of support for governmental surveillance.

### **Work in progress presentation**

#### **Experiences of 'brelfie' sharing by UK breastfeeding mothers Lisa Orchard, University of Wolverhampton; Wendy Nicholls, University of Wolverhampton; Anna-Maria Markova, University of Wolverhampton**

Background and Aims: The World Health Organization has identified breastfeeding as a key health priority. However, breastfeeding rates within the UK are relatively low, despite a high proportion of families initiating breastfeeding at birth. Social media may hold potential as a facilitator of breastfeeding support and information. However, to ascertain such potential, research needs to further explore specific breastfeeding content within social media. The current research aims to explore experiences of sharing breastfeeding selfies, otherwise known as 'brelfies'. Selfies are an integral part of online identity within social media. However, little is known about brelfies despite their popularity amongst breastfeeding communities.

Methods: Eleven breastfeeding mothers from the UK were interviewed to discuss their experiences of sharing brelfies within social media. All interviews were conducted online. Reflexive thematic analysis is used to identify and organise relevant key themes.

Preliminary Findings: At the time of writing, analysis is ongoing.

Potential Implications and Applications: The research hopes to give a voice to breastfeeding mothers, allowing them to share their experiences of taking and sharing breelfies within social media platforms. Such research will help further understanding of the impact of this particular type of social media content may have on breastfeeding families, as well as furthering our understanding of selfie-sharing more widely.

## **Work in progress presentation**

### **The Impact of Social Media, in Relation to Music, on Consumers' Behaviour: Case Study of Korean Pop Music Fatma Zohra Oulha, University of the West of Scotland; Graham Scott, University of the West of Scotland; Gillian Hendry, University of the West of Scotland**

#### 1. Background and Proposed Aims

The research observes the influence of music-related content, looking precisely at the case of Korean pop music (K-pop) and the global band BTS, on consumers' emotional engagement and social behaviour. The band witnessed reputable fame for their hybrid music and fan base, named ARMY (Choi, 2020). Worldwide, fans are known for their endeavours to promote this genre of music, which prompts questions about the notion of fan studies (Jenkins, 1992). It is claimed that fans are prone to engage with creators of online content and pursue interactions for purposes of belonging, gratification and constructing a social identity (Galuszka, 2015; Reysen & Branscombe, 2010). To examine this further, the study seeks to understand the how and why fans interact with celebrities and the mechanisms of online communities.

#### 2. Proposed Method

##### 2.1. Thematic Analysis

A thematic analysis was conducted following Clarke & Braun's (2006) outline. The latter included familiarizing with the data, coding, generating themes, finding cohesive links and synthesizing. The thematic analysis provided an adaptable approach to examine the globalization of K-pop and the impact of the band, BTS.

##### 2.2. Participants

The data contained textual posts retrieved from the band's fan app 'WEVERSE', for a period of four weeks. 225 comments were extracted using #TO\_BTS.

#### 3. Preliminary Findings

The interpretation of the results detailed the fundamentals of fandoms, the effect of the band's music and the resulting para-social relationships (Horton & Wohl, 1956). The analysis also unveiled mannerism of using social media to promote a global interest in the Korean culture.

#### 4. Implications

The findings of the study informed the initial questions of the research. Nonetheless, further research is necessary to inspect social media's impact, how the K-pop industry is changing societal views and dominating the Western mainstream, and the perception of para-social relationships in academia.

## **Work in progress presentation**

### **Developing a scale to measure a user's perception of the trustworthiness of digital information**

**Rob Peace, University of Bath**

Measuring a user's perceived trustworthiness of digital information is an important concept today due to the prevalence and increased access to untrustworthy digital information (in comparison to the physical world). Previous scales are only able to measure single levels of trust when focusing on text based digital information (such as users' perceived expertise of the source), yet do not consider the interaction of the source, the information, and the digital environment. Thus, the aim of this study is to develop an ecologically valid scale that holistically measures the perceived trustworthiness of digital information (accounting for additional levels of trust). We aim to use multiple steps to create and validate the scale, including item generation, Exploratory factor analysis, and Confirmatory factor analysis. Preliminary findings and challenges will be discussed in the presentation. The potential implications of this work are that we are better able to measure users' perceived trust of digital information. In turn, this may help us to understand how to increase the trustworthiness of important digital information such as health, security, and privacy, to mitigate the challenge of untrustworthy information.

