

Digital Psychology's Impact on Business and Society

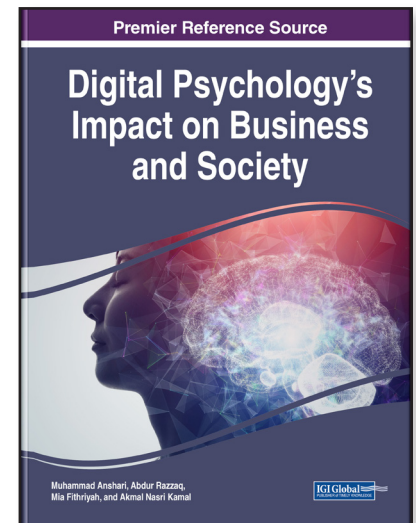
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Description:

Individuals, businesses, organizations, and countries all benefit from having access to data. People who generate data do it voluntarily, forming their habits, patterns, and behaviors in the process. Their psychological characteristics will be better understood as a result of the data that they generate, allowing them to make intelligent decisions. Organizations are motivated by the desire to collect and analyze as much data as possible from the general public or future customers in order to better understand their psychological features and influence them to purchase their products or services. As a result, there has been a great deal of debate concerning the use of data from the perspectives of individuals, organizations, the public, and the government.

Digital Psychology's Impact on Business and Society considers the phenomena of digital psychology and society in general and evaluates individual strategies and those of businesses, organizations, and even nations. Covering topics such as big data, marketing, social media, and social computing, this reference work is ideal for policymakers, psychologists, business owners, managers, industry professionals, researchers, scholars, practitioners, academicians, instructors, and students.



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Big Data
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Digital Psychology
Ethics

Human Behavior
Marketing
Nomophobia
Social Computing
Social Media

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