Bulletin of Nexus
Multidisciplinary International Research Journal, Double-Blind Peer Reviewed, Open Access Journal
ISSN : 3065-7865 / Volume-3, Issue-5, May 2026

Original Article

A Conceptual Framework of Digital Psychology

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Manuscript ID:
BN-2026-030503

ISSN: 3065-7865

Volume 3

Issue 5

May 2026

Pp. 18-21

Submitted: 06 Apr. 2026

Revised: 21 Apr. 2026

Accepted: 10 May 2026

Published: 31 May 2026

DOI:
10.5281/zenodo.22911143

DOI link:
https://doi.org/10.5281/zenodo.22911143

Abstract

The term Digital Native describes those who have grown up with computers and the internet and so have an innate familiarity with these tools; this research delves into their changing mentality. It is becoming increasingly difficult to differentiate between the actual world and the virtual world in the context of the digital transition that is taking place. This interaction has resulted in the development of a new academic discipline that is known as digital psychology. The purpose of this research is to explore the psychological elements of humans' interactions with digital technology, including social media and artificial intelligence. In the present world, digital psychology is not a subject that is considered to be unimportant; rather, it is an important component of our everyday life. Each and every occasion in which you receive alerts on your phone or see search results is impacted by a range of psychological factors. These ideas are utilized by businesses in order to improve user engagement with digital services, impact purchase decisions, and promote customer interest in the items that they offer. An understanding of this topic is absolutely necessary in light of the fact that our digital and physical experiences are continuing to converge. Because of their upbringing in a digital world, digital natives are more efficient users of information, but they are also more prone to information overload, distraction, and diminished critical thinking. This change necessitates tactics that encourage in-depth contemplation and concentration, since it affects learning, employment, and progress.

Keywords: Virtual, Digital, Mentality, Engagement and Interactions

Introduction

The field of digital psychology is a rapidly expanding field of study that studies the ways in which digital technology such as smartphones, social media, and artificial intelligence influence the mental, emotional, and interpersonal states of individuals. The study of how different types of digital media and technology influence various aspects of human psychology is the focus of the area of digital psychology. These aspects include, but are not limited to, actions, attitudes, motivation, learning, and behaviour. It is interesting to note that human psychology also plays a part in the decision-making process regarding the future of digital media and technology, including the ways in which it influences the expansion, prosperity, and economics of organisations. The study of the ways in which digital technology and media influence the human mind in a reciprocal manner is the focus of the discipline of digital psychology. Digital psychology, sometimes known as web psychology, draws on the fields of cognitive and behavioural psychology, user experience (UX), and human factors. Insights into human psychology allow us to design simple, straightforward digital experiences, like one-click payments, that delight users. Research in digital psychology pulls from a wide variety of fields in order to investigate the ways in which human behavior, cognition, and emotion are impacted by digital technologies and how digital technologies themselves are influenced by technology.

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How to cite this article:
Ghosh, S. (2026). A Conceptual Framework of Digital Psychology. Bulletin of Nexus Journal, 3(5), 18–21. https://doi.org/10.5281/zenodo.22911143

Quick Response Code:

Website: https://bnir.us

Not only does it involve the study of people's actions when they are online, but it also investigates the ways in which the designs of websites, the rules of apps, and the digital places we occupy influence our choices, our happiness, and our relationships. The study of contemporary digital life is a subfield of psychology that is known as cyber-psychology. The study of cyber-psychology focuses on the ways in which people's thoughts, identities, and social connections are altered by their continuous involvement with screens, algorithms, and artificial intelligence. While technology is transitioning from a tool to an ecosystem, it is causing changes in the processes that occur in our brains. There is a subfield of psychology known as "digital psychology" that investigates the ways in which people's ideas, feelings, and behaviors are influenced by various types of electronic media and technology. To put it another way, it investigates the factors that contribute to the unique effects that technology has on our brains. There is a field of study known as digital psychology that investigates how and why our minds react to technology. This article delves deeper into the subject matter by examining the ways in which civilizations emerge from the intersection of technology and psychology.

