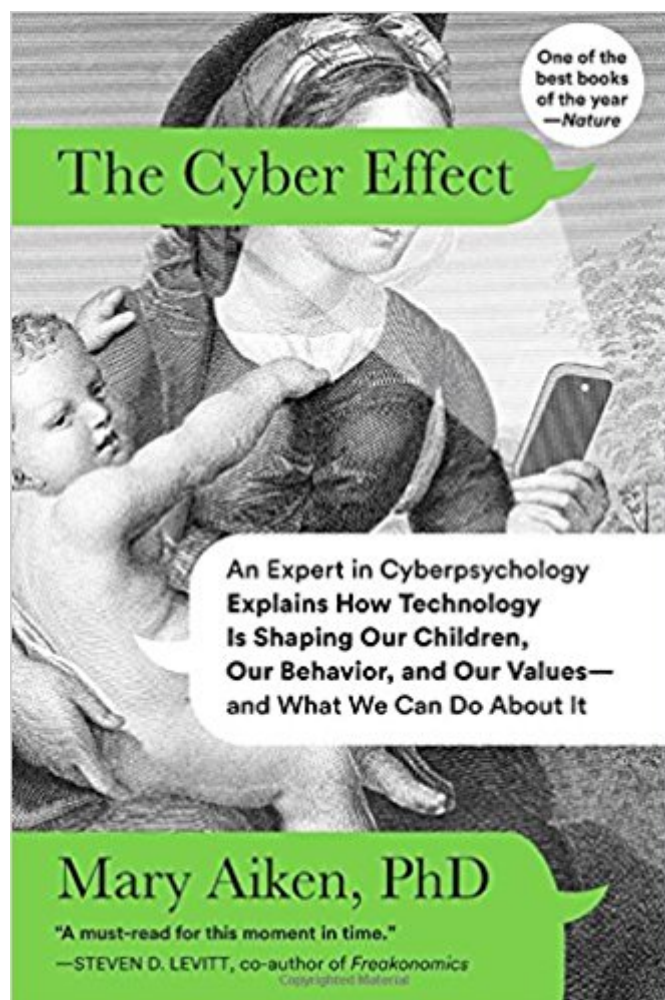


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# The Cyber Effect: An Expert In Cyberpsychology Explains How Technology Is Shaping Our Children, Our Behavior, And Our Values--and What We Can Do About It





## Synopsis

A groundbreaking exploration of how cyberspace is changing the way we think, feel, and behave

“A must-read for this moment in time.”

•Steven D. Levitt, co-author of *Freakonomics*

One of the best books of the year

•Nature

Mary Aiken, the world’s leading expert in forensic cyberpsychology, offers a starting point for all future conversations about how the Internet is shaping development and behavior, societal norms and values, children, safety, privacy, and our perception of the world. Drawing on her own research and extensive experience with law enforcement, Aiken covers a wide range of subjects, from the impact of screens on the developing child to the explosion of teen sexting and the acceleration of compulsive and addictive behaviors online. Aiken provides surprising statistics and incredible-but-true case studies of hidden trends that are shaping our culture and raising troubling questions about where the digital revolution is taking us. Praise for *The Cyber Effect*

“How to guide kids in a hyperconnected world is one of the biggest challenges for today’s parents. Mary Aiken clearly and calmly separates reality from myth. She clearly lays out the issues we really need to be concerned about and calmly instructs us on how to keep our kids safe and healthy in their digital lives.”

•Peggy Orenstein, author of the New York Times bestseller *Girls & Sex*

“[A] fresh voice and a uniquely compelling perspective that draws from the murky, fascinating depths of her criminal case file and her insight as a cyber-psychologist . . . This is Aiken’s cyber cri de coeur as a forensic scientist, and she wants everyone on the case.”

•The Washington Post

“Fascinating . . . If you have children, stop what you are doing and pick up a copy of *The Cyber Effect*.”

•The Times (UK)

“An incisive tour of sociotechnology and its discontents.”

•Nature

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

•Bob Woodward

“Mary Aiken takes us on a fascinating, thought-provoking, and at times scary journey down the rabbit hole to witness how the Internet is changing the human psyche. A must-read for anyone who wants to understand the temptations and tragedies of cyberspace.”