## **Work in progress presentation**

### **Show yourself: Effects of using pictorial cues in computer-mediated communication interactions depending on social presence**

**Bernardo Pereira Cavalheiro, Marilia Prada, David L. Rodrigues, Iscte-Instituto Universitario de Lisboa, CIS-Iscte**

Nowadays, computer-mediated communication (CMC) and online interactions are ubiquitous. A potential limitation of channels such as instant messaging and email (vs. face-to-face) is the absence of non-verbal information. To overcome this, individuals may rely on emoticons, emojis and, more recently, memojis. Emoticons and emojis in particular have been shown to help complement messages (e.g., by attributing an emotional tone to the message), often resulting in positive outcomes (e.g., less ambiguity). Building upon research indicating that pictorial cues, such as emoji, can elicit perceptions of social presence (i.e., perception of the existence of others in distant locations, e.g., during CMC interactions) in written CMC, we conducted an experimental study to test if using different pictorial cues positively influenced perceptions of senders and communication outcomes, and if this effect was explained by perceptions of social presence. Participants (N = 292) were randomly assigned to one of the conditions (control, :, , ) in a between-participants design and asked to evaluate the comments' social presence, efficacy and positivity, as well as the responder's warmth and competence, based on the interaction. Preliminary results showed that using either visual cue (vs. control) elicited higher perceptions of warmth, competence, message efficacy, and message positivity. As expected, these effects occurred because participants perceived more social presence. These findings suggest that using pictorial cues to complement written messages can potentially enrich and enhance communication. This study also adds to the literature by helping to understand the role of memojis in written communication. Further implications and limitations are discussed.



## **Work in progress presentation**

### **Amended Psychological Contracts of University Students: The Implications of Virtual Learning Environments in the New Normal for Higher Education Institutions**

**Robin Robin, Oxford Brookes University; Kuldeep Banwait, Oxford Brookes University**

The training and facilitation to improve the use of technologies for teaching and learning (T&L) became more pronounced since the COVID19 pandemic. Technologies such as virtual learning environments (VLEs) provide students with benefits over in-person learning that can potentially entice students to rely more on the VLEs and decrease the (in-person) attendance rate. The use of technology in T&L also accommodates the temporary relaxation of regulations, such as assessment strategies and deadlines, during the transition to post-COVID19 period. However, with the new normal embraced by HEIs, this raises a question: how much of the use of VLEs and previous relaxation of regulations will affect students' expectations in post-COVID19 period? This study addresses this question by looking at the change in the psychological contracts between students and HEIs.

A pilot study where we interviewed four senior managers in HEIs (three associate deans and one director of learning) established the need to manage expectations and the importance of students' personality traits in self-regulation and value co-creation. The next stage of this study will be to distribute the survey to students of HEIs. The questionnaire includes measures related to psychological contracts, personality traits (extraversion, conscientiousness, and neuroticism), and psychological entitlement.

This study can add a novel perspective of expectation management in the HEIs by addressing the lack of use of psychological contracts in the HEI context. Potential managerial implications of this study include how HEIs can manage expectations of the use of technologies for teaching and learning based on our future findings.

## **Work in progress presentation**

### **Improving student wellbeing with AI: developing and evaluating design guidelines for a virtual assistant**

**Marielle Rosendaal, University of Buckingham; Masa Popovac, University of Buckingham; Hisham al Assam, University of Buckingham**

Higher education (HE) students' subjective wellbeing (SWB) has been receiving more attention over the past few years. The recent Covid-19 pandemic has accelerated the need for reliable, cost-effective, tailored solutions, in order to improve students' SWB, and in turn their academic success. At first glance, an AI-based virtual assistant (VA) offers interesting opportunities. A VA could potentially monitor students' SWB by gathering different types of data about the student, through interacting with the student, continuously learning about their personality and SWB in the process, and by using existing (academic) data such as grades and attendance. When the VA signals SWB is suboptimal, it could offer just-in-time, tailored exercises, tasks or other types of interventions, in order to improve the students' SWB.

Using an online survey (n=130, with participants from both the United Kingdom, n=73 and the Netherlands, n=57), this study explored whether HE students are accepting of and open to the idea of using such a VA (UTAUT2), and if so, what elements should be taken into account when designing and developing this VA. The PERMA profiler was used to investigate students' current level of SWB, and the mini-IPIP was used to inform about students' personality traits. A preliminary set of design guidelines was developed, based on insights from literature. The findings will be used to supplement the design guidelines that can then be used by computing experts to design a first version of the VA, as well as offer direction for future research.