The Importance of Digital Psychology

Research into the ways in which digital technology may have an influence on human cognition, emotion, and behaviour is the primary focus of the area of digital psychology, which is largely focused with doing research into these topics. This phrase encompasses a broad range of subjects, such as the influence that digital environments have on the mental states of persons, the use of the internet as a method of communication, and the consumption of a variety of different sorts of media. In the field of digital psychology, which is where it is frequently conducted, one of the most prominent subjects of study is the impact that various digital tools and platforms have on the lives of people as well as the cultural norms that they adhere to. Furthermore, this is one of the most important topics of study. Digital psychology is the term given to the academic field that investigates the ways in which human cognition and behaviour are influenced by people's exposure to digital environments and technology. A better understanding of how people behave in this digital era can be gained through the study of digital psychology. Researchers and practitioners alike can profit from this since it throws insight on the mental processes that are involved in the processing of information, the making of decisions, and the implementation of technology interaction. The program teaches students how to construct AI systems that are beneficial to society and do not cause harm to it. A graduate degree in artificial intelligence and machine learning from an Indian institution can be of great assistance to students who wish to achieve success in this rapidly evolving and demanding field. Through the study of user psychology, designers are able to create better digital products that consumers really desire to use. The field of digital psychology has produced technology that enhances the user's experience and boosts their level of pleasure. As a result of the numerous resources that Bennett University possesses, such as its cutting-edge laboratories and the Bennett Library, you will have the opportunity to acquire the knowledge necessary to construct artificial intelligence algorithms that are capable of analyzing and comprehending complex information. Because of this, you will have the opportunity to make a substantial contribution to the field of digital psychology.

The concept of digital identity encapsulates an individual's online persona and the various ways it impacts their interactions with others. An essential component of digital psychology involves comprehending the influence of immersive technologies on users' cognitive processes, especially regarding their perceptions of reality and social interactions. What is referred to as "gamification" involves the implementation of gaming mechanics in contexts outside of traditional gaming, such as healthcare, education, and marketing. The domain of digital psychology explores the cognitive elements that contribute to the effectiveness of gamification, along with its potential applications. If you seek to acquire the skills necessary for crafting engaging gamified experiences that resonate with individuals and yield positive outcomes, the Bachelor of Technology program at Bennett University is an excellent choice for you.

Digital Psychology and Cognitive Biases

A significant number of individuals all across the world examine their mobile devices whenever they hear the inadvertent sound of a 'ding!' As a result of this, it is of the utmost importance to have a strong awareness of the myriad ways in which technology influences our activities. The study of the ways in which people's thoughts, feelings, and behaviours are influenced by the various forms of digital media and technology is the focus of the field of digital psychology, which is concerned with the investigation of these ways. Another way of putting it is that it explores the aspects that lead to the one-

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of-a-kind impact that technology has on human brains. The scientific field of digital psychology also encompasses the study of the ways in which human psychology impacts the development of technology. This is an important aspect of the field. In the process of doing a more in-depth investigation into each of these subjects, you will be able to get an understanding of the fundamental connection that exists between the domains of psychology and technology revolutions. It is possible for a company to conduct research on consumer psychology, for instance, in order to better satisfy the requirements of the market that it intends to serve. As a consequence of this, consumer psychology highlights the need of high-tech measures that provide organisations with data that is centered on expansion.

Technology has become an indispensable component of our life, as seen by the fact that we check our phones first thing in the morning and keep them close at hand as we wind down the day. Because of the frenetic nature of our lives, the majority of us are completely unaware of the ways in which technology influences our day-to-day activities. Heuristics are shown to have an impact on both consumer behaviour and decision-making. These choices are made without the conscious mind, which is the part of the mind that is responsible for reasoning and logic, being involved. The use of heuristics, which are mental shortcuts that prevent us from thinking through all of the potential next steps, is something that we often rely on in order to save either time or effort. The development of heuristics in humans has taken place over the span of millions of ancient years. They make it easier to make decisions on a day-to-day basis, but they also make it more likely that undesirable decisions will be made. It is possible that we may behave irrationally or make hasty decisions that are motivated by our feelings if we rely on heuristics an excessive amount. Erroneous assessments are the result of these inherent biases that are present in the thoughts of humans from the moment they are born. It was an umbrella term for studies in digital psychology that primarily focused on topics such as the following: the effects of technology on the brain, its practical applications in the workplace, individual differences in how we use technology, the importance of digital literacy, attitudes toward technology throughout life, digital ethics, the development of children and teenagers, the use of social media, and the process of changing our behaviour. The term "Psychology of Technology" was used to describe these studies. A significant amount of attention has been paid to the question of whether or not digitalisation, which is commonly referred to as screen time, results in a negative impact on psychological well-being. According to the findings of a quantitative study, the use of digital technology in moderation does not have a negative impact on one's wellbeing and may even be beneficial in a society that is highly connected. Having said that, there are a number of factors that might potentially influence this finding. It should come as no surprise that the digital revolution has had a huge influence on the emotional state of people. Regardless of the circumstances, it is essential to keep in mind that technology has an effect on people, and that we, in turn, are influenced by technology.