•John R. Suler, PhD, author of *The Psychology of Cyberspace*

“Drawing on a fascinating and mind-boggling range of research and knowledge, Mary Aiken has written a great, important book that terrifies then consoles by pointing a way forward so that our experience online might not outstrip our common sense.”

•Steven D. Levitt

“Having worked with law enforcement groups from

INTERPOL and Europol as well as the U.S. government, Aiken knows firsthand how today's digital tools can be exploited by criminals lurking in the Internet's Dark Net. •Newsweek

## Book Information

Paperback: 400 pages

Publisher: Spiegel & Grau; Reprint edition (June 27, 2017)

Language: English

ISBN-10: 0812987470

ISBN-13: 978-0812987478

Product Dimensions: 5.4 x 0.8 x 8.2 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 59 customer reviews

Best Sellers Rank: #119,785 in Books (See Top 100 in Books) #88 in Books > Medical Books > Psychology > Movements > Behaviorism #125 in Books > Science & Math > Behavioral Sciences > Behavioral Psychology #193 in Books > Medical Books > Psychology > Applied Psychology

## Customer Reviews

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parents hoping to protect their children from developing bad habits or ending up in danger. . . . The relevance of Aiken's careful discussion is undeniable.

• Publishers Weekly "An expert in the field of cyberpsychology looks at how the interface between digital technology and our daily activities impacts social and personal relationships. . . . A thoughtful approach to the attractions, distractions, and pitfalls of our digital culture.

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

• Bob Woodward "Drawing on a fascinating and mind-boggling range of research and knowledge, Mary Aiken has written a great, important book that terrifies then consoles by pointing a way forward so that our experience online might not outstrip our common sense. A must-read for this moment in time.

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• John R. Suler, PhD, author of *The Psychology of Cyberspace* "Figuring out how to guide kids in a hyperconnected world is one of the biggest challenges for today's parents. Mary Aiken clearly and calmly separates reality from myth. She clearly lays out the issues we really need to be concerned about and calmly instructs us on how to keep our kids safe and healthy in their digital lives.

• Peggy Orenstein, author of the New York Times bestseller *Girls & Sex*

Mary Aiken, PhD, is the world's foremost forensic cyberpsychologist. She is the director of the CyberPsychology Research Network and an advisor to Europol, and has conducted research and training workshops with multiple global agencies, from INTERPOL to the FBI and the White House. Her research interests include cybersecurity, organized cybercrime, cyberstalking, technology-facilitated human trafficking, and the rights of the child online. She is a member of the advisory board of the Hague Justice Portal, a foundation for international peace, justice, and security. Her groundbreaking work inspired the CBS television series *CSI: Cyber*. She is based in Ireland.

From the Hardcover edition.

Before I discuss the book, consider the author. For anyone who watches *CSI: Cyber*, Patricia Arquette's character is based on Ms. Aiken. The author is a cyberpsychologist and considered tops

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

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

here on .She coins the phrase "cyberchondria" to describe a whole suite of anxieties related to online search of real and imagined health ills. Who among us hasn't searched a symptom and then become worried that we might have some terrible disease that comes up in the search results?Aiken has a number of recommendations to help avoid some of the pitfalls she sees in her research. She suggests a separate internet for children, much like the US government uses for defense, walled off from the dangerous internet of porn and viagra commercials. Right now, she says, parents have to figure all this out on their own and the vast majority don't have the knowledge to make informed decisions.This book is fascinating and, while not a quick read, is an interesting outline of a world that most of us touch every day but know so little about. Highly recommended.

good book

I highly recommend this book to parents, pastors, and any person wishing to bring healthy balance between life and cyber interactions.

Very compelling, must read for every parent who is concerned about the impact of cyber space on their children and the next generation.

Dr. Mary Aiken has written an excellent book that is a must-read for everyone these days. She presents with simple terms the haunting situation of cyberspace and calls us to be aware of the rabbit's hole. Excellent!

Excellent book, one that uncovers and explains so much that most have never taken the time to understand.Beau SmithThe Flying Fist Ranch

This really opened my eyes and gave me a better picture of the impact of the cyber world on my generation and the upcoming one

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