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## Course- Psychology of Digital Behavior

Course Duration- 8 Hours

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**Objective:** Understanding how digital environments influence human behavior, decision-making, and interactions.

### Session 1: Introduction to Digital Behavior

- What is digital behavior?
- How technology shapes our actions and decision-making
- Overview of the psychology behind digital engagement

### Session 2: Social Media and Human Interaction

- How social media platforms affect self-esteem and identity
- The impact of constant connectivity on relationships
- Psychological theories related to social media addiction

### Session 3: Digital Consumption and Decision-Making

- How online shopping and digital ads influence consumer behavior
- Cognitive biases in digital decision-making
- The role of instant gratification in digital spaces

### Session 4: Digital Detox and Mental Health

- The effects of excessive screen time on mental health
- Strategies for digital detox and reducing screen dependency
- Practical tips for maintaining balance in a digital world

### Session 5: Ethical Implications of Digital Behavior

- Ethical concerns related to digital surveillance, privacy, and data collection
- The psychology behind data manipulation and digital marketing
- Discussion: How can we protect our behavior online?