## **Work in progress presentation**

### **Bubble Games Pocketsize – Bringing opposites closer together through Virtual Reality**

**Marielle Rosendaal, Fontys University of Applied Sciences; Janienke Sturm, Fontys University of Applied Sciences**

According to the Netherlands Institute for Social Research (SCP), three quarters of the Dutch population experience an increase in disagreement on social issues. The SCP's research does not show that polarisation has actually increased; however people feel that contrasts are becoming more pronounced. The major concern is that people's feelings may cause groups to become increasingly harsh towards each other, resulting in a loss of nuance and rise in aggression.

In the Bubble Games project, a design intervention using Virtual Reality (VR) was developed in order to bring people back together, help them empathise with each other by diving into each other's world and experiences, and cooperate in achieving a specific goal. While the VR design intervention offered a solution for the projects' specific use case, this intervention is not easily transferrable to other contexts. Furthermore, the cost of development was (unrealistically) high. The Bubble Games Pocketsize project aims to use the knowledge and insights gained in the previous project to design, develop and evaluate a more generic, accessible and more affordable (hence pocketsize) tool to bring opposing groups in society closer together. The research question for this project is: 'how can an accessible and adaptive tool based on virtual or augmented reality be developed to bring groups with divergent, potentially conflicting and polarising views closer together?'

In this design-oriented, multidisciplinary research, design thinking is used to design, develop and evaluate a new tool that is rooted in theory, designed in co-creation with all relevant parties, and evaluated in practice.

## **Work in progress presentation**

### **Gaming and Gender: Investigating the construction of gamer identity for female gamers.**

**Bethany Thomas, Edge Hill University**

Female players are consistently targets of gender-based hostility across the digital gaming domain. Research evokes that gamer identity is a catalyst for this hostility, as female players juxtapose stereotypical 'gamer' categorisations. Core frameworks from social psychology often act as the theoretical underpinnings in this topic, but the efficacy of these regarding the construction of gamer identity is unknown. As such, this research will investigate the construction of gamer identity and the intersect with gender identity using components derived from Social Identity Theory (Tajfel, 1978), Superordinate and Subordinate identities (Turner et al., 1987; Gaertner & Dovidio, 2000) and the Lens-based approach to intersectional stereotyping (Petsko et al., 2021).

This research aims to (i) investigate the efficacy of identity theory principles as processes involved with the construction of gamer identity and the intersect with players gender identity, (ii) establish the theoretical basis from which gamer identity for female players may be understood, and (iii) investigate the contextual influences of gamer identity in a currently unexplored gaming context. 40 virtual semi-structured interviews, with a deductive thematic analysis approach to coding and theme generation, will be used to explore these research aims. The sample will consist of both female and male-identifying gamers, to investigate the intersection between gamer and gender identity. These findings will promote the representation of female players in researchers' understandings of what it means to be a gamer. For example, across current measures of 'gamer identity' often focused on typologies, female gamers are often under or mis-represented. Exploring in-depth the various aspects of gamer identity for female gamers can be a first-step to develop these measurements.

## **Work in progress presentation**

### **'It's my electronic brain': How people living with dementia use smart devices to support their cognition and memory Samantha Wilson, University of Liverpool**

There is increasing interest in non-pharmacological approaches that optimise the health and wellbeing of people living with dementia. Smartphone and tablet devices appear to offer some benefits for enhancing the quality of life of people living with dementia, especially enabling them to stay independent and socially engage in the early phases of the disease. However, relatively little is known about how people living with dementia and their caregivers use their smart devices and why they may, or may not, choose to engage with these devices. A qualitative interview study was undertaken to explore this topic. Interviews were conducted with 29 people living with dementia, mild cognitive impairment, and their caregivers, and analysed thematically. This work in progress presentation will discuss the preliminary findings from this analysis. People living with cognitive impairment used their devices in a manner similar to cognitively healthy older adults but used a number of cognitive aid features, such as alarms, calendars, and to-do lists, extensively to assist them in their everyday lives. Additionally, they were able to preserve their self-identity by using their smart devices to continue taking part in meaningful activities both inside and outside the home. Caregivers made use of their own smart devices and the devices owned by their loved one to assist them in caregiving and provide security and reassurance. Smartphones and tablet devices were seen as acceptable and highly accessible forms of support, especially for people who may be reluctant to seek or not need more robust health and social care support.

