Keynote Speech 12 (14:45 to 15:30 HKT, 12th July 2024/D1-LP-02)

Professor Mark LEVINE

Lancaster University, UK

Psychology and Behavioral Analytics: using digital data to study prosocial and anti-social behavior

Abstract

In this talk I will explore the ways in which the rise of digital data allows us to analyze everyday interactions in ways that have never been possible before. Taking examples like the study of bystander behavior captured on CCTV cameras, or the analysis of messages and blogs from online platforms, I will explore the ways in which digital visual and verbal data can transform our understanding of human behavior. I will show how this kind of work has led to new understandings of the nature of prosocial behavior in emergency contexts. I will also show how the words that people write can be used to trace changes in their psychological state. I will conclude by drawing out some of the ethical challenges of working with digital data – and the role of psychology in navigating the research possibilities afforded by this new digital landscape.

Biography

Mark Levine (Professor of Social Psychology, Lancaster University, United Kingdom)

I am a Professor of Social Psychology at Lancaster University in the UK. Over the last 25 years I have established a reputation as a leading researcher in the psychology of prosocial and anti-social behaviour. Over the last 10 years I have focused on interdisciplinary behavioural science at the intersection of psychology and technology. My empirical work includes the analysis of CCTV camera data; natural language processing of on-line text data; fully immersive VR environments to research ethically sensitive topics. I have studied the interactions of social identity and digital technologies in community safety; disasters and emergencies; policing; health and well-being; collective action; environment and sustainability.