- **Data Analysis and Modeling** — Artificial intelligence algorithms are capable of sifting through massive user behavior datasets in search of trends, correlations, and patterns. Scientists can learn more about how people think and feel when using digital tools because of this. Students interested in Digital Psychology would do well to consider Bennett University's programs, which provide a rare blend of technological knowledge and psychological insight. They set you up for a prosperous future in this dynamic and rapidly expanding industry.
- **Customized Events** — The production of individualised digital experiences for each user, taking into account the distinct tastes and requirements of each individual user, is one application of artificial intelligence that may be used. There is a possibility that this will result in an increase in the amount of engagement and satisfaction that users feel. We will be able to create artificial intelligence algorithms that are capable of analysing and interpreting vast datasets if you get a Bachelor of Technology degree in Artificial Intelligence from Bennett University. This degree will allow you to design these algorithms. You will have the opportunity to work in the field of digital psychology, which is undergoing new developments, as a result of this.
- **Ethical AI Development** — It is necessary for the development of artificial intelligence to be led by ethical standards in order to guarantee that it will not harm society but rather serve it. One area in which digital psychology has the potential to make a contribution to the development of ethical artificial intelligence is the understanding of the psychological repercussions of AI systems. The Bachelor of Technology in Artificial Intelligence program at Bennett University places a strong focus on the creation of ethical AI. The program teaches students how to construct AI systems that are

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beneficial to society and do not cause harm to it.

Conclusion

The field of digital psychology sheds light on the vulnerability of the human mind when confronted with algorithms that have been built by teams of data scientists. The fact that the internet does more than merely reflect society is shown by the fact that it actively influences society. In order to stay up with the fast growth of artificial intelligence and spatial computing, it is essential to have a deeper understanding of these brain processes. Because of this, designers are being asked to make a moral commitment to designing in a way that is centred on people. Users are need to have a certain amount of self-awareness and digital literacy in order to reclaim their attention and autonomy in an environment that is geared to capture both of these capabilities. Due to time and energy constraints, humans rely on heuristics—rules of thumb that prevent us from overthinking every decision—and social norms when interacting with technology. This causes people to behave differently than other people. When it comes to digital marketing, old advertising methods need to give way to a new way of thinking, and companies that grasp digital psychological trends have a leg up. In order to influence customer behavior via digital marketing, marketers rely on consumer psychology. Individuals, businesses, and society as a whole stand to gain a great deal from the rapidly emerging field of digital psychology. Through gaining an understanding of the psychological aspects of human-computer interaction, we may make technological advancements, find solutions to ethical problems, and cultivate positive outcomes in the digital era.

As a result of incorporating artificial intelligence into digital psychology research and technologies, potential new routes for progress in the field have become available. Within the scope of psychology of the digital age, a comprehensive and nuanced examination of the ways in which internet technology is posing challenges to social, behavioral, and identity standards is presented. A revolution in modern society has occurred as a result of the proliferation of digital life, which has made information more easily accessible, convenient, and pervasive. The negative impacts on mental and emotional health that may arise from spending an excessive amount of time in front of screens and indulging in other behaviours that are bad online can be detrimental. It is necessary to have self-awareness, proper boundaries, emotional stability, and social support in order to maintain one's mental health in this digital era. Professionals in the field of mental health, educational institutions, and places of employment all have a vital part to play in the process of assisting people in creating healthy connections with these technologies. Users are more than just numbers on a dashboard; they are multi-faceted, emotionally-charged people with tales to tell, problems to solve, and aspirations to fulfil, as digital psychologists have shown us.

Acknowledgment

The author expresses sincere gratitude to the management and faculty members of Dr. Shyama Prasad Mukherjee University, Ranchi, Jharkhand, for their valuable support, encouragement, and academic guidance throughout the preparation of this research work. Special appreciation is extended to the Department of Psychology for providing a supportive academic environment and the necessary resources for developing this study on digital psychology. The author is also thankful to all those whose ideas, scholarly contributions, and encouragement helped in shaping and completing this work.

Financial support and sponsorship

Nil.

Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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