## Workshops

### Workshop

#### **Online Addictions in the Context of Autism and ADHD – The Neglected Field in Practice and Research** **Zainab Al-Attar, university of Central Lancashire; Cyrus Abbasian St George's University of London**

Neurodevelopmental disorders such as autism and ADHD are highly co-morbid with addiction-related disorders, including behavioural addictions. The clinical and academic fields of behavioural addictions are in their infancy, although research and to a lesser extent clinical practice, into online addictions more generally is gradually advancing outside the UK. In this digital age, most behavioural addictions involve online behaviour, whether partly or wholly. Gambling and more recently, gaming addictions, have been recognised as clinical disorders and both these now heavily rely on online methods of pursuit. In this respect, learning from the online addictions field is becoming increasingly important to our understanding of behavioural addictions. Within this arena, the heightened vulnerabilities that autism and ADHD may create to online behavioural addictions, are critical to understand, when assessing and treating behavioural addictions in individuals with autism and ADHD. Presented by a Psychiatrist and Psychologist with combined expertise in the addictions and neurodevelopmental disorder fields, this workshop will synthesise research and clinical knowledge from the behavioural addictions and neurodevelopmental disorder fields, to develop our thinking around the assessment and treatment of online behavioural addictions in individuals with autism and ADHD. Each feature of autism and ADHD will be examined for its contextual role in the onset and maintenance of online addictions, with a view to informing recommendations for assessment and treatment approaches. Workshop participants will be encouraged to share their insights and ideas, in order to promote the ongoing development of this highly neglected but critical area of clinical practice and academic knowledge.

### Workshop

#### **Tele-Diagnostic Assessments of ADHD and Autism – What We Have Learnt from Over a Decade of Tele-Psychiatric Practice** **Zainab Al-Attar, University of Central Lancashire; Cyrus Abbasian, St George's, University of London**

The Covid-19 pandemic created the necessity for mainstream psychiatric services to operate remotely. This generated both challenges and opportunities for clinicians, as they navigated what to them were uncharted territories. Clinicians accustomed to traditional face-to-face practice may have approached tele-diagnostics with caution, especially given the absence of training and experience in tele-diagnostics. Such caution may have been even greater when diagnosing such neurodevelopmental disorders (NDD) as ADHD and autism, as the very diagnostic criteria that need to be delineated during the assessment process link to interaction, communication, attention, body language and motor activity. Whilst two years on, clinicians in NDD services have developed a degree of confidence in undertaking diagnostic assessments using remote technologies, there remains little guidance on remote diagnostics of NDDs. It is important for such guidance to include and extend beyond the exceptional circumstances of practice during a pandemic. It is therefore important to capitalise

on learning from specialist tele-diagnostic services that have longstanding experience, especially were tele-diagnostics to be adopted as a business-as-usual practice in the future. The first telepsychiatry service set up in the UK over a decade ago was Psychiatry-UK (PUK), a Care Quality Commission regulated tele-diagnostic service, which has very extensive experience of remote diagnostics of neurodevelopmental disorders. PUK is a key provider for the NHS, with unique and extensive experience specific to tele-diagnostics. Two clinicians from this service will share their experiences around the key principles of good practice in the field of tele-diagnostics of neurodevelopmental disorders such as ADHD and autism.

## **Workshop**

### **The CyberDoctor: Drop-in surgery** **Linda Kaye, Edge Hill University**

An opportunity to drop-in to ask questions, get feedback or just to have an informal chat with Dr Linda Kaye, Owner of The CyberDoctor. This may be most useful for those starting out in cyberpsychology, who may want some guidance on how to apply cyberpsychology in research or practice.

## Poster presentations

### Poster presentation

#### **Exploring the role of expertise on the use of digital trust signals and symbols in an open-source software library: A think aloud study** **Rob Peace, University of Bath; Laura Smith, University of Bath; Adam Joinson, University of Bath**

The security of open-source software libraries are increasingly being targeted and exploited by malicious actors. The open nature of the libraries allow attackers to upload and distribute malicious code that may be obfuscated within packages. Therefore, exploring how users make decisions about the trustworthiness of digital information (such as open-source code and packages) becomes an important area of study for security, yet also to contribute to further understand user's perceptions of the trustworthiness of digital information when an immediate or obvious risk is not present. We aimed to firstly explore the narratives of how users utilise digital trust signals/symbols. Secondly, we aimed to explore the role of expertise upon the reliance of trust signals/symbols. We used a think aloud methodology (n = 20, 10 x novice participants and 10 x expert participants) whilst participants interacted with an open-source software library, identifying heuristics that signalled or symbolised trust to them. A thematic analysis was applied to the collected data. Findings include theoretical contributions through evidence for a trust calculus in which users state trust signals/symbols from a range of the information, source and platform contribute to a calculation to evaluate the trustworthiness of digital information. Secondly, that expertise changed the reliance on digital trust signals/symbols. Finally, the interaction of a user's perceptions of trust and the digital environment may create the perfect conditions to become a victim to open-source software attacks.

### Poster presentation

#### **Emoji congruency and sentence point-of-view: Effects on eye movements and reader interpretations** **Christopher Robus, University of Bedfordshire**

The role of emoji in virtual communication has become a growing field of literature, particularly on their impact on emotional interpretations. However, research to date has not reached a consensus on the exact nature of their effects, with conflicting findings on emoji influence, or possible lack thereof. In contrast, investigations on the narration of accompanying sentences are absent in this context, despite research paradigms often presenting sentence stimuli to participants in either first-person or third-person formats. This study aims to investigate whether the point-of-view of sentences influences potential emoji-sentence congruency effects during sentence reading and perception formation. Utilising a within-subjects experimental design and eye-tracking technology, participants were presented with affective narrative sentences (positive, negative) of differing points-of-view (first person, third person), containing either grinning or frowning emoji, or no emoji for control conditions. A range of on-line eye movement measures were collected, including first- and subsequent-pass measures on centre-position affective target words and total time on sentences. To assess reader interpretations, ratings for perceived sentence valence, believability, predictability, and sincerity were recorded. With data collection in its final stages, it is predicted that differences congruency effects will be more

prominent in first-person sentences than third-person sentences. As first-person sentences are more likely to be attributed to a real person by readers, the implications of this would highlight the substantial importance of emoji as social cues, rather than as inherently linguistic or emotional cues. Findings would have implications for theory and applications for industry, including education, marketing, and online communication.

## **Poster Presentation**

### **Instagram engagement and well-being: The mediating role of appearance anxiety**

**Chloe Ryding, Nottingham Trent University; Lydia Harkin, Nottingham Trent University; Daria Kuss, Nottingham Trent University**

#### Background and aims:

Previous research into social networking site (SNS) use and well-being has predominantly focussed on time spent online. However, this can often lead to the underestimation of behaviours associated with SNS use, such as how users engage with SNS platforms. This study therefore, aimed to investigate the relationship between SNS engagement patterns, namely active, passive and problematic usage patterns, and their relationship on anxiety, depression and self-esteem in the context of Instagram. Appearance anxiety was also examined as a mediating factor between Instagram engagement patterns and the selected well-being patterns.

#### Methods:

A sample of 290 participants reported their SNS engagement in a cross-sectional psychometric survey. Associations were investigated with markers for depression, anxiety, self-esteem and appearance anxiety.

#### Findings:

Problematic use was associated with symptoms of anxiety and depression, and active use was negatively associated with depression. Appearance anxiety was revealed as a significant mediator for passive use on anxiety and depression, as well as for problematic use on anxiety and depression.

#### Conclusion and implications:

Findings indicate problematic and passive usage patterns to have negative impacts regarding anxiety and depression symptomology, in addition to highlighting the role of appearance anxiety on well-being outcomes. The findings of this study can contribute towards a better understanding of the underlying mechanisms associated with Instagram usage and well-being, in addition to helping inform SNS initiatives targeting body image and/or well-being concerns.

## **Poster presentation**

### **The Effect of Avatar Gender and Appearance on Aggressive Behaviours in a Virtual Environment James Simcox, Bournemouth University; Sarah Hodge, Bournemouth University**

#### Background/aims

The use of avatars within digital spaces has become an important aspect of online interactions. The Proteus Effect is when a user of an avatar temporarily adopts the attitudes and behaviours that are consistent with the stereotypes and characteristics associated with the avatar's presentation. This experiment investigated whether the avatar gender (male vs female) and appearance (aggressive vs non-aggressive) would influence aggressive behaviours and attitudes of participants on a decision-making task and an aggressive questionnaire. This is important to understand as aggressive behaviours within virtual environments have many potential damaging impacts on users. Additionally, the avatar gender and appearance have never been investigated together.

#### Method

A sample of 96 Bournemouth University students, with a mean age of 20.43 (SD = 4.21), were recruited and had to complete a decision-making task and an aggression questionnaire as the avatar they had been assigned.

#### Findings

The results showed a significant increase in aggression on the decision-making task and the aggression questionnaire for aggressive appearing avatars, but no significant difference was found for avatar gender.

#### Conclusion and implications

These results demonstrated the occurrence of the Proteus Effect for avatar appearance as the participants took on the aggressive attributes associated with the avatar's appearance. However, as the gender stereotypes of aggression did not demonstrate Proteus Effect consistent behaviours, it suggests that the primes of gender stereotypes were weaker than the primes associated with avatar appearance. These results can guide future designs of avatars to avoid aggressive interactions in virtual environments.

## **Poster Presentation**

### **Does online social networking reduce social isolation and improve quality of life in people with psychosis. Emily Thelwell, University of Warwick; Laura Dunkerley, Coventry and Warwickshire Partnership Trust NHS**

#### Background and proposed aims:

For individuals with psychosis, social isolation has become increasingly associated with earlier mortality rates, higher rates of depression, increased risk for suicide, and worse mental health outcomes or quality of life overall. Despite many patients having expressed a desire in maintaining contact with the community, 80% of individuals with psychosis report persistent and impactful experiences of social isolation. Online social networking (OSN) may facilitate social interactions for people with early psychosis. The need to provide online interventions, as an alternative or in addition to face-to-face interventions, has



become increasingly apparent in recent years. This need has become more critical because of the COVID-19 global pandemic and physical-distancing directives reducing the opportunities for face-to-face socialising.

1) What Online Social Networking interventions have been used for people with psychosis?

2) How effective Online Social Networking interventions in improving quality of life, social isolation, perceived social support and relationship.

Proposed methods:

An electronic database search of PubMed, PsycINFO, MEDLINE, EMBASE, CINAHL, SCOPUS and Cochrane Central Register of Controlled Trials was conducted in October 2021 and yielded a total of 17281 results.

Preliminary Findings:

Ten publications that reported data from four RCTs and six non-control studies met our inclusion criteria. Data extraction and quality assessment was undertaken independently by 2 reviewers. Data analysis to follow.

Potential implications and applications:

It is hoped that the results from our review will facilitate the development of interventions including online social networking for patients with psychosis experiencing social isolation.

## **Poster presentation**

### **Identifying digital trust signals and symbols: A systematic review**

**Rob Peace, University of Bath; Laura Smith, University of Bath; Adam Joinson, University of Bath**

Assessing the trustworthiness of digital information is a challenging process because the interaction of a user's psychology, the digital environment, and the business model of advertising places a complex burden on the user. One way in which users evaluate the trustworthiness of digital information is the user of heuristics in the form of digital trust signals/symbols. Thus, the aim of this review is to identify and assess the evidence base for digital trust signals/symbols that raise a user's perception of the trustworthiness of digital information. Secondly, to understand the nature of interventions that have successfully increased a user's ability to evaluate digital information. Finally, to assess how well the measures are aligned with the system. We used the PRISMA guidelines and searched 5 databases spanning socio-technical disciplines. The search returned 2,130 studies. After stage 1 and 2 screening, 63 papers were retained with 173 digital trust signals/symbols identified. We then applied a thematic analysis to the identified signals/symbols. Findings include a review of digital trust signals/symbols, an overview of the nature of the interventions, and finally a review of the measurement of trust within the studies. The potential implication of this work is to firstly contribute to our understanding of digital trust, yet also to inform practitioners which trust signals/symbols users utilise to make decisions regarding the trustworthiness of digital information. In turn, this may increase the trustworthiness of important messages such as health, security, or environmental science.

## **Poster Presentation**

### **'There's no comparison': The experiences of women entrepreneurs with Imposter Phenomenon in online communities Leila-Jane Ainge, Nottingham Trent University; Kristina Newman, Nottingham Trent University**

#### **Background and aims**

The prevalence of Imposter Phenomenon amongst high achievers has been widely reported across professions from academia to the board room. Studies have focused on both the individual and organisational characteristics that result in people feeling like a fraud in comparison to peers. The contemporary experiences of women entrepreneurs navigating the online world of work, however, remain largely unexamined.

#### **Methods**

This study explores the experiences of women who are part of online communities for entrepreneurs. Semi-structured online synchronous interviews were conducted with 15 women recruited from online communities. Transcripts were analysed using interpretative phenomenological analysis.

#### **Findings**

Three superordinate themes emerged: 1) The visibility trap, 2) coping with comparison, and 3) the online level playing field. Our findings reveal how women with Imposter Phenomenon who are members of an online community benefit from deeper online connections with peers, the buffering effect online communities have from the visibility trap of social media, and the positive effect of being online as a woman entrepreneur, during the COVID-19 pandemic.

#### **Conclusion and implications**

The results of these findings contribute to understanding the ways in which women cope with comparison, barriers facing women in modern day entrepreneurship, and highlight the role of online peer networks in creating psychologically safe spaces for women entrepreneurs and the lessons learned from the pandemic. The preservation of cultural experiences in data collection is discussed along with online community involvement in the research.

## **Poster Presentation**

### **Exploring the use of online dating in the UK during the COVID-19 pandemic: A thematic analysis.**

**Nikki Dean Marshall, University of Nottingham; Benjamin Partridge, Sheffield Hallam University; Rosie Martin, Sheffield Hallam University; Jade Mason, University of Sheffield; Chanda Purba, University of Sheffield; Amanda Sian, University of Sheffield; Jessica Tanner, University of Sheffield**

Background: Lockdown had a negative impact on wellbeing for some individuals, with reported increases in negative emotions such as boredom and loneliness; simultaneously, there was a notable increase in new users and activity on online dating platforms during the pandemic. While motivations for using online dating platforms vary widely, the Users and Gratifications Theory suggest that individuals seek out media to fulfill their needs for gratification, thus online dating users may be motivated to seek out these apps to gratify various needs (e.g., finding love, for entertainment). However, there is limited understanding for users' motivations to engage with online dating platforms in a time when restrictions were in place. Aim: The aim is to explore online dating

users' motivations and the impact COVID-19 has had on their online experiences during the pandemic. Method: A total of 12 semi-structured interviews were conducted in the UK during December 2020 to July 2021. Data was analysed using Thematic Analysis. Findings: Motivations for using online dating apps during the pandemic were to address negative emotions such as boredom and loneliness as well as to meet new people. COVID lockdowns had negative effects on online dating through COVID anxiety, dominance of COVID topics in conversation, and restricting contact which limited the ability to progress a relationship by moving it offline. Conclusions and implications: Findings related to motivations fit with prior literature, however, our data would suggest a shift in priorities in order to help navigate the changing social environment.

### **Poster presentation**

**A systematic review of the effect of digital game-based and influencer food and non-alcoholic beverage marketing on children and adolescents**  
**Rebecca Evans, University of Liverpool; Emma Boyland, University of Liverpool; Paul Christiansen, University of Liverpool; Michelle Maden, University of Liverpool; Andy Jones, University of Liverpool**

Videogame livestreaming platforms are an emerging form of digital media where individuals can watch gaming influencers play videogames. These platforms are popular with children and targeted by food and non-alcoholic beverage (hereafter: food) brands, yet few studies have examined the impact of their food marketing exposure on children. Studies assessing the impact of television food marketing on children's beliefs and behaviours map onto a logical hierarchy of effects linking food promotions to weight outcomes via brand awareness, attitudes and preferences, purchase, and consumption. This novel systematic review examined evidence for a relationship between exposure to food marketing within digital game-based media and via influencers, and these outcomes in young people.

Studies in which digital game-based or influencer food marketing exposure was experimentally manipulated, and at least one of the hierarchy of effects outcomes measured, in young people (up to 18 years) were included. Thirteen electronic databases were searched. Experimental (quantitative or mixed-method) and observational studies were considered. The review was pre-registered in PROSPERO [CRD42020167360] and conducted in accordance with PRISMA guidelines.

Twenty-two studies were included. Meta-analyses indicated an effect of food marketing on attitudes and preferences, and consumption behaviours. Purchase and awareness outcomes were synthesised narratively. Most included studies had either some concerns or a low risk of bias.

Evidence suggests that there is a relationship between exposure to food marketing via influencers and digital gaming media, and several hierarchy of effects outcomes. Findings are the first to demonstrate this relationship collectively, which has implications for food marketing policy.

### **Poster Presentation**

**The longitudinal and continual cross-sectional relationships between objective phone use, smartphone addiction and mental health**  
**Lucy Hitcham, University of Nottingham; Richard James, University of Nottingham**

**Background and aims:** There is concern that smartphone use causes negative effects on mental health and can potentially develop into an addiction. These effects are typically investigated using self-reported measures such as overall screen time, which are often inaccurate and rely on cross-sectional data, making such claims limited. This study examined longitudinal changes in the relationship between objective screen time, smartphone addiction, and key mental health measures.

**Methods:** A three wave longitudinal survey was conducted (baseline, two weeks, nine months) covering different stages of the Covid-19 pandemic. The sample of 511 participants (269 women, 232 men, 9 non-binary; mean age=27.23 ± 8.97) completed an online survey comprising smartphone addiction and mental health measurements, and logged screen time data.

**Findings:** Results showed that screen time, smartphone addiction, and mental health measures were inconsistent over time. Objective screen time increased across the three time points while scores for depression (PHQ-9), anxiety (GAD-7), negative urgency (UPPS), and smartphone addiction (SABAS) decreased. The associations between these measures also varied between each time point.

**Conclusions:** This study gives insight into smartphone use and addiction over time. Overall, these measures and their proposed link to poorer mental health outcomes are inconsistent and weakly associated, and have changed over the course of the Covid-19 pandemic. This suggests that smartphone use may not be as harmful as previously claimed. Furthermore, calling into question how usage and addiction is measured with metrics such as screen time and then subsequently pathologized within society.

## **Poster Presentation**

### **Objective vs Subjective Use of Apple's App Tracking Transparency Feature**

**Hannah Hutton, University of Bath; David Ellis, University of Bath**

In April 2021, Apple introduced a new feature called App Tracking Transparency, a Privacy Enhancing Technology (PET) which allowed users to opt out of having their iPhone activity tracked for advertising purposes. The aim of this research was therefore to explore how App Tracking Transparency is being used and why users are making the privacy decisions that they are. We collected the tracking decisions made by 312 participants as well as a free-text response for why they had chosen to allow or deny tracking for each app that had requested tracking permission. Participants also completed a privacy concern measure and the HEXACO personality inventory. We found that although 50.6% participants indicated in their responses that they were concerned about their privacy in some way, higher privacy concern scores did not correlate with a lower rate of tracking acceptance. Additionally, 35.26% of participants had incorrect beliefs about what tracking does, including 76 participants who mistakenly believed that accepting a tracking request would share their location with the requesting app. Our findings suggest that privacy salience (whether privacy is prominent in someone's mind) and the benefits that a user derives from accepting tracking are the most important factors when it comes to predicting someone's privacy decisions, much more so than their level of privacy concern. These findings have implications for how we design systems where users make decisions that affect their privacy, as well as for how we might study privacy decision making in the future.

## **Poster Presentation**

### **Exploring Nostalgic Experiences in Video Games**

**Jordan King, Bournemouth University**

Background and aims: Research has shown that video game players may experience emotional demands, such as nostalgia. This occurs when players think of a memorable game, which has been suggested to increase well-being and social connectedness levels. This study aims to explore the nostalgic experiences of players who play memorable video games.

Methods: A mixed-method approach which consisted of two parts. Part one collected quantitative data through an online questionnaire, the Personal Nostalgia Scale to explore a participant's nostalgia on a 5-point Likert scale. Participants' enjoyment was measured using the Players Experience and Needs Satisfaction Scale was used. Finally, to explore a participant's well-being, the Scale of Positive and Negative Experiences was used which is scored out of 24. Part two of the study collected qualitative data through semi-structured online interviews. To explore what makes an individual's video gaming experience nostalgic, participants shared what was memorable about the video game.

Results: Data analysis is ongoing, but initial quantitative findings from participants (N=36) suggest that memorable video games are nostalgic (M= 4.01), and participants felt positive emotions about those video games (M=14.42). Qualitative data found participants reported social interaction with family and friends as important and new and novel gameplay mechanics were nostalgic. However, some participants had negative memories/nostalgia as it was a form of escapism.

Conclusion and implications: These results can help develop an understanding of video game experiences, the role of memory and motivations to play.

## **Poster Presentation**

### **'There are hundreds of thousands online waiting to hold your hand through difficult times': Experiences of using online parenting forums to support postpartum mental health and wellbeing.**

**Lauren McSorley, Leeds Beckett University; Nova Deighton-Smith, Leeds Beckett University; Kirsty Budds, Leeds Beckett University; Suzie Wang, Leeds Beckett University**

Background and aims: Increasing numbers of new mothers are accessing peer and professional support online to support their maternal mental health. Although benefits of virtual support have been established, less is known about the impact of mothers utilising online support in lieu of conventional methods. The study sought to explore women's motivations for and experiences of using online parenting forums to support their emotional wellbeing.

Methods: An anonymous, qualitative online survey was chosen to encourage disclosure. New mothers (n=70) provided a nuanced account of using online forums in the context of maternal mental health and wellbeing. Furthermore, women responded about their experiences of customary healthcare support.

Findings: Through reflexive thematic analysis, four themes were generated: (1) Value of shared experiences and empathy; (2) Forum dynamics – a double edged sword; (3) A unique COVID context – 'I've used online forums a lot more than I otherwise would'; and (4) Inconsistency of HCP support – needing an instant solution. Virtual peer and professional support within forums is effective. For many, forums foster a supportive community which is beneficial for postpartum wellbeing. However, unwelcomed, hostile comments can lead to feelings of motherhood failure on some occasions, resulting in women avoiding

posting through fear of negativity.

Conclusion and implications: The importance of mothers being able to access not only peer support, but trustworthy, accessible professional support online was highlighted. Future considerations for healthcare professionals and forum providers could include integrating online and offline support services and offering trained peer supporters if face-to-face healthcare services are limited